2027 Fellows Application Guide

Fellows Application Eligibility Requirements

- A minimum of 15 years of AEC or marketing/business development experience
- An SMPS member for at least 10 of the previous 15 consecutive years and currently be a member in good standing
- Applicants must be a current CPSM and are required to maintain their CPSM

Fellows Application Timeline

Event	Date
Call for Applications Opens	November 6, 2026
Statement of Intent Due	January 11, 2027
Application Deadline	March 12, 2027
Notifications to applicants*	Last week of April
Fellows Medal Ceremony	Amplify A|E|C July 14-16, 2027

**Tentative; based on jury deliberation schedule*

Fellows Application Requirements

Candidates will complete the application and submit all testimonial letters using the online application portal. The quality of the application will be a factor in the jury's deliberation. Applications are evaluated strictly on the quality of the content and thoroughness of the responses to the criteria, and information included therein should be substantiated by the candidate's references and endorsements. Narratives must express in a concise yet compelling manner the candidate's contributions to their firm(s), to the Society, and to the profession at large beyond SMPS.

APPLICATION MUST INCLUDE THE FOLLOWING INFORMATION

1. **Contact Information:** Full name, address, mobile number, and email address
2. **SMPS Member Information**: SMPS member number and number of years as a member
3. **Statement of Intent:** Provide a statement describing to the jury what you will do to continue

or expand your contributions to the profession and to SMPS if selected as a Fellow. **Draft copy due January 11, 2027.** Only the final version will be judged by the jury. The draft version will not be judged by the jury. (Limit: 700 words) **(20 points)**

4. **Education:** This information is requested for demographic purposes only and will not be considered in the evaluation

5. **Work history:** Provide your employment background, describe marketing and/or business development experience in each position, and include information on the level of responsibility for marketing and/or business development decisions within the firm. Note any management roles and include a statement of how you feel your experience has prepared you for the SMPS Fellow designation. **(5 points)**

6. **Contributions made to the profession**: Provide a summary, with evidence and specific examples, of significant sustained contributions made to the profession of marketing and/or business development services in the AEC industry, beyond SMPS, and how your contributions made a difference. Examples are innovative changes, publishing, training, and/or speaking, or any contribution in general. (600-word limit) **(30 points)**

   Contributions should relate to at least three of the following topics:

   - Market research
   - Market education
   - Business Development
   - Marketing and communications programs
   - Innovative marketing approaches or technologies
   - Peer association outreach
   - Client organization involvement

   Considerations:

   - Progress made in firm and toward the profession
   - Outreach to AEC industry beyond SMPS (peer or client organizations)
   - Impact of contributions in demonstrating the value of marketing
   - Sustained nature of contributions
   - Writing, speaking, and training
   - Individual accomplishment as opposed to member of a team or committee.
   - Coaching and sharing of expertise and experiences to empower others

7. **Contributions made to SMPS:** Provide a summary, with evidence and specific examples, of significant sustained contributions made to SMPS. Provide specific examples of leadership at the Society, regional, and chapter levels in management, education, finances, membership, or other activity which has a value to the marketing profession. (Limit: 500 words) **(15 points)**

Considerations:

- Contribution to SMPS (as a leader)
- Society and regional level leadership roles
- Significant, sustained contribution
- Individual accomplishments
- Level of leadership role in chapter (i.e., president vs. committee member)
- Letter from a chapter leader. Candidates will submit a letter of endorsement from their SMPS chapter, signed by the Immediate Past President, President, or President-Elect, attesting to significant contributions to the chapter and the Society. If the candidate is not affiliated with a chapter, a letter will not be necessary.

8. **Contributions as a mentor:** Provide a summary, with evidence and specific examples, of a significant sustained contribution made by the candidate as a mentor (i.e., an advisor, teacher, or coach) to an individual in their professional development. Examples of mentoring activities should include one-on-one mentoring outside the candidate's firm, and leadership/participation in a mentoring program. (Limit: 250 words) **(15 points)**

    - During the mentoring process the protégé may not be a co-worker or employee of the candidate
    - The protégé must confirm the value of the candidate's mentoring in a testimonial letter not to exceed two pages. This letter should describe the mentoring relationship between the candidate and the protégé, indicating the nature and duration of the mentoring experience, with examples. This letter should discuss only the mentoring process and benefits to the protégé and not be a general testimony as to the candidate's skills, experience or other contributions to SMPS and the profession, like the testimonials discussed in items below.

    Considerations:

    - Protégé's letter should contain specific examples of how the candidate supported and guided the protégé's career development If applicant is re-applying within three consecutive years, they are not required to submit new letters, they may upload previous year's protégé letter.
    - Display significant career progression of protégé
    - Active, structured, and one-on-one support provided by candidate

9. **Testimonial letters:** In addition to the letter from the mentored protégé and the chapter leader, candidates will submit five testimonial letters from individuals, at least one of whom is an SMPS member, and one of whom is an SMPS Fellow. A roster of current Fellows is available on the SMPS website. Please provide 2-3 sentences explaining how you know the writer of the letter and why you have requested them to provide a testimonial on your behalf.

    Letters should substantiate each of the significant contributions (i.e., to the profession, to

SMPS, and/or to individuals), providing specific examples of the applicant's abilities and accomplishments. No testimonial letter may be longer than two pages, and no more than five testimonial letters will be considered. **(10 points)**

NOTE: All letters should be addressed to Fellows Recognition Program (email awards@smps.org). The jury has the right to request the jury chair or staff liaison call the candidate's protégé, the chapter board member who sponsored the candidate, and/or the authors of the five testimonial letters for clarification. The feedback will only be shared with members of the jury. If applicant is re-applying within three consecutive years, they are not required to submit new letters, they may upload their letters from the previous year's application. In addition, previous applicants within the three consecutive years will have their application fee is waived.

10. **Quality of Submittal:** Candidate has provided their application in an organized, concise manner. The quality and fact that the candidate addressed each section of the application will be considered in the jury's deliberation. **(5 points)**

    Considerations:

    - Well written and concise
    - Free of grammatical and spelling error

11. **Candidate Photo:** All applications must be accompanied by a digital image (high- resolution 300-dpi), professionally produced portrait, if possible, for use in announcing newly elected Fellows. Photos will not be viewed by jury.

12. **Candidate Bio:** A brief professional bio to be used in class announcement if selected. (Limit: 250 words)

13. **Candidate Signature:** Candidates will confirm by signature their understanding that:
    - Information on the application will be held in confidence
    - Review of the application will be based only upon the information contained in the written application and in testimonial letters
    - They may not approach any juror concerning the application during or after jury deliberations and any such activity will result in invalidation of the application
    - They have not been convicted or under prosecution for illegal activity or dismissed by an employer for illegal or unethical behavior
    - They agree to abide by the SMPS code of ethics
    - The jury's decision is final and may not be appealed. Notice of the jury's decision will be provided via a phone call and in writing by the Fellows jury chair or staff liaison
    - Queries about the process may be directed to SMPS headquarters

14. **Application Fee.** A nonrefundable fee of $250 must be submitted with the application. This fee covers applications for a total three years.