

2017 – 2020 STRATEGIC PLAN

Adopted by the Board of Directors on June 25, 2018.

MISSION: To advocate for, educate, and connect leaders in the building industry.

VISION: Business Transformed Through Marketing Leadership

Our vision is for firms to execute marketing principles (research, strategy, branding, communications) to drive business decisions and pursue work that aligns with their brand, which will result in profitable operations and a respected market position.

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 SMPS to their organizations. To combat this, we will develop marketing and activation strategies to better engage firm leaders to improve their understanding and value of SMPS, and consequently encourage and support their staff to participate.

OBJECTIVE NO. 2 IMPLEMENT AN ORGANIZATIONAL STRUCTURE TO CREATE A CONSISTENT SMPS EXPERIENCE.

Members tell us engagement varies dramatically across chapters due to a lack of consistency among our chapters and events offered under the SMPS brand. SMPS will address this by improving training for chapter leaders, incorporating technology to support chapter and event operations, and enhancing the products and services offered to chapters and members, including regional conferences and Society-wide events.

OBJECTIVE NO. 3 VIGOROUSLY “MARKET” THE VALUE OF MARKETING AND BUSINESS DEVELOPMENT.

The value of “marketing” is often underappreciated 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.

OBJECTIVE NO. 4 CREATE A COMMUNICATIONS TEAM FOR MESSAGING ALL CHANGES IN STRATEGIC PLAN.

Long-term communications strategies will be employed to garner support for and understanding of the strategic plan.