

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.



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



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



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.