

SMPS INDIANA 3-YEAR STRATEGIC PLAN | 2024-2026

EXECUTIVE SUMMARY

The SMPS Indiana chapter aims to strengthen member engagement, member retention and growth, and overall member satisfaction by providing added value to its members through the following initiatives:

1. Enhancing professional development
2. Balancing networking opportunities
3. Increasing geographic accessibility
4. Leveraging national resources
5. Establishing clear succession planning.

By focusing on these five key areas, the chapter seeks to expand its reach, improve its educational offerings, foster member engagement, and ensure long-term organizational sustainability.

MEASURING SUCCESS

GOAL: Strengthen member engagement at chapter events and with fellow chapter members.

METRIC: Increase attendance at events by an overall average of 10%.

GOAL: Improve member retention and grow membership by providing enhanced programming and networking as well as growth and leadership opportunities.

METRIC: Reduce attrition by 5% and grow new membership by 5%.

GOAL: Maintain a high level of member satisfaction by providing members with desired programming, connecting members to beneficial resources, and defining a leadership succession plan.

METRIC: Maintain a net promoter score of 8 or higher.

THE SUPPORTING STRATEGIES

Strategy	Enhance Professional Development and Education		
Description	Ensure our educational offerings align with member needs and interests by developing a strategic, branded content plan that leverages research and national resources.		
Champion			
Timeline	November 2024-September 2025		
Tactics	Description	Responsible	Timing
	1. Understanding member needs and content strategy <ul style="list-style-type: none"> ○ Conduct research, including building on the focus group data, to identify what members value most in education and development. ○ Develop a structured plan for educational content tailored to member interests, ensuring content relevance and create programming based on this feedback. ○ Continue after-program surveys to collect data on relevant topics/needs. 		Nov. 2024 – May 2025, rollout Sept 2025
	2. Branding educational series <ul style="list-style-type: none"> ○ Establish branding for educational programs (e.g., "Marketing Bootcamp" or "Building Leader Series") to engage members more effectively through clear communication and branding. 		Jun 2025 – Aug 2025, rollout Sept 2025
	3. Intentional spend-down of excess profit (<i>BD Palooza</i>): <ul style="list-style-type: none"> ○ Leverage excess funds, as appropriate, to host larger marquee events, such as BD Palooza or other high-profile options 		Ongoing
	4. SMPS society resources: <ul style="list-style-type: none"> ○ Utilize content from SMPS national webinars to offer value locally. 		

Strategy	Balanced Networking		
Description	Improve branding and communication around networking events, while creating synergy between educational and social opportunities.		
Champion			
Timeline	June 2025-December 2025		
Tactics	Description	Responsible	Timing
	1. Event branding and communication <ul style="list-style-type: none"> ○ Improve branding and communication of networking events, ensuring members understand what each event entails. ○ Explore integrating micro-skill development at events like C3s and rebranding networking opportunities to increase engagement. 		Jun 2025 – Aug 2025, rollout Sept 2025
	2. Tie educational and networking events <ul style="list-style-type: none"> ○ Develop synergies between educational sessions and networking events. 		Jun 2025 – Aug 2025, rollout Sept 2025
	3. Annual awards program <ul style="list-style-type: none"> ○ Introduce a recognition initiative starting with individual awards (e.g., Volunteer of the Year, BD of the Year, New Leader of the Year, New Member of the Year) to build leadership and engagement. 		Sept 2026 – Dec 2026

Strategy	Geographic Accessibility		
Description	Expand chapter reach and accessibility through regional outreach, membership mapping, and virtual/hybrid strategies.		
Champion			
Timeline	January 2025-September 2025		
Tactics	Description	Responsible	Timing
	1. Membership heat map <ul style="list-style-type: none"> ○ Create a heat map to track current membership locations and identify potential areas for growth. Tools like LinkedIn Recruiter can be used to find prospects in specific regions. 		Jan 2025 – May 2025
	2. Regional outreach <ul style="list-style-type: none"> ○ Appoint regional outreach directors (e.g., in Fort Wayne and Evansville) to develop strategies for geographic membership expansion, which could later lead to board expansion. ○ Utilize content from SMPS national webinars to offer value locally. 		May 2025 – Aug 2025, rollout Sept 2025
	3. Virtual/hybrid strategy <ul style="list-style-type: none"> ○ Develop a strategy for virtual and hybrid events to increase accessibility for members in various locations. 		May 2025 – Aug 2025, rollout Sept 2025

Strategy	Utilizing/Leveraging National Resources		
Description	Maximize the value of SMPS HQ resources and industry partnerships to enhance chapter programming, governance, and leadership development.		
Champion			
Timeline	September 2025-January 2026		
Tactics	Description	Responsible	Timing
	1. Industry partnerships <ul style="list-style-type: none"> Formalize partnerships with other industry associations (e.g., NAWIC, ACEC, AMA) to strengthen ties within the greater Indianapolis region. 		Sept 2025 – Dec 2025, rollout Jan 2026
	2. Leveraging SMPS HQ <ul style="list-style-type: none"> Improve communication about and use of SMPS HQ resources to provide additional value to the chapter and its members. 		May 2025 – Aug 2025, rollout Sept 2025
	3. Governance and leadership development <ul style="list-style-type: none"> Establish a governance framework and annual calendar to ensure the smooth transition of leadership and prevent administrative oversights. Focus on identifying future leaders early and providing them with the tools for success. 		May 2025 – Aug 2025, rollout Sept 2026

Strategy	Succession Planning		
Description	Establish a clear succession plan to identify and nurture future leaders, ensuring a seamless transition across leadership roles within the chapter.		
Champion			
Timeline	November 2025-March 2025		
Tactics	Description	Responsible	Timing
	1. Leadership succession plan <ul style="list-style-type: none"> Develop a formal plan to identify and nurture future leaders within the chapter, moving members from committee roles to board positions, from board to president, and eventually from president to national HQ involvement. 		Nov 2025 – Mar 2025
	2. Leadership development path <ul style="list-style-type: none"> Create a clear leadership development path starting from committee participation, ensuring members are prepared for future leadership roles within SMPS. 		Nov 2025 – Mar 2025, this is an extension of succession planning