Have a question? We would love to hear it! Submit yours at registration and be entered into a raffle at the end of the evening!
**17-20 STRATEGIC PLAN**

**OBJECTIVE 1**
**Connect with Content**

Provide relevant forward thinking content that elevates the skills and knowledge of the AEC industry that establishes SMPS Seattle as an industry thought leader.

- Elevate level of speakers
- Stay on trend with current topics and interests
- Create skill development opportunities
- Engage in value added communication & outreach
- Explore content for alternative channels

**OBJECTIVE 2**
**Engagement**

To engage professionals in the built environment.

- Engage professionals at all levels of their career
- Understand members’ program needs and gaps
- Provide engagement outside of Seattle
- Connect SMPS professionals with other professional organizations
- Create plans to increase number of Fellows, CPSMs and new members

**OBJECTIVE 3**
**Infrastructure**

Create a sustainable model for an efficient chapter.

- Create chapter documentation process
- Streamline communication tools
- Maintain 100% financial reserves
- Implement a volunteer plan

**GOALS**

1. Establish a minimum threshold of attendance at events using membership count: Lunch - 30%; FF - 20%, Workshops - 90% capacity, Reign Awards 40%
2. Maintain a 90% member retention rate
3. Strive for 10% new membership growth per year
4. Partner with other industry organizations for 2 education events per year
5. Connect with every member, every year
6. Add 20 CPSMs over 3 years
7. Add 2 new Fellows over 3 years

**SMPS VISION**
Business transformed through marketing leadership.

**SMPS MISSION**
To advocate for, educate, and connect leaders in the building industry and create business opportunities.

**SMPS CORE PURPOSE**
To enrich knowledge and advance practices that build business for professional services firms.

**SMPS CORE VALUES**
Innovation, Integrity, Relationships, Life-long Learning, Service

**SMPS SEATTLE MAIN GOAL**
To be recognized as the resource for professional service firms to elevate the skills and results marketing and business development contributes to achieving strategic firm objectives.