



## OneNIRI 2012-2015 Strategy Statement

### OneNIRI 2012-2015 Vision

Build an even more inclusive, networked, global organization – with core competencies of information, practice, advocacy and community – throughout NIRI to lead the Investor Relations practice and Investor Relations professionals.

### 2012-2015 OneNIRI Goals and Objectives

1. **MEMBERSHIP & COMMUNITY:** Transform NIRI's membership structure into a more efficient network of communities to maximize resources and enhance NIRI's core competencies; while developing a culture of cooperation and collaboration with a shared purpose and shared responsibility for members.
  - a. Analyze, develop and implement a flexible single annual membership dues structure for NIRI National, inclusive of chapters and other NIRI communities.
  - b. Analyze, develop and implement a tiered corporate membership structure that provides for membership at varying levels of services, benefits and participation.
  - c. Analyze, develop and implement common "OneNIRI" services that reduce administrative tasks for community volunteers and create regional communities focusing on collaboration.
  - d. Reduce the duplication of effort with coordinated education and funding by and across communities.
2. **IR PRACTICE:** Create richer and more meaningful learning experiences for IR professionals at every point along their IR career continuum.
  - a. Provide an interdisciplinary collection of standards for current, emerging and evolving IR practices and trends.
  - b. Develop and launch a dynamic NIRI practice network to focus on the consistent implementation of current, emerging and evolving practices.
  - c. Evaluate and consider a NIRI credentialing or certification process for IR professionals.
  - d. Provide and enhance relationships and learning among members with value-added Roundtables, while seeking opportunities for Roundtables to share expertise.
  - e. Develop and implement a new NIRI Fellows program to recognize long-term contributions to the profession and expand thought leadership.
3. **TECHNOLOGY:** Create a continuously evolving technology platform to provide members easy, robust access to real-time NIRI resources.
  - a. Evaluate and implement a continuous enhancement of technology tools for members online and accessible as a real time offering.
  - b. Use multi-media, including video and other evolving mediums to provide increased value to members.
  - c. Develop a powerful, easy-to-use technology platform that enables meaningful collaboration and sharing among all NIRI communities.
  - d. Facilitate the evolution of the next generation of online member communities to support member desired community compositions.
4. **GLOBAL IR:** Enhance NIRI professional leadership globally and extend efforts to connect with IR practitioners and communities outside of the U.S.
  - a. Expand NIRI's professional practice standards to advance NIRI's standing as the global benchmark for IR practice.
  - b. Develop and provide a support framework for global NIRI practitioners and communities.
  - c. Consider special global events/summits/programs.