

The Chronicle of Higher Education & P3•EDU 2025 Public-Private Partnership Survey

Key Findings

DO YOU SEE PARTNERSHIPS BETWEEN YOUR INSTITUTION AND PRIVATE COMPANIES:

Increasing 74%

Decreasing 3%

Staying the same 24%

IN WHAT AREAS IS YOUR INSTITUTION MOST INTERESTED IN PARTNERING WITH PRIVATE COMPANIES? (SELECT ALL THAT APPLY)

Workforce development/employee training 63%

+8%*

Health, telehealth, or mental health services 43%

Artificial intelligence 40%

+6%*

Marketing/recruiting 40%

Skills training/bootcamps 34%

Online program expansion 32%

Data analytics/predictive analytics 28%

Research, development, IP commercialization 26%

Course materials or courseware platforms 21%

Student housing 20%

International student recruitment 19%

Coaching/mentoring/tutoring 18%

Other real estate development 16%

Career counseling 16%

Energy/sustainability solutions 16%

Tech transfer 14%

Sports management/branding/promotion 11%

Other: 7%

*from 2024 survey results

WHAT ARE THE TOP REASONS YOUR INSTITUTION HAS OR WOULD PARTNER WITH PRIVATE COMPANIES?

Unique competencies/superior service to in-house alternatives 73%

Speed of execution/speed to market 55%

Availability of investment capital 40%

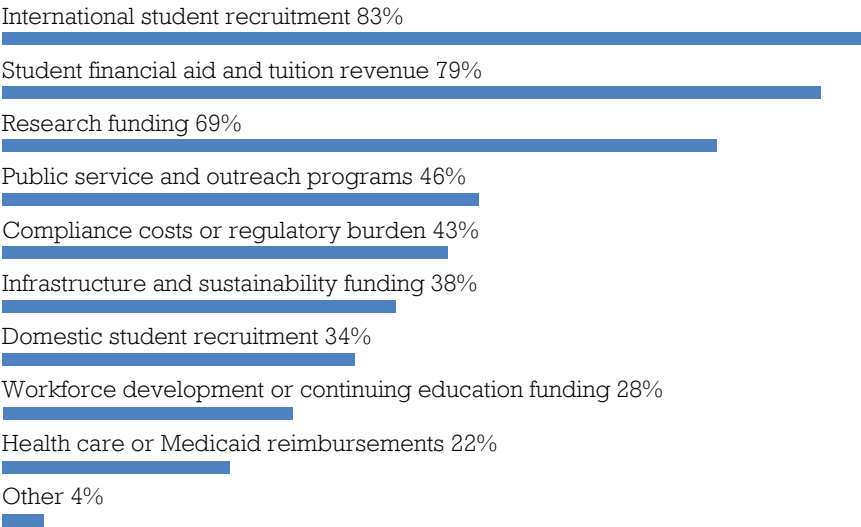
Other 12%

Federal Policy Impact

HAVE RECENTLY PROPOSED OR IMPLEMENTED FEDERAL POLICIES CHANGED YOUR PROJECTED NEAR-TERM REVENUE FORECAST?



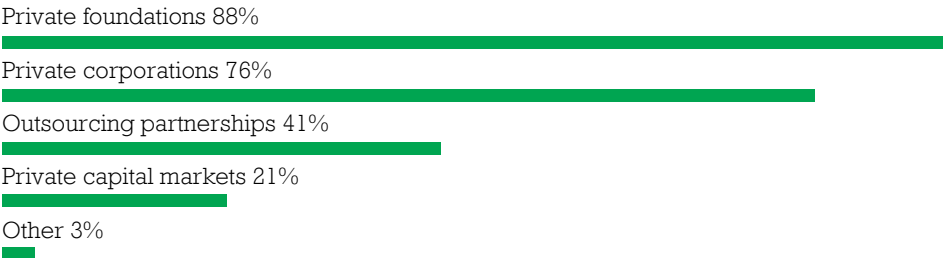
IN WHICH AREAS DO YOU ANTICIPATE RECENTLY PROPOSED OR IMPLEMENTED FEDERAL POLICIES WILL HAVE THE GREATEST IMPACT ON NEAR-TERM REVENUE?



DO YOU BELIEVE THE PRIVATE SECTOR IS A POTENTIAL SOURCE TO REPLACE ANY LOST REVENUE?



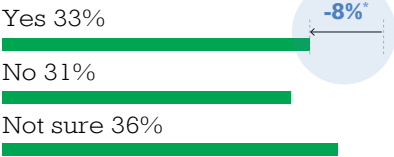
WHICH PRIVATE SECTOR SOURCES DO YOU BELIEVE COULD HELP REPLACE LOST REVENUE IN THE NEAR TERM? (SELECT ALL THAT APPLY)



Note: This question was presented only to those who believe the private sector is a potential source to replace any lost revenue.

Partnership Reservations

DOES YOUR INSTITUTION HAVE ANY RESERVATIONS REGARDING PARTNERING WITH PRIVATE COMPANIES?



*from 2024 survey results

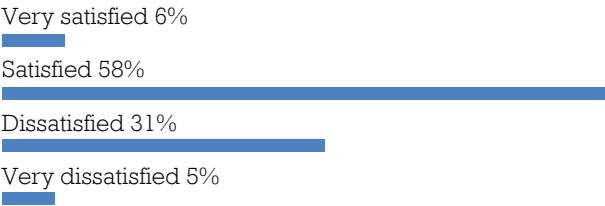
WHAT RESERVATIONS DOES YOUR INSTITUTION HAVE REGARDING PARTNERING WITH PRIVATE COMPANIES? (SELECT ALL THAT APPLY)



Note: This question was presented only to those at an institution with reservations about partnering with private companies.

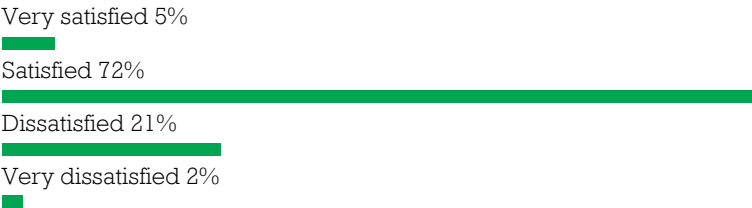
Revenue-Share vs. Fee-for-Service

OVERALL, HOW SATISFIED ARE YOU WITH THE STATE OF YOUR REVENUE-SHARE PARTNERSHIP(S) ON YOUR CAMPUS?



Note: Respondents not engaged in any revenue-sharing partnerships were excluded from this analysis.

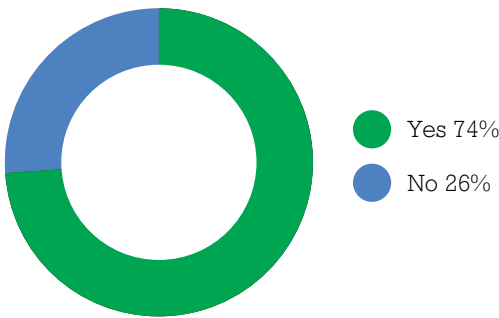
OVERALL, HOW SATISFIED ARE YOU WITH THE STATE OF YOUR FEE-FOR-SERVICE PARTNERSHIP(S) ON YOUR CAMPUS?



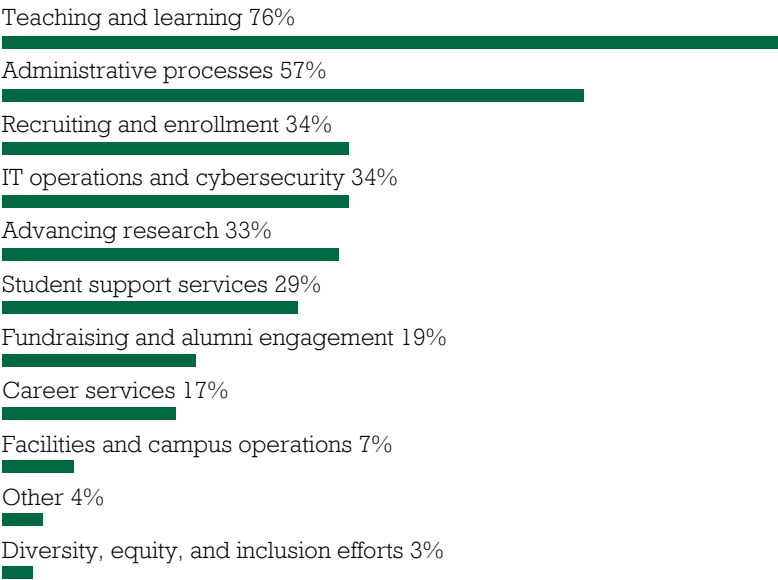
Note: Respondents not engaged in any fee-for-service partnerships were excluded from this analysis.

Artificial Intelligence

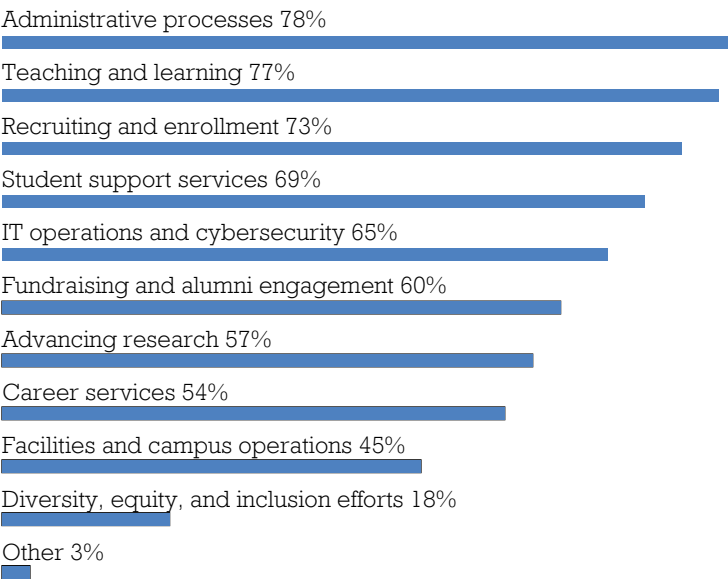
DO YOU BELIEVE YOUR INSTITUTION WILL NEED TO PARTNER WITH THE PRIVATE SECTOR TO IMPLEMENT OR MANAGE NEW DEVELOPMENTS AROUND ARTIFICIAL INTELLIGENCE?



IN WHAT AREAS ARE YOU CURRENTLY EMPLOYING ARTIFICIAL INTELLIGENCE ON YOUR CAMPUS?
(SELECT ALL THAT APPLY)



IN WHAT AREAS DO YOU FORESEE EMPLOYING ARTIFICIAL INTELLIGENCE ON YOUR CAMPUS IN THE NEXT 2-3 YEARS?
(SELECT ALL THAT APPLY)



Campus Partnership Administration

**WHO LEADS
PARTNERSHIP
EXECUTION ON YOUR
CAMPUS?**
(SELECT ALL THAT APPLY)

EDUCATION ADMINISTRATOR

President or chancellor 67%

Provost 50%

Associate, assistant, or vice provost 19%

Vice president 51%

Dean 28%

Associate, assistant, or vice dean 7%

Director 17%

Other administrator position 5%

FINANCE ADMINISTRATOR

Chief business officer 20%

Chief financial officer 51%

Vice president of finance 31%

Other finance position 2%

TECHNOLOGY ADMINISTRATOR

Chief technology officer 35%

Chief information officer 35%

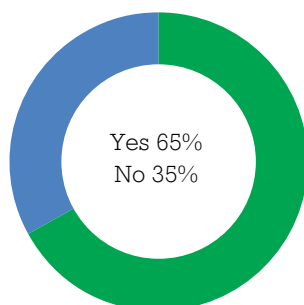
Vice president of technology 12%

Other technology position 3%

OTHER

Other position 9%

**DO YOU BELIEVE YOUR
CAMPUS HAS THE
REQUIRED SKILLS
IN-HOUSE TO
EFFECTIVELY EXPLORE,
ENGAGE, AND MANAGE
PARTNERSHIPS WITH
THE PRIVATE SECTOR?**



**DO YOU EMPLOY
OUTSIDE PARTIES
(CONSULTANTS, LEGAL
COUNSEL, ETC.) TO
HELP EXECUTE
PARTNERSHIPS ON
YOUR CAMPUS?**

