



Benchmarking Co-Chair Nominee

Terah Archie, Senior Director of Corporate and Foundation Relations, East Carolina University



My career encompasses more than thirty years of grant-seeking, fundraising, public relations and event planning, including almost 10 years at East Carolina University (ECU), the fourth largest public university in the state, where I have held positions in the College of Education, the Medical and Health Sciences Foundation, and University Advancement.

I have been a part of ECU University Advancement Corporate and Foundation Relations team since July 2021 and was named Senior Director of Corporate and Foundation Relations on January 1, 2025. In this role, I work closely with university leadership, the Office of Research Administration, deans, faculty members, and my advancement colleagues in annual giving, major gifts, planned giving, and alumni engagement to seek, secure, and steward philanthropic gifts and grants in support of the university's mission to be a “national model for student success, public service, and regional transformation.” This work often requires identifying and eliminating silos, building relationships, and inviting the correct stakeholders to the table to solve problems and find ways to move projects forward that benefit both the donor and the university.

I have been a NACRO member for just over a year. During that time, I attended the 2024 Annual Conference in Raleigh, joined the Benchmarking Committee, and attended NACRO Mid-Winter Leadership Meeting. As a member of NACRO’s Benchmarking Committee, I co-chaired the Career Exploration Survey sub-committee alongside Angela Dudley. Our sub-committee had a very productive Mid-Winter. I worked with Angela and Anne Borchert, the current Benchmarking co-chairs, to finalize our work on the Career Exploration Survey and prepare it for NACRO leadership to review. I am eager to continue working with the Benchmarking Committee and welcome the opportunity to take on the role of co-chair if selected. NACRO and the Benchmarking Committee are critical to defining the role and impact of corporate (and foundation) relations across the higher education landscape. This was important before January 2025 but has taken on greater significance as we navigate the disruptions in federal funding and the impact these changes have on our institutions. As higher education pivots to expand funding streams for research and sponsored programs, NACRO can guide the conversation around best practices in enterprise-wide Corporate and Foundation Relations. I am enthusiastic about being part of that discussion.