

SMPS SOCIETY STRATEGIC PLAN

In 2017, the SMPS board of directors assessed our previous strategic planning efforts, and we are happy to report the core components of that plan are complete. This included revamping the Build Business conference, publishing the SMPS Body of Knowledge (known as [Markendum](#)), and developing [online learning tools](#). We also increased our visibility and participation with allied organizations, and better aligned the Society, our chapters, and the SMPS Foundation toward a common purpose and intertwined operations (a culture of “One SMPS”).

Found in 1973, our organization today counts more than 7,000 professionals as members, and we cannot rest on our laurels. The decision to participate in SMPS is different for everyone, and members and their employers demand a return for their investment. We know people don't have the same amount of time as in the past, expectations are different and ever-increasing, and we can take advantage of new opportunities with advancing technologies.

Therefore, we connected with members, chapter leaders, and other stakeholders to explore professional, educational, and social needs and wants, as well as impressions of the Society. Along with other market research and input from business consultants, the board of directors approved a strategic plan for the next triennium. It's a plan that correlates closely with our vision of Business Transformed Through Marketing Leadership and strengthens our relevancy. SMPS will integrate our strategic plan into the organization's workflow, ensuring that it's connected to programs and resources. This plan doesn't address everything that SMPS does, but it's a heavy lift to further our mission and vision.

While our vision is bold, our plan is written in direct and simple terms. Our strategic plan is an effort that will have a permanent impact on the Society and the greater marketing profession. As we advance the plan, the board of directors will report on progress, and we invite our members to get involved.

Objective No. 1:

Change SMPS structure/content/marketing as needed to demonstrate value to firm leaders.

Our research found A/E/C firm leaders may not understand the value of marketing and how SMPS can benefit their organizations. To combat this, we will develop marketing and activation strategies to better engage firm leaders to improve their understanding of the value of marketing, SMPS, and consequently support their staff to participate to build their businesses.

Objective No. 2:

Implement an organizational structure to create a consistent SMPS experience.

Members tell us engagement varies dramatically across the organization due to a lack of consistency among our chapters and events offered under the SMPS umbrella. SMPS will address this by improving training for chapter leaders, incorporating technology to support chapter operations, and enhancing the products and services offered to chapters, among other initiatives.

Objective No. 3:

Vigorously “market” the value of marketing and business development.

The value of “marketing” is often under-appreciated at the leadership level of firms. We have an opportunity to communicate the role of marketing and adequately and broadly communicate what marketing is and the potential impact on firm performance. To address this, SMPS will enhance its communications efforts and programs.