

DEI PHILOSOPHY & POLICY

SMPS recognizes, respects, and values the dignity of all people. We are united in our stance against all forms of injustice and inequity. SMPS commits to actively champion diversity, equity, and inclusion (DEI) within our organization, the firms we represent, the communities we serve, and the architecture/engineering/construction (A/E/C) industries. We are intentionally working to increase participation in our organization and the A/E/C industries by underrepresented groups; advocate for recruitment and retention of professionals of all backgrounds by creating inclusive and welcoming environments; and promote equality and opportunities for advancement in the Society and industry overall. Together, we can transform our businesses, enhance membership experiences, and influence change in our communities.

We recognize that our diversity is reflected by our different people and firms. We believe our varying ethnicities, cultures, genders, sexual orientations, ages, levels of experiences, physical abilities, and other differences benefit us as individuals and as an organization. In SMPS, we will organize and promote programs and activities that espouse our beliefs and increase awareness, understanding, recruitment, and participation of diverse persons and firms.

OUR ACTION PLAN

SMPS is dedicated to strengthening equitable and inclusive practices, and through the DEI Task Force and Society leadership, we will:

- Develop and provide proper training materials, toolkits, and guides to encourage DEI, allyship, and relevant conversations for our chapters and members.
- Provide resources and references from diverse individuals who can provide a different and profound perspective, especially in panels or speaking events, allowing others the chance to speak and engage audiences of their peers.
- Cultivate exposure opportunities to enhance awareness of professional services marketing career paths for K-12, community colleges, and higher education institutions, targeting underrepresented groups.
- Broaden recruitment, participation, retention, and involvement efforts to build a more engaged and inclusive network.
- Identify research opportunities for the SMPS Foundation that support DEI competencies among professionals and firms.
- Through the SMPS Foundation, provide \$25,000 in scholarships for the 2021-2022 academic year to students attending historically black colleges and universities (HBCUs) to provide awareness and accessibility to the A/E/C industry. Scholarship recipients will also receive mentorship, support, and access to SMPS programming through a student membership.
- Expand strategic partnerships with other A/E/C organizations and DEI entities that support this mission allowing us to fight in strength and numbers.

We recognize this effort is ongoing and we are just beginning our journey to transformational change.

(Approved by the Board of Directors on June 16, 2021)