

# SMPS Alaska 3-year Strategic Plan Summary (2021/22 to 2023/24)

*Visioning for the Future:* As we envision SMPS Alaska in 3 years, "What has changed, and what has not changed?"

*Guiding Questions:*

- What do our members value, and what are their needs?
- What do we do well; where can we provide more value?
- How do we maintain flexibility and deliver exceptional value in an ever-changing environment?
- Challenges / opportunities: What did we learn; what's ahead?

## MISSION

To advocate for, educate, and connect leaders in the building industry.

## VISION

Business transformed through marketing leadership.

## Strategic Planning Team:

Michelle Pasion, President  
Cynthia Oistad, President Elect

### Facilitators:

Jen Newman,  
Chapter Champion  
Leah Boltz,  
Chapter Advisor

### Committee:

Andrea Story  
Christine White  
Karin McGillivray  
Katy Kless  
Lisa Anglen  
Melissa Branch  
Melissa McCarty  
Monica Bradbury  
Sarah Hall

# STRATEGIC GOALS ROADMAP



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## Objective #1 - ADVOCATE: Elevate the Chapter to reach the SMPS Vision of Business Transformed Through Marketing Leadership

### Key Performance Indicators:

1. 2 Fellows in 3 years (one already!)
2. Awards - 1 chapter award, 1+ member submit MCA, 5+ members judge MCAs by 2024
3. 1 BOD member as ambassador to partner org + 1 co-event or co-authored paper
4. 2 University Partnerships
5. 1 participant Path to Principal program in 3 years
6. Complete member firm growth and confidence survey with reported improvement in 3 years

*Champions & Contributors:* Leah Boltz (1st year Team Captain), Monica Bradbury, Pearl Grace Panteleone, Andrea Story, (Advisors: Cynthia Oistad, Michelle Pasion, Katherine Wood, Jen Payne), President-Elect, President, Past Presidents, Outreach & Education Chairs

*Our WHY:* To help elevate our firms, members, society, and profession in Alaska and beyond.

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## Objective #2 - EDUCATE: Be the A/E/C Resource for Marketing & BD Education in AK

### Key Performance Indicators:

1. 5 sets peer-to-peer mentorship relationships
2. 2 new CPSMs per year
3. 10 Graduates BD Training Program in 3 years
4. 2 SMPS-driven presentations for other organizations per year
5. Offer 4 virtual sessions and 2 hybrid sessions per year

*Champions & Contributors:* Katy Kless (Team Captain), Melissa Branch, Christine White, Leah Boltz/ Cynthia Oistad (BD Training Program), (Advisors: Monica Bradbury, Cynthia Oistad, Michelle Pasion), Programs Chair

*Our WHY:* To contribute to the growth of individual members and their firms.

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## Objective #3 - CONNECT: Grow & Diversify Membership & Engagement

### Key Performance Indicators:

1. Increase membership by net 5% each year
2. Every member attends at least 1 event annually
3. 40% members volunteer w/ SMPS
4. 3 organizations join our signature and/or community event
5. Diversity - 2 each location and firm type

*Champions & Contributors:* Andrea Story (Team Captain), Lisa Anglen, Sarah Hall, Monica Bradbury, Michelle Pasion, (Advisors: Cynthia Oistad, Michelle Pasion)

*Our WHY:* To create a sustainable, inclusive chapter and continue to add value for our members, by connecting and engaging more professionals.