

Vision

Business Transformed through Marketing Leadership

Strategic Plan Objectives

1. Grow the Numbers

- 300 Members by 2021, sustain 4+ months
- 12 new CPSMs by 2021
- 5 new Fellows applications by 2021, 3 new Fellows
- 10% year over year increase in sponsorship revenue

2. Increase Member Value

- 7 new mentorship pairs each year
- Increase retention rate by 1% each year
- Increase committee volunteers by 10%
- Increase event registrations by 10%
- Increase view of SMPS Boston as a leading resource for marketing and business development in A/E/C

3. Cultivate Leaders

- Increase principal attendance at client facing events by 5% each year
- Define, develop and implement a leadership training program by 2021
- Increase senior-level marketer event attendance by 5% each year

Overview

SMPS Boston continues to enjoy a healthy membership, committed volunteers and financial stability. Our Chapter has been consistently well run, with efforts being rewarded with one Chapter President of the Year (CPY) and two Striving for Excellence (SFE) awards in recent years. We have increased our annual giving and made great strides in giving back to our members, including scholarships to take the CPSM exam and attend NERC and Build Business conferences. We have introduced lower cost events and free events for members. However, we know we can do more. As we enter the 2018/19 program year with a new three-year strategic plan we will begin to implement programs, events and member benefits that help us grow the chapter, increase value to our members and help position SMPS Boston as the leading resource for educating, advocating for and connecting all of our colleagues in AEC, including those in leadership positions. Boston's plan uses the SMPS strategic plan as its base and puts forth our Chapter's ideas on how to operationalize the vision and objectives of the overriding plan from the Society.

- Audience**
- Entry-level Marketers (1-3 years)
 - Mid-level Marketers (4 - 9 years)
 - Senior-level Marketers (10+ years)
 - Firm Leadership
 - Technical Staff
 - Clients/Owners
 - Vendors

- Society Objectives**
- Change structure/content/marketing toward firm principals
 - Change org structure to "Standardize the SMPS experience"
 - Create campaign to market SMPS and the value of marketing
 - Create a comms team for all messages in the strategic plan

Mission

To Advocate for, Educate and Connect leaders in the A/E/C industries.