

Society for Marketing Professional Services (SMPS) Boston

Three-Year Strategic Plan (2025-2028)

Mission Statement:

SMPS Boston is committed to advancing the practice and elevating the impact of marketing and business development professionals in the Architecture, Engineering, and Construction (AEC) industry. Through education, networking, and strategic resources, we empower our members to drive growth and innovation within their firms and the industry at large.

Vision Statement:

To be the go-to professional development organization for AEC marketing and business development professionals in Boston, fostering a dynamic community of engaged professionals at every career stage and setting the standard for excellence in the industry.

Strategic Goals & Initiatives

Goal 1: Strengthen Engagement at Every Career Level

Objective 1.1: Engage and Develop Emerging Professionals

- Offer targeted programming that builds a strong foundation for early-career professionals, including mentorship programs, skills-based training, and networking opportunities.
- Strengthen partnerships with universities and related organizations to introduce students and recent graduates to SMPS Boston.
- ***NEW*** Establish an “Emerging Leaders” group to help guide program development and create meaningful engagement opportunities.
- Provide essential skills training, including soft skills, writing fundamentals, design basics, and time management, to prepare professionals for success in the AEC industry.

Objective 1.2: Support the Growth of Mid-Career Professionals

- Develop specialized leadership and management training to help mid-level professionals advance in their careers.
- Expand peer networking opportunities to foster collaboration and knowledge sharing.
- Offer certification and continuing education resources, including support for those pursuing CPSM credentials.
- Deliver workshops on strategic communication, project management, budget management, and advanced writing techniques to enhance professional capabilities.

Objective 1.3: Deepen Engagement with Senior Leaders

- Launch an executive roundtable series featuring thought leadership on industry trends, business strategy, and innovation.
 - Facilitate mentorship and reverse-mentorship programs to connect senior professionals with emerging and mid-level talent.
 - Provide exclusive networking and leadership development experiences tailored to senior professionals.
 - Offer executive-level training on strategic planning, public speaking, and leadership communication to elevate industry influence.
 - ***NEW*** Offer exclusive thought leadership opportunities and recognition for senior leaders (Support speaking opportunities at conferences (leadership feedback, dry runs, scholarship application for travel expenses if company will not cover)
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Goal 2: Enhancement of SMPS Boston as the Premier Resource for Professional Development

Objective 2.1: Expand Thought Leadership and Industry Influence

- Develop a comprehensive content strategy that includes insights from SMPS Foundation research findings reports, industry whitepapers, and best practice guides.
- Increase SMPS Boston's presence at regional and national industry events.
- Partner with top AEC firms to highlight innovative marketing and business development strategies.

Objective 2.2: Broaden and Diversify Educational Offerings

- Restructure professional development curriculum to address career level appropriate emerging trends, technology engagement, and strategic marketing practices.
- Leverage online and hybrid learning formats to expand accessibility and reach.
- Provide resources and certification support for members pursuing CPSM and other industry credentials.

Objective 2.3: Enhance Membership Value and Retention

- Conduct annual member surveys to assess needs and continuously refine programming.
 - Develop tiered membership benefits that cater to different career stages and organizational roles.
 - Strengthen engagement through a structured referral and recognition program.
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Goal 3: Ensure Organizational Sustainability and Expand Community Impact

Objective 3.1: Strengthen Financial Sustainability

- Diversify revenue streams through strategic sponsorships, grants, and new partnership opportunities.
- Enhance corporate sponsorship engagement by offering customized, high-value partnership packages.
- Expand fundraising efforts to support scholarships and professional development grants.
- Develop revenue-generating live and virtual events to enhance financial stability.
- Create and monetize digital assets such as on-demand courses, toolkits, and industry insights.

Objective 3.2: Expand Community and Industry Partnerships

- Build alliances with complementary industry organizations to extend our reach and resources.
- Develop initiatives that promote diversity, equity, and inclusion within the AEC marketing profession.
- Establish an advisory council of industry leaders to provide strategic direction and advocacy.

Objective 3.3: Enhance Operational Efficiency and Governance

- Invest in technology and infrastructure to enhance member engagement and streamline operations.
- Optimize board and committee structures to improve agility and effectiveness.
- Foster a culture of continuous learning and leadership development to support long-term sustainability.

Measuring Success

To track progress and ensure accountability, SMPS Boston will define key performance indicators (KPIs) aligned with each goal. We will conduct annual reviews to assess impact, refine strategies, and adapt to evolving industry needs.

By executing this strategic plan, SMPS Boston will reinforce its position as the premier resource for AEC marketing and business development professionals—creating a thriving, engaged, and influential community dedicated to professional excellence.