

Dear University Leader,

The Network of Academic Corporate Relations Officers (NACRO) represents nearly 500 university professionals engaged in corporate and industry partnerships. As part of our mission to advance effective university–industry engagement, NACRO is conducting its national **Industry Perspectives Survey**, which captures an environmental scan of the university–industry landscape directly from corporate partners.

We are writing to request your institution’s support in allowing NACRO member staff to share this survey with their corporate contacts. Participating institutions will gain valuable insight into corporate views on philanthropic support, research investment, and evolving corporate social responsibility (CSR) priorities. Aggregated results will support institutional benchmarking and inform new approaches to building sustainable funding pipelines at a time of significant financial and enrollment pressures across higher education.

All survey responses will be treated as confidential and reported only in aggregate; Results will be shared with NACRO members and participating institutions. The survey launches February 16, 2026, and will remain open through May 1, 2026. Questions about the instrument may be directed to the principal investigator, Dr. David Ortendahl ([daveortendahl@gmail.com](mailto:daveortendahl@gmail.com)).

We appreciate your support in amplifying corporate partner participation in this important national effort.

Sincerely,  
NACRO



Joseph Huang  
NACRO co-President



JoonHyung Cho  
NACRO co-President