



# 2017 MRIA National Board of Directors Election Details



The Marketing Research and Intelligence Association (MRIA) Board is comprised of twelve Directors, with the CEO acting in an ex-officio capacity. For 2017 there are five (5) At-Large Director positions available. In accordance with MRIA's Bylaws, in the event that there are more than five (5) nominees, an election will take place by confidential electronic ballot, from March 27th to April 16th, 2017. The 2017-19 Board of Directors will take office in conjunction with MRIA's Annual General Meeting on Friday, June 2nd, 2017 in Toronto.

The MRIA is seeking candidates for positions on the Associations 2017-19 Board of Directors as described below.

Nominees must submit a 2017-19 MRIA NATIONAL BOARD NOMINATION FORM signed by members-in-good-standing of the Association who are not members of the MRIA Board of Directors, and also signed by the nominee, to indicate acceptance of the nomination.

**The deadline for submission of completed Nomination Forms and Candidate Statements is Friday, March 17th, 2017 at 5:00 p.m. Eastern Standard Time.** Each of the five positions available for election/re-election is for a two-year term, 2017-18 and 2018-19. If more than five nominations come forward, an election by electronic ballot will be arranged. Existing Directors nominated for re-election can only sit on the Board for two consecutive terms.

## SUMMARY OF DETAILS FOR AT-LARGE DIRECTOR

<b>Eligibility</b>	Any member-in-good-standing may be nominated. French/English bilingualism STRONGLY desired (but not a requirement for nomination).
<b>Number to be elected</b>	Five Directors
<b>Electors</b>	All members-in-good-standing may vote for up to five candidates if the slate dictates an electronic ballot.
<b>Term of Office</b>	Two Years, 2017-18 and 2018-19.

### AT-LARGE DIRECTOR

#### POSITION DESCRIPTION

The Board of Directors of the Marketing Research and Intelligence Association is ultimately responsible for the Association's fulfillment of its mission. Directors are collectively the representatives of MRIA membership, and are charged with advising, governing, overseeing policy and direction, and assisting with the leadership and general promotion of MRIA so as to support the organization's needs.



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## RESPONSIBILITIES AND EXPECTATIONS OF MRIA DIRECTORS:

### MAJOR RESPONSIBILITIES:

- Development and oversight of the Associations mission and strategy
- Organizational leadership and advisement
- Organization of the Board of Directors, officers, and committees
- Formulation and oversight of policies and procedures
- Financial management, including adoption and oversight of the annual budget
- Oversight of program planning and evaluation
- CEO evaluation and development
- Review of organizational and programmatic reports
- Promotion of the organization
- Fundraising and outreach
- Leadership of a Board subcommittee

*Members of the board share these responsibilities while acting in the interest of MRIA. Each member is expected to make recommendations based on his or her experience and vantage point in the industry.*

### MEETINGS AND TIME COMMITMENT:

- The Board of Directors meets September through June on five occasions. Meetings, with the exception of the meeting surrounding the annual conference, are held on Fridays, from 8:30 a.m. - 12:00 p.m. at the MRIA office (21 St. Clair East, Suite 1102, Toronto, Ontario). Attendance at Board meetings is mandatory. Directors who miss more than one meeting are subject to a discussion with the Board Chair. Participating by teleconference is acceptable.
- Preparation for Board meetings is of the utmost importance. The Board agenda and related documentation are placed on the Virtual Boardroom at least one week in advance of the Board meeting. This provides adequate time to review the materials to ensure that the Board engages in meaningful discussions.
- Committees of the board meet an average of nine times per year, pending their respective work agenda. Committee meetings are typically sixty minutes in length.
- Board members are asked to attend a minimum of two special events or meetings (excluding the National Conference) per year, as they are determined.

### EXPECTATIONS OF BOARD MEMBERS:

- Attend and participate in meetings on a regular basis, and special events as able.
- Participate on a standing committee of the board, and serve on ad-hoc committees as necessary. Each Director is assigned as Chair or Co-Chair of one of the Board's subcommittees. In this role Directors are required to prepare a report for each Board meeting which outlines the initiatives and activities of the Committee, as well as any issues the Director would like to discuss at the Board level.
- Fully participate in activities of the Board, including (but not limited to):
  - CEO In camera sessions
  - Board effectiveness surveys
  - MRIA strategy sessions
  - Board skills matrix
- Be alert to industry concerns that can be addressed by MRIA mission, objectives, and programs.
- Help communicate and promote MRIA mission and programs to the industry.
- Become familiar with MRIA finances, budget, and financial/resource needs.
- Understand the policies and procedures of MRIA.