



2023-26 STRATEGIC PLAN

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.



VISION

Business transformed through marketing leadership.

MISSION

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