



# Strategic Plan 2025-2026

## Mission

The mission of SMPS is to engage, inspire, and empower A/E/C professionals for leadership and lifelong learning.

## Vision

Business Transformed Through Marketing Leadership

## SMPS Strategic Priorities

1. Invest in digital transformation to deliver community and education wherever people live and work
2. Cultivate professionals with diverse expertise that are critical to sustaining a thriving industry
3. Enable a best-in-class experience for professionals responsible for business growth

## Audience

Entry-level Marketers (1-3 years)  
 Mid-level Marketers (4-9 years)  
 Senior-level Marketers (10+ years)  
 Business Development Professionals  
 Firm Leaders  
 Technical Staff  
 Clients/Owners

## Chapter Strategic Plan Objectives 2025-28

- 1 Enhance Member Experience**  
**2025-2026:** Streamline Processes and Procedures.
  - Update Chapter Bylaws
  - Document Internal Processes
  - Communicate Strategic Plan
  - Meet 50% of Healthy Chapter Checklist Criteria
  - Establish Member Engagement Plan
  - Sufficient applications to fill all board positions
- 2 Showcase the Value of SMPS**  
**2025-2026:** Communicate our Value to Firms, Members, and Future Members.
  - Member Survey has >20% response rate
  - Have 2 New Annual Sponsors
  - Increase Event Registrations by 10%
  - Increase Retention by 2% per year
  - Have >155 Members
- 3 Go-to Resource for A/E/C Best Practices in Marketing, BD, and Management**  
**2025-2026:** Provide High Quality and Diverse Programming.
  - Provide survey after each event
  - Partner with outside organization on at least two programs
  - Events cover all domains of practice
  - Have each audience member type attend at least two SMPS functions