



2025-2028 STRATEGIC PLAN

Presentation to Membership
June 16, 2025



BACKGROUND

APR 2024

**CHAPTER
LEADERSHIP
SYMPOSIUM**

JULY

**24 - 25 BOARD
RETREAT**

AUG

**AMPLIFY AEC
CONFERENCE**

SEPT

**STRATEGIC PLAN
TIMELINE
DEVELOPED**



PROCESS OVERVIEW





2025-2028 STRATEGIC PLAN

MEET THE FACILITATOR

**Holly Bolton, FSMPS, CPSM
Owner, 3chord MarketinG**

Holly served as the Society of Marketing Professional Service's 2022-2023 president, and she has also been president of the SMPS Foundation and SMPS Indiana.



SMPS VISION AND MISSION

BUSINESS TRANSFORMED THROUGH MARKETING LEADERSHIP

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



CHAPTER THREE YEAR **ASPIRATION STATEMENT**

SMPS Philadelphia is the **leading resource** for AEC marketing and business development. Delivering **innovative content**, providing **diverse engagement opportunities**, and **fostering connections**, we create a **welcoming community** that supports the **success** of professionals **driving growth** for their firms.



2025-2028 STRATEGIC PLAN

OVERALL GOALS

Membership Engagement:

Increase engagement and participation with the chapter. [Champions: Diane G., Stacy B.]

Programming Approach:

Increase attendance at events. [Champions: Kimberly L. and Amanda I.]

Leadership Pipeline:

Establish a structured and sustainable leadership pipeline that identifies, develops, and empowers members to volunteer. [Champions: Laura F., Nikki C., Darcy V.]

Brand Enhancement / Membership Recruitment:

Develop the brand to promote a welcoming environment. [Champions: Steven A.]

Quantitative	Bench Mark	Year 1: 2025-2026	Year 2: 2027	Year 3: 2028
Membership Engagement				
<ul style="list-style-type: none"> Membership Retention (# of members who renew their membership each program year) 	<ul style="list-style-type: none"> 100 Members who renewed or reinstated their Membership (August 2024 data) 	<ul style="list-style-type: none"> Target: 105 Members Actual: 	<ul style="list-style-type: none"> Target: 110 Members Actual: 	<ul style="list-style-type: none"> Target: 115 Members Actual:
Programming Approach				
<ul style="list-style-type: none"> Membership Attendance at Event 	<ul style="list-style-type: none"> 73% of Members attended at least one event during the program year (109/150) 40% of members attended 4 or more events (60/150) 	<ul style="list-style-type: none"> Target: 75% (113/150) Actual: Target: 45% (68/150) Actual: 	<ul style="list-style-type: none"> Target: 80% (120/150) Actual: Target: 50% (75/150) Actual: 	<ul style="list-style-type: none"> Target: 85% (128/150) Actual: Target: 55% (83/150) Actual:
Leadership Pipeline				
<ul style="list-style-type: none"> % of members who actively volunteer on a committee or the board 	<ul style="list-style-type: none"> Current: 15% of membership 	<ul style="list-style-type: none"> Target: 17% Actual: 	<ul style="list-style-type: none"> Target: 20% Actual: 	<ul style="list-style-type: none"> Target: 22% Actual:
Brand Enhancement / Membership Recruitment				
<ul style="list-style-type: none"> NPS Score (using formula) 	<ul style="list-style-type: none"> 2025 NPS for non-members (7 responses) = 29; NPS for members (33 responses) = 61 	<ul style="list-style-type: none"> Target NPS: 65 members / 40 non-members Actual: 	<ul style="list-style-type: none"> Target NPS: 70 members / 45 non-members Actual: 	<ul style="list-style-type: none"> Target NPS: 75 members / 50 non-members Actual:
OVERALL				
<ul style="list-style-type: none"> Number of Chapter Members 	<ul style="list-style-type: none"> Current members: 153 	<ul style="list-style-type: none"> Target: 156 membersActual: 	<ul style="list-style-type: none"> Target: 160 membersActual: 	<ul style="list-style-type: none"> Target: 165 membersActual:

Membership Engagement: Increase engagement and participation with the chapter. [Champions: Diane G., Stacy B.]

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Strategies:

- **Develop a Volunteer Guide** [Volunteers:]
- **Create an Ambassador Program** [Volunteers: Bob T., Yannie, Jaimie]
- **Develop an Engagement Score System** [Volunteers:]

Programming Approach: Increase attendance at events. [Champions: Kimberly L. and Amanda I.]

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Programming Approach				
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Strategies:

- **Develop Matrix to Define the Programming Mix [Volunteers:]**
- **Send Post Event Surveys and Review Results [Volunteers:]**

Leadership Pipeline: Establish a structured and sustainable leadership pipeline that identifies, develops, and empowers members to volunteer. [Champions: Laura F., Nikki C., Darcy V.]

Quantitative	Bench Mark	Year 1: 2025-2026	Year 2: 2027	Year 3: 2028
Leadership Pipeline				
<ul style="list-style-type: none"> • % of members who actively volunteer on a committee or the board 	<ul style="list-style-type: none"> • Current: 15% of membership 	<ul style="list-style-type: none"> • Target: 17% • Actual: 	<ul style="list-style-type: none"> • Target: 20% • Actual: 	<ul style="list-style-type: none"> • Target: 22% • Actual:

Strategies:

- **Develop Leadership Tracks for Volunteers** [Volunteers:]
- **Develop Past President Mentorship Program** [Volunteers:]
- **Identify Benefits & Opportunities of Chapter President Role** [Volunteers:]

Brand Enhancement / Membership

Recruitment: Develop the brand to promote a welcoming environment. [Champions: Steven A.]

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Brand Enhancement / Membership Recruitment				
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Strategies:

- **Utilize Annual / Signature Events to Reinforce our Brand [Volunteers:]**
- **Reinforce SMPS Value to Firm Decision Makers [Volunteers:]**
- **Develop Social Media, Email, Text Strategy [Volunteers:]**

NEXT STEPS



Identify Volunteers for each Strategy

Further develop plans to implement each strategy over the next 3 months, 6 months, or 1-year