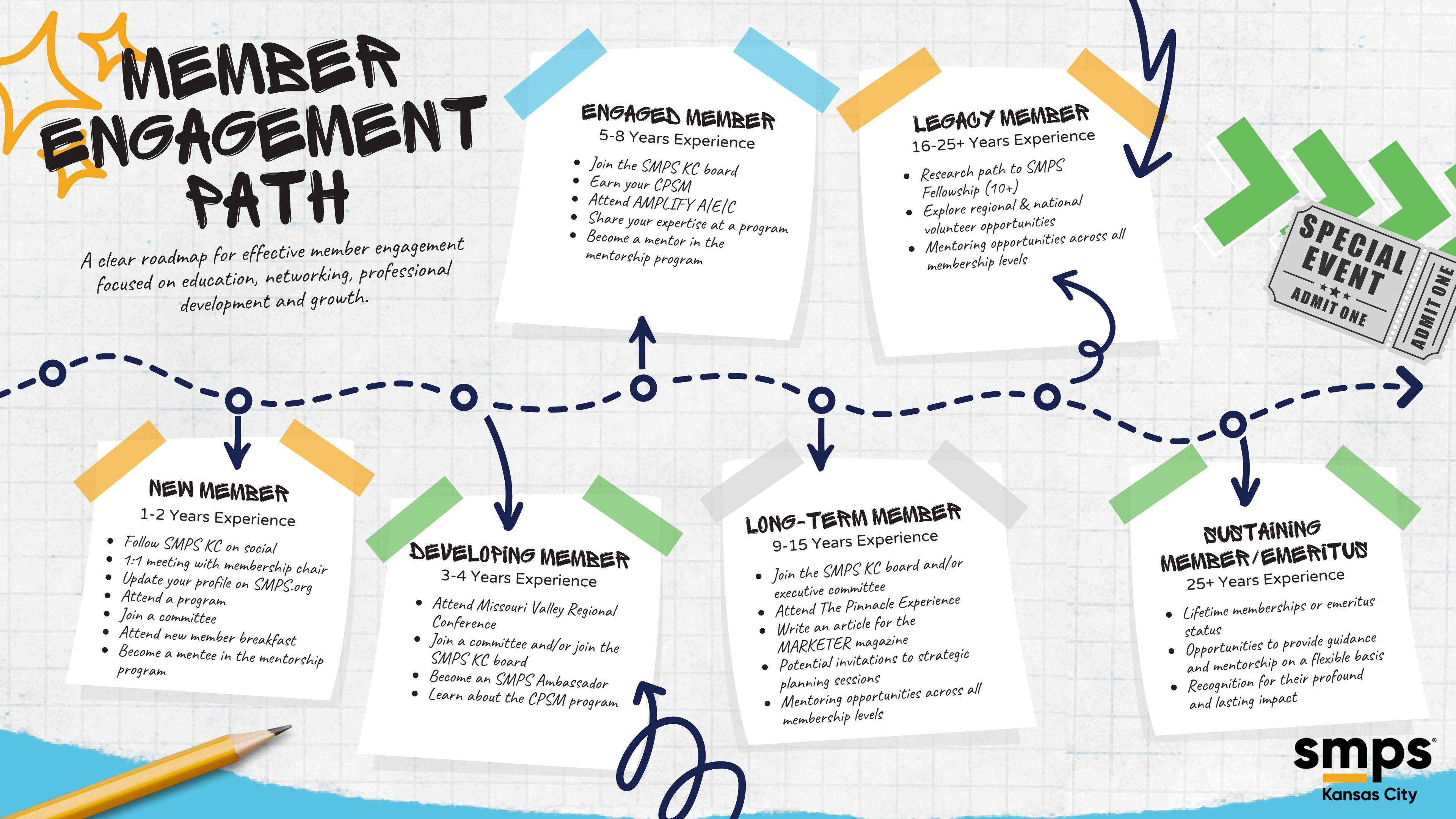


# MEMBER ENGAGEMENT PATH

A clear roadmap for effective member engagement focused on education, networking, professional development and growth.



## NEW MEMBER

1-2 Years Experience

- Follow SMPS KC on social
- 1:1 meeting with membership chair
- Update your profile on SMPS.org
- Attend a program
- Join a committee
- Attend new member breakfast
- Become a mentee in the mentorship program

## DEVELOPING MEMBER

3-4 Years Experience

- Attend Missouri Valley Regional Conference
- Join a committee and/or join the SMPS KC board
- Become an SMPS Ambassador
- Learn about the CPSM program

## LONG-TERM MEMBER

9-15 Years Experience

- Join the SMPS KC board and/or executive committee
- Attend The Pinnacle Experience
- Write an article for the MARKETER magazine
- Potential invitations to strategic planning sessions
- Mentoring opportunities across all membership levels

## ENGAGED MEMBER

5-8 Years Experience

- Join the SMPS KC board
- Earn your CPSM
- Attend AMPLIFY A/E/C
- Share your expertise at a program
- Become a mentor in the mentorship program

## LEGACY MEMBER

16-25+ Years Experience

- Research path to SMPS Fellowship (10+)
- Explore regional & national volunteer opportunities
- Mentoring opportunities across all membership levels

## SUSTAINING MEMBER/EMERITUS

25+ Years Experience

- Lifetime memberships or emeritus status
- Opportunities to provide guidance and mentorship on a flexible basis
- Recognition for their profound and lasting impact



1-2  
YEARS

## NEW MEMBER

Welcome to SMPS KC! You've just joined and it's time to dive in and discover the wealth of opportunities your membership offers. As a new professional and/or member, this is your chance to **get your feet wet, understand the world of A/E/C marketing, and build your foundational network.**

9-15  
YEARS

## Long-Term Member

As a seasoned A/E/C marketer, you possess deep skills and knowledge. This stage is about **honing your expertise, expanding your strategic network, and actively sharing your insights** while embracing continuous learning to stay at the forefront of the industry.

3-4  
YEARS

## DEVELOPING MEMBER

As a developing member, this is an opportunity for you to **become more familiar with the organization, starting to participate more actively.** Continue to build your network, learn and grow through chapter volunteer opportunities!

16-25+  
YEARS

## LEGACY MEMBER

Having reached expert level in your A/E/C marketing career, your experience and insights are invaluable. This is your time to **reflect on your journey and actively shape the future of SMPS KC** by giving back through mentorship, knowledge sharing, and leadership at the chapter or national level.

5-8  
YEARS

## ENGAGED MEMBER

As a developing member, you're now more familiar with SMPS KC and ready to take a more active role. This is your opportunity to **deepen your engagement, strategically expand your professional network, and continue your learning journey** through meaningful chapter involvement.

25+  
YEARS

## SUSTAINING MEMBER/EMERITUS

With 25+ years of dedication, you are recognized as a lifelong champion of SMPS KC. In this distinguished stage, while your active professional role may be evolving, **your connection to our mission and your wealth of experience remain invaluable.**