

The background of the slide features a stack of books. The top book is dark blue with white text that reads "FLIP THE SCRIPT. JOIN SMPS TODAY." and "Transform your career and your firm." in a smaller font. Several colorful sticky notes (yellow, pink, purple, green) are placed on the books. The overall image is slightly blurred, creating a sense of depth and focus on the text.

SMPS Maryland 2025–2030 Strategic Plan

A roadmap for growth, engagement, and impact — building a stronger chapter for A/E/C marketing and business development professionals.



Why This Plan Matters

SMPS Maryland's 2025–2030 Strategic Plan is more than a document: it is a commitment to our members, our partners, and the broader A/E/C community. This plan provides a clear roadmap for how the chapter will strengthen member value, expand professional development, deepen industry connection, and build long-term organizational sustainability over the next five years.

Grounded in Evidence

Every priority in this plan flows directly from member feedback, stakeholder input, and honest reflection on where the chapter stands today and where it needs to go.

Built for Relevance

The A/E/C landscape is evolving. This plan positions SMPS Maryland to remain a compelling, practical, and indispensable resource for marketing and business development professionals at every career stage.

What We Heard: Key Survey Insights

The survey revealed a chapter with strong bones — experienced members, high perceived value, and a vibrant networking culture — alongside clear opportunities to grow in mentorship, resources, and differentiated programming.



Experienced Membership Base

The chapter's membership skews toward seasoned professionals, reflecting a deep reservoir of expertise within the community.



Networking is the #1 Value

Members consistently identified networking as the chapter's greatest current strength and a primary reason for continued membership.



Strong Employer Support

The majority of members report that their firms actively support their SMPS Maryland membership, including time and financial investment.



Growth Areas Identified

Members flagged industry resources, mentorship programs, and differentiated programming by experience level as the most significant opportunities for improvement.

What Members Want Most

Survey respondents were asked to identify their top priorities for the chapter's future. The results were clear and consistent: members want programming and support that meets them where they are and helps them grow where they want to go.

→ Differentiated Programming by Experience Level

Content tailored for early-career, mid-career, and senior professionals — not a one-size-fits-all approach.

→ Expanded Networking Opportunities

More intentional, high-quality opportunities to connect with peers, clients, and industry leaders across the region.

→ Mentorship Programs

Structured pathways for experienced members to give back and for newer professionals to gain guidance and perspective.

→ Client-Focused Panels and Practical Skills Training

Real-world learning that translates directly to stronger proposals, presentations, and client relationships.

→ CPSM Study Support and Technology Access

Resources that support professional credentialing and stronger digital tools for members to engage with the chapter.

Our Vision for 2030

By 2030, SMPS Maryland will be recognized as a leading regional resource for A/E/C marketing and business development professionals — a chapter known for meaningful connection, practical learning, strong leadership development, and an inclusive community that supports members at every stage of their career.

Connect

Forge deeper relationships across the regional A/E/C community.

Grow

Advance professionally at every stage of your career.

Lead

Develop the next generation of chapter and industry leaders.

Advance

Strengthen the profession and the chapter for years to come.



Our Strategic Framework

Four interconnected priorities guide everything SMPS Maryland will pursue between 2025 and 2030. Together, they form a comprehensive framework for a chapter that is more valuable, more visible, and more sustainable than ever before.



Strengthen Member Experience and Engagement



Elevate Professional Development and Career Growth



Expand Industry Connection, Visibility, and Partnerships



Build Organizational Sustainability and Chapter Capacity

Each priority is supported by specific goals, initiatives, and measurable outcomes that will guide annual planning through 2030.

Strengthen Member Experience and Engagement

A chapter is only as strong as the experience it delivers to its members. Priority 1 focuses on making SMPS Maryland more welcoming, more inclusive, and more responsive to members across all career stages — from first-year professionals to senior leaders.

01

Improve Onboarding and Member Pathways

Create a clearer, more welcoming onboarding experience that helps new members quickly understand how to get involved and find value.

02

Increase Participation and Retention

Design programs and touchpoints that keep members engaged year over year and reduce attrition.

03

Create More Meaningful Networking

Move beyond passive receptions toward more intentional, structured networking experiences that build lasting relationships.

04

Engage Members Across Career Stages

Ensure that early-career, mid-career, and senior professionals all find programming and community that feels relevant to them.

05

Expand Volunteer and Committee Pathways

Make it easier for members to contribute their time and talent in meaningful, flexible ways that fit their schedules.

PRIORITY 2

Elevate Professional Development and Career Growth

Members join SMPS Maryland to grow — as professionals, as leaders, and as contributors to the A/E/C industry. Priority 2 ensures the chapter delivers on that promise with practical, differentiated, career-stage-appropriate learning opportunities.

What Members Are Asking For

Survey respondents were unambiguous: they want learning that is **practical, applicable, and tailored** to where they are in their careers — not generic programming that tries to serve everyone at once.

Key Initiatives

- Develop differentiated programming tracks by experience level
- Expand hands-on workshops and skills-based learning
- Establish structured mentorship pathways
- Increase CPSM awareness and study group support
- Strengthen leadership development pipelines within the chapter

Expand Industry Connection, Visibility, and Partnerships

SMPS Maryland has an opportunity to become more than a chapter — it can be a recognized hub for the regional A/E/C marketing and business development community. Priority 3 focuses on broadening the chapter's reach, deepening its industry relationships, and amplifying its voice.



Client-Focused Programming

Develop panels, roundtables, and events that bring client perspectives directly to members, strengthening their ability to win and serve work.



Strategic Partnerships

Build stronger connections with peer A/E/C organizations, other SMPS chapters, and regional associations to expand reach and share resources.



Sector-Specific Content

Develop programming that addresses specific market sectors — healthcare, education, transportation, and more — to serve the diverse interests of Maryland's A/E/C community.



Regional Visibility

Position SMPS Maryland as a trusted, go-to resource for the broader regional A/E/C industry — not just chapter members.

PRIORITY 4

Build Organizational Sustainability and Chapter Capacity

A chapter can only deliver on its promises if it is well-run, well-resourced, and built to last. Priority 4 focuses on the internal infrastructure that makes all other priorities possible — strong committees, capable leaders, modern technology, and aligned sponsorship.

1

Committee Effectiveness

Strengthen how committees are structured, supported, and held accountable so they consistently deliver on their missions.

2

Volunteer Leadership Pipeline

Identify and develop future board and committee leaders proactively, reducing leadership gaps and building institutional knowledge.

3

Technology and Hybrid Access

Modernize the chapter's digital presence and event delivery to serve a broader, more geographically diverse membership.

4

Sponsorship Alignment

Align sponsorship offerings with the chapter's strategic goals, ensuring sponsors see clear, measurable value in their partnership.

5

Long-Term Continuity

Build the systems, documentation, and processes that allow the chapter to operate effectively regardless of leadership transitions.





How We Will Measure Progress

Accountability is built into this plan. SMPS Maryland will track progress across a dashboard of meaningful indicators — ensuring that strategic priorities translate into real, observable outcomes for members, partners, and the chapter as a whole.

Membership Growth and Retention
Year-over-year membership counts and renewal rates.

Event Participation and Repeat Engagement
Attendance trends and the percentage of members attending multiple events annually.

Mentorship and CPSM Participation
Number of members enrolled in mentorship programs and CPSM study resources.

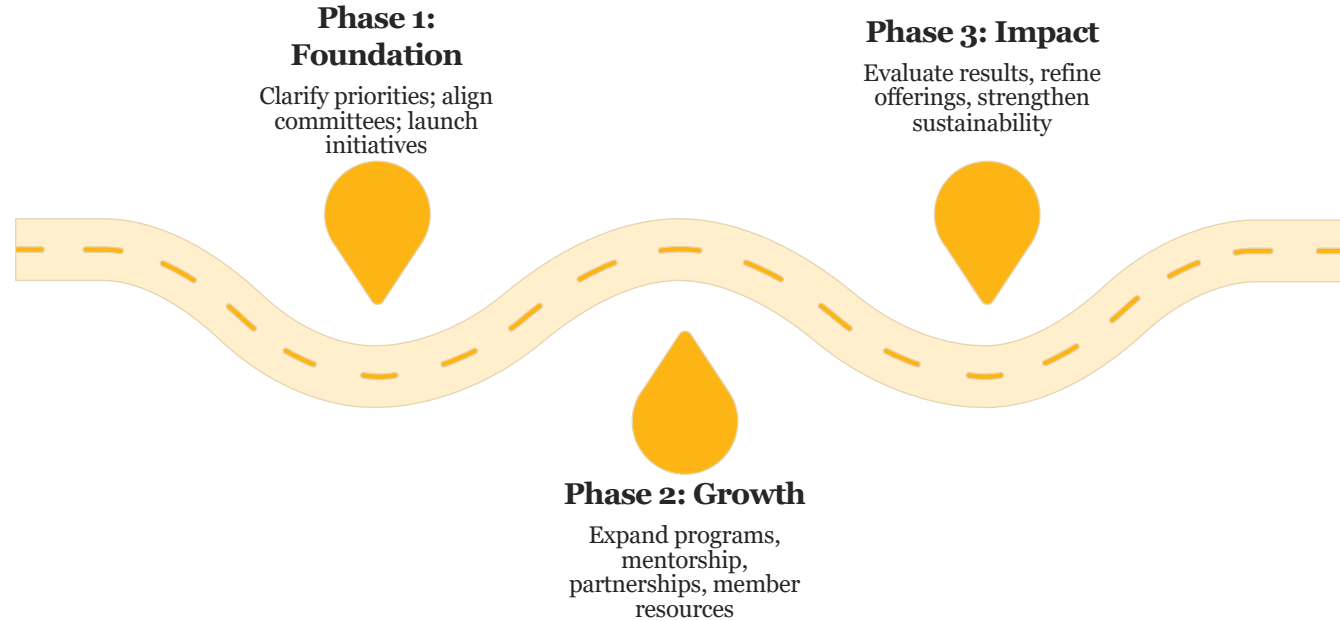
Volunteer and Committee Activity
Active volunteer counts, committee fill rates, and leadership pipeline depth.

Member Satisfaction and Perceived Value
Annual member surveys tracking satisfaction, perceived ROI, and net promoter scores.

Sponsor Retention and Partnership Growth
Sponsor renewal rates, new partnership activations, and partner satisfaction indicators.

Implementation Roadmap: 2025–2030

This plan will be executed in three deliberate phases, each building on the one before it. The phased approach allows the chapter to establish strong foundations early, expand with confidence, and sustain impact for the long term.



Phase 1 – Foundation (2025–2026)

Align board and committees around the plan, launch early-win initiatives, and establish measurement baselines so progress can be tracked from day one.

Phase 2 – Growth (2027–2028)

Expand mentorship programs, differentiated programming, and external partnerships. Build on early momentum with more ambitious member-facing initiatives.

Phase 3 – Impact (2029–2030)

Assess what is working, refine what needs adjustment, and embed the most successful initiatives into the chapter’s permanent identity and operating model.

What Success Will Look Like by 2030

By 2030, the impact of this plan will be visible in the everyday experience of every SMPS Maryland member.

Members See SMPS Maryland as Essential

The chapter is not a nice-to-have — it is a core part of members' professional lives and career trajectories.

Stronger Value Across All Career Stages

Early-career, mid-career, and senior members each find programming, community, and resources that feel designed for them.

Networking, Mentorship, and Learning are Core Strengths

These three pillars — already identified as the highest member priorities — are reliably delivered at a high level year after year.

Recognized as a Trusted Regional Resource

SMPS Maryland is known beyond its membership — respected by clients, firms, and peer organizations as a thought leader in the regional A/E/C community.

A More Sustainable and Strategic Chapter

Volunteers, sponsors, and partners are more deeply engaged, leadership transitions are smooth, and the chapter is built to thrive well beyond 2030.



Looking Ahead Together

SMPS Maryland has a strong foundation, a highly engaged community, and a clear opportunity to grow its impact over the next five years. This strategic plan provides the framework for building a more connected, valuable, and sustainable chapter for current and future members.

Together, we will shape the next chapter of SMPS Maryland.

For Members

Engage. Participate. Lead. Your involvement makes the chapter stronger for everyone.

For the Board

Champion this plan. Align resources. Hold the chapter accountable to its commitments.

For Partners and Sponsors

Invest in a chapter that is growing in reach, impact, and strategic focus — and that values your support deeply.