

SMPS

North Florida



SMPS North Florida Strategic Plan

2008-2011

“The Source for Corporate and Personal Development of A/E/C Professionals”



Vision

The ABC's of Marketing and Business Development

Acquire Knowledge - **B**uild Business - **C**reate Opportunities - **D**evelop Leaders

The First Choice and Best Resource for Professional Services Marketers and Business Developers

Mission

The SMPS North Florida Chapter provides services to marketing professionals and business leaders in North Florida A/E/C firms.

We provide marketing education focused on the national SMPS domains. We also make available:

- cutting edge programs
- current information on market changes and trends
- countless networking opportunities

Our Chapter supports our membership by presenting:

- leadership knowledge and opportunities
- the value of marketing and business development in the built environment
- innovative solutions to current challenges

All activities in our Chapter are based on sound fiscal practices and collaborative processes.

The hallmarks of our strong and respected association are empowering members, providing education, creating networking opportunities, and meeting the needs of our diverse members and client organizations.

Core Values

1. Professionalism: applying the same marketing standards and practices in our chapter affairs that we encourage our member firms to exhibit
2. Fiscal Responsibility: managing the association's finances in a manner that meets financial goals and guidelines
3. Teamwork: encouraging members to actively participate and work corroboratively with others to accomplish Chapter goals
4. Innovation: initiating new and/or creative ideas and solutions
5. Diversity: inclusive of different industries, professional roles, ethnicity, gender, age, skill level, etc.
6. Leadership: supporting the development of emerging and appointed leaders
7. Mentoring: providing informal and formal role modeling and guidance to others
8. Ethical Behavior: conducting ourselves with integrity and accountability

Objectives/Strategies

Objective 1: MEMBERSHIP

Increase our chapter membership by 10% each year and decrease attrition by 5% yearly.

Strategy: Focus on bringing in new members through developing benefits, soliciting from current attendees and reaching out to further markets.

Action Item 1 – Develop a membership drive

Action Item 2 – Initiate joint programs with other organizations and chapters

Action Item 3 – Formulate a “free guest pass” program

Action Item 4 – Conduct a membership survey and respond appropriately

Action Item 5 – Focus on entry level and student outreach programs

Action Item 6 – Develop a system for inviting new members to sit with the President and speakers at luncheons

Action Item 7 – Encourage members to promote SMPS to their colleagues and other organizations

Action Item 8 – Create a job bank or resume post on our local website to support maintaining members

Objective 2: COMMITTEES**Initiate and develop committees and committee leaders.**

Strategy: Create committees of three or more persons to support the chairpersons, board and the president. These committees will assist the committee chairpersons with meeting their area of responsibility, which will also assist the organization in meeting its objectives.

Action Item 1 – Recruit committee members from the general membership via an organizing retreat, phone calls, and personal contacts

Action Item 2 - Orient committee leaders to the purpose, function and communication flow of the committees and the board

Action Item 3 – Invite all members to join committees via meetings, newsletters, website, etc.

Action Item 4 – Provide board members/committee chairpersons with support, information and suggestions for committee development.

Objective 3: PUBLIC RELATIONS**Improve public relations collateral materials**

Strategy: Create a new chapter “brand”, ensuring that the brand reflects the organization.

Action Item 1 – Develop a consistent logo, format and color scheme for all collateral materials, including the website

Action Item 2 – Re-define Chapter benefits

Action Item 3 – Re-structure the Chapter benefit package

Action Item 4 – Re-write marketing materials with current information and linking the Chapter to the National organization

Action Item 5 – Enhance Chapter communication by use of software programs and other technology that assist our Chapter in being more efficient and effective

Objective 4: FINANCIAL STABILITY**Maintain financial stability.**

Strategy: Create a financial practice that will support the needs of the association, provide growth opportunities, preserves consistent annual information and maintains a minimum bank account balance.

Action Item 1 – Develop an annual budget and event budgets with suggested cost maintenance strategies highlighted on each form

Action Item 2 - Select a book keeping software to maintain accurate and consistent records.

Action Item 3 – Keep the board and members apprised of the financial status of the organization

Action Item 4 – Develop and promote a sponsorship package that defines the benefits and value of sponsorships. The sponsorship package will explain how sponsoring programs also provide our members greater exposure and networking opportunities

Action Item 5 – Maintain a system of ‘checks and balances’ of our finances, i.e., annual audit, two signatures on the checks, etc.

Action Item 6 – Complete and submit required financial forms to National SMPS

Objective 5: EDUCATE MEMBERS**Educate members in SMPS domains:**

Strategy: Utilize all the Chapter's programs and workshops to ensure that all the domains are covered during the year. The domains are:

Domain 1 - Market Research

Domain 2 - Strategic/Business/Marketing Planning

Domain 3 - Client and Business Development

Domain 4 - Qualifications/Proposals

Domain 5 - Promotional Activity

Domain 6 - Marketing and Business Performance

Action Item – Emphasize at least one of the SMPS domains in all programs, MRCs and education workshops particularly in the CPSM study groups

Objective 6: PROGRAMS

Develop programs and events to meet the needs of our membership.

Strategy: Provide programs that educate members and develop leaders while providing networking opportunities.

Action Item 1 - Develop CPSM Study Groups for members only

Action Item 2 - Provide education workshops for members and non-members

Action Item 3 - Have marketing resource club activities for members only

Action Item 4 – Expand the business development programs to include more business development members

Action Item 5 – Offer social networking and community involvement opportunities

Objective 7: MARKET TRENDS

Evaluate the current trends in the market and define how the Chapter can best incorporate them into our strategy.

Strategy: Expand the use of technology to provide information to members, support the organization's objectives and promote the association.

Action Item 1 – Encourage members to join social networking groups, such as the SMPS LinkedIn group.

Action Item 2 – Add webcasts of events on the website

Action Item 3 – Expand the “save the date” announcements to include a stimulating promotional paragraph from the president about the previous month's event.

Action Item 4 – Link to other relevant marketing web sites

KEEP IT FUN!

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