

Empowering Youth Through Project Management

PMIEF Strategic Adaptation 2025:
Honoring the Past, Building the Future



Our Vision

Inspiring youth to achieve their goals, making dreams a reality

Our Mission

Empowering youth to realize their potential and transform their lives through project management education

Reflecting on the 2019–2027 Strategic Plan

In 2019, PMIEF launched a bold long-range strategy to prepare youth for success in life through project management. With a focus on working through nonprofit partners, mobilizing volunteers, and developing adaptable resources, the plan established a solid foundation.

Over the last five years, PMIEF has:

- Partnered with youth-serving organizations around the globe
- Created new resources and translated them into multiple languages
- Reached millions of young people annually with project management education
- Activated PMI volunteers and chapters for local and global impact

In 2024, PMIEF recognized that the original goals of the 2019–2027 strategy have largely been met ahead of schedule. Now, we're evolving toward a future that builds on our success and amplifies our impact even further with the creation of this Strategic Adaptation that will run through the end of 2026 and is aligned to maximizing project success to elevate our world, PMI:Next and the United Nations Sustainable Development Goal #4, which is Quality Education.



PMIEF Strategic Priorities for 2025

As such, we have organized this Strategic Adaptation into 3 Core Operating System

Core Operating System #1: Partner Engagement

Deepening relationships with key youth-serving nonprofits and scaling youth enablement

Youth-Serving Nonprofit (YSNP) Partnerships

We will maintain a diverse portfolio of up to 20 global nonprofit partners to deliver project management education to youth ages 14–24 in diverse contexts. These range from STEM competitions and workforce training to creative expression and entrepreneurship.

Key 2025 and 2026 activities include:

- Supporting scalable youth enablement models across partners
- Connecting select partners with emerging trends (AI, social impact, construction, etc.)
- Piloting new feedback and assessment tools to guide long-term strategy
- Strengthening partner networks through virtual and in-person convenings

Partner-led enablement strategy

2025 will be a baseline year for gathering impact data, launching pilot assessments, and laying the foundation for future enablement targets, with a focus on knowledge acquisition and youth growth.

New Resource Launch: Skills for Life

We will launch the newly refreshed Skills for Life resource globally, supporting partners in its use and beginning to track adoption, enablements, and knowledge impact.



Core Operating System #2: Community Engagement & Support

Activating the PMI community and investing in aspiring project professionals

Scholarships & Awards

To support emerging project leaders, PMIEF will:

- Increase access to academic and professional development scholarships
- Expand promotion of the PMIEF Kerzner Award
- Explore underwriting CAPM® exam fees to broaden access to credentials

PMI Chapter & Volunteer Activation

PMIEF will relaunch the Social Impact Coordinator (SIC) program in 2025, working toward at least 30% of PMI chapters designating SICs and submitting impact reports.

We'll also:

- Support PMI volunteers in delivering project management to youth via nonprofit partnerships
- Provide toolkits and training to maximize volunteer effectiveness
- Encourage chapters and volunteers to engage in co-branded local enablement activities

Fundraising & Donor Engagement

To ensure financial sustainability and mission growth, PMIEF will:

- Grow the PMIEF Gala and expand donor participation
- Elevate the PMIEF Leadership Society
- Evaluate new roles to support fundraising coordination and strategic donor engagement



Core Operating System #3: Communication, Awareness & Storytelling

Elevating visibility, sharing impact, and inspiring support

Strategic Storytelling & Campaigns

PMIEF will launch a robust 2025 awareness plan to increase global visibility, including:

- Partner-driven storytelling and co-branded content on social media
- Creation of digital media kits and case studies
- Support for webinars and articles featuring youth and partner success stories

Global Engagement & Events

Key moments will include:

- A special 35th Anniversary storytelling campaign and virtual celebration
- PMIEF participation at GSS, LIM, and regional events
- Ongoing executive and board-led communications to reinforce strategic alignment

Impact Communications & Reporting

We will:

- Publish a transparent and inspiring 2025 Annual Report by midyear
- Launch baseline tracking for Skills for Life usage and youth enablements
- Share key impact stories across PMI communication channels with regular content reposts, social engagement, and executive amplification

Looking Ahead

In 2025 and 2026, PMIEF aims to enable 3.4+ million youth annually through a network of partners, resources, and volunteers. With each youth empowered, each scholarship awarded, and each story told, we move closer to a world where project management is a universal life skill. We invite you, our partners, donors, and PMI community to be part of this next chapter.

