



STRATEGIC PLAN 2023-26

DIVERSITY, EQUITY, AND INCLUSION

SMPS recognizes, respects, and values the dignity of all people. We commit to actively champion diversity, equity, and inclusion within our organization, the firms we represent, the communities we serve, and the A/E/C industries.

VISION

Business transformed through marketing leadership.

MISSION

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

WINNING ASPIRATION

On January 1, 2026, SMPS is an accessible and indispensable community for all professionals who drive growth and sustainability for A/E/C firms. Furthermore, SMPS is bold, anticipatory, and resolute in advancing a culture of diversity, equity, and inclusion in our organization and the industry.

A



STRATEGIC PRIORITY

Invest in digital transformation to deliver community and education wherever people live and work.

B



STRATEGIC PRIORITY

Cultivate professionals with diverse expertise that are critical to sustaining a thriving industry.

C



STRATEGIC PRIORITY

Enable a best-in-class experience for professionals responsible for business growth.

