

BOARD COMPOSITION AND DUTIES

Founded in 1995 by a consortium of industry leaders, the Market Research Institute International (MRII) is a not-for-profit organization with the mission of fulfilling the essential educational needs of the market research profession worldwide. In partnership with the Center for Continuing Education at the University of Georgia, MRII is the driving force behind [Principles of Market Research](#) and [Principles Express](#), the premier online certificate programs in the industry. MRII develops the content for these courses and helps market them. The University of Georgia delivers the courses via its state-of-the-art eLearning platform.

MRII also enjoys the ongoing support of leading professional and industry associations worldwide including the Insights Association (IA), ESOMAR, the Certified Analytics and Insights Professionals of Canada (CAIP), the Australian Market and Social Research Society (AMSRS), and others.

In any given year between 300 and 500 researchers from both client and supplier companies enroll in one of the *Principles* courses.

BOARD COMPOSITION

Board members are individuals who are recognized experts in their fields and have a strong interest in sustaining the market-research profession through ongoing education and training. The by-laws specify no more than 25 directors, up to five *Ex Officio* Subject Matter Directors, and an unlimited number (currently seven) of *Ex-Officio* Directors, primarily drawn from sponsoring associations.

DIRECTOR DUTIES

The Board's role is to provide strategic and tactical direction and ensure that the organization is effectively managed; meeting its annual goals; is financially sound; and pursues its mission in ways that ensure its long-term relevance.

Directors are elected to two-year terms that run from January to December. They are expected to attend at least two Board meetings per year. There typically are four meetings, two in-person and two via telephone. In these meetings they are expected to be active participants and vote on matters about which they are reasonably informed and have no conflict of interest.

Directors also are expected to be active on at least one of the Board committees, which generally meet by phone.

EX OFFICIO DIRECTOR DUTIES

Ex Officio Directors serve one-year terms that run from January to December. They typically are senior members or staff of supporting associations. They enjoy all the rights and privileges of regular Directors. *Ex Officio* Directors are encouraged, but not required, to attend Board and Committee meetings.

COMPENSATION

MRII is a not-for-profit organization and is unable to compensate Directors. All Directors are responsible for their own travel and lodging expenses when attending meetings. Unlike some non-profits, however, the MRII does not require board members to be donors.

INSURANCE

MRII maintains Director and Officer liability insurance payable to Directors and Officers or to the organization itself as indemnification (reimbursement) for losses or advancement of defense costs in the event an insured suffers such a loss as a result of a legal action brought for alleged wrongful acts in their capacity as a Director or Officer.

CURRENT DIRECTORS

A list of our current Board of Directors may be found on [our website](#).