

SMPS BOARD OF DIRECTORS UPDATES THE ORGANIZATION'S MISSION STATEMENT

The new expression of purpose reflects present-day goals and supports our vision.

The sentence, “To advocate for, educate, and connect leaders in the building industry,” has been the mantra for SMPS for nearly twenty years. While it utilizes the common acronym of the industry in which we work—A/E/C—it doesn’t completely capture the SMPS of 2023 and in the future. The core purpose of the organization has not changed since 1973 and is not changing now but our activities that support the purpose have evolved.

Therefore, as part of the strategic planning process the board explored how we might better tell the SMPS story in a succinct way and upgrade our mission statement so that it better aligns with our vision, Business Transformed Through Marketing Leadership. While not significantly different, we’ve refined the statement by using powerful and contemporary words to publicly express the mission of the organization. The updated declaration was adopted in January 2023.

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