



**NATIONAL INVESTOR RELATIONS INSTITUTE
2009-2011 STRATEGIC PRINCIPLES AND FOCUS**

Mission:

NIRI is dedicated to advancing the practice of investor relations (IR) and professional competency and stature of its members.

Strategic Goals:

1. NIRI will grow and expand information gathering and dissemination abilities to become the primary knowledge provider for IR professionals and those affiliated with IR.
 - a. NIRI will develop and maintain a website that serves as a portal to global IR knowledge.
 - b. NIRI will provide services and offerings, directly and working with global IR entities, to serve the needs of global professionals.
 - c. NIRI will be proactive in identifying and developing member resources on emerging issues affecting IR.
 - d. NIRI will communicate in timely fashion IR information and resources using a variety of means to enhance member understanding.
2. NIRI will serve the professional development needs of those presently in and those entering the IR profession.
 - a. NIRI will establish and maintain benchmarks for the practice of IR.
 - b. NIRI will provide a cross section of appropriate educational offerings for all skill levels from entry level to senior level.
 - c. NIRI's educational offerings will seek to span time, distance and educational delivery vehicles through the use of tools and technology available.
 - d. NIRI will evaluate expansion of advanced IR educational offerings, including collegiate and certification type programs.
3. NIRI will serve as the advocate for the profession.
 - a. NIRI will serve as the IR voice with regulators and to IR affiliated organizations.
 - b. NIRI will serve members globally in concert with peer global societies.
 - c. NIRI will promote the critical communication and leadership role that IR plays within public companies and capital markets.
 - d. NIRI will continue to strengthen the NIRI brand as the preeminent professional IR membership organization.
4. NIRI will grow and support membership, networking and community building opportunities.
 - a. NIRI will actively seek to expand membership opportunities for those within and affiliated to IR.
 - b. NIRI will further develop and expand support functionality for chapters.
 - c. NIRI will develop chapter-like structures for IR interest areas that expand beyond geographic boundaries and promote inter-personal relationships and knowledge sharing among members.
 - d. NIRI will develop volunteer recruitment and enrichment programs that seek to actively engage members in volunteer service.
 - e. NIRI, in concert with chapters, will develop a common operating practice to foster maximum chapter sustainability and encourage success for all chapters.