

# Alliance for Massage Therapy Education 2014 Annual Business Meeting

## Committee Updates



Presenter  
Stephanie Beck  
Marketing



Presenter  
Su Bibik  
Governance



Presenter  
Dawn Saunders  
Membership



Presenter  
Nancy Dail  
Conference Planning



Alliance for  
Massage Therapy  
Education

# Today's Agenda

3:00 pm Welcome

3:05 pm Financial Report

3:20 pm Election, Slate, & Leadership Dev. Committee Update

**3:35 pm Committee Updates and Look into the Coming Year:**

**Marketing**

**Governance**

**Membership**

**Conference Planning**

3:55 pm National Teacher Education Standards Project Update

4:25 pm Educators of the Year Announcement

4:30 pm Q&A from Members

4:55 pm Closing

# **Marketing Committee Report, July 14, 2014**

## **Submitted by Stephanie Beck, Chair and BOD Liaison**

**Members: Stephanie Beck and Pete Whitridge**

- **Purpose**

To support the branding and message to current members and attract new members to the organization. Offer marketing support in all committee efforts.



# Marketing Committee Member Tasks

- Social Media Updates
- Organizing/Writing Newsletters & Press Releases
- Graphic/Design
  - Display Advertising
  - Assistance Promotional Materials
- Writing Articles

# Marketing Director Tasks

- Facilitate organization event support
- Website and database maintenance requested/approved by BOD
- Create collateral and promotional materials from ideas provided by committee chairs or BOD liaisons
- Contribute to newsletter, articles, & press releases
- Distribute press releases & articles

# Marketing Director Tasks

- Craft social media campaigns that:
  - Engage followers, connect with members, educate and communicate Alliance news
  - Utilize Facebook, Twitter, LinkedIn, YouTube, Google+
- Manage display & website advertising and media sponsor contracts
- Provide search engine optimization services monthly
- Create website pages/programs as requested/approved by BOD

# Thank You, Media Sponsors

Massage Today®

**MASSAGE** Insurance+  
magazine **PLUS**



# Social Media, Video, Newsletter, Bloggers

Thanks to the Bloggers and Videographer Supporting the Alliance:

- Ryan Hoyme <http://www.massagenerd.com/>
- Sandy Fritz <http://sandycfritz.blogspot.com/>
- Laura Allen <http://lauraallenmt.com/blog/laura-allens-blog/>
- Ralph Stephens <http://ralphstephens.tumblr.com/>
- Cherie Sohnen-Moe <https://www.sohnen-moe.com/t-aide/>

Thank you for your Social Media Assistance:

- Alissa Haines
- Susan Salvo



# 2014 Marketing Report

- Press releases & links to articles  
<http://www.afmte.org/news-2/>
- Workshop AMTA –IL
  - Professional Development for Educators
    - 90% of attendees strongly agreed the course was relevant to my present work
    - 85% strong agreed they learned new skills and concepts
    - 85% strongly agreed the information met their expectations
- NCBTMB blog post

# Website Update

- Average 874 visitors per day
- Average 2,181 pages views/monthly
  - (Approx .73 pages) per day
- Approx. 12 pages per visit
- Most popular pages
  - Continuing Education Directory
  - Resource Directory
  - Educator of the Year and Conference

# Marketing & Website Updates

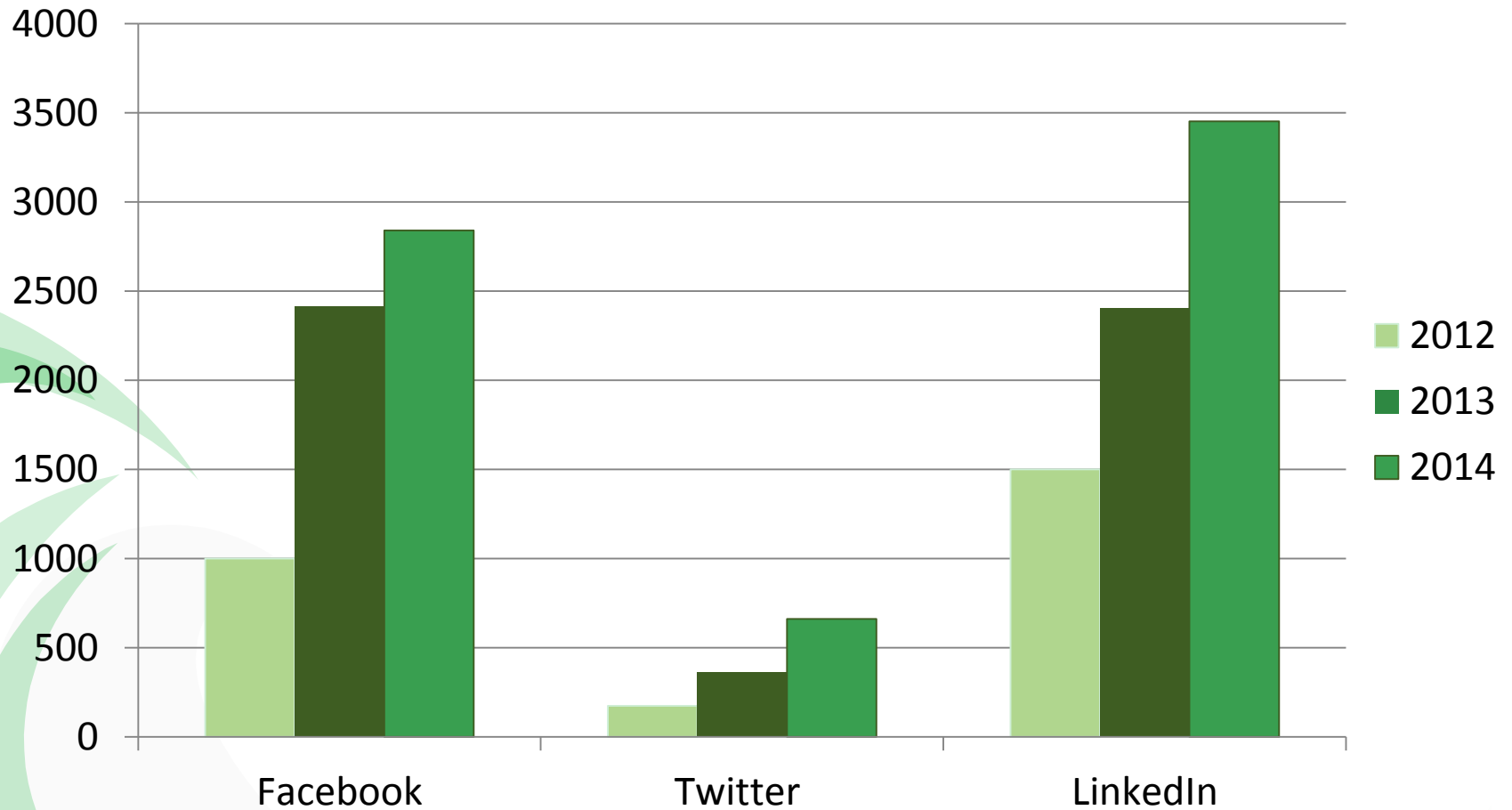
Within the last 6 months

- Election Slate and Ballot
- Mission Statement
- Conference Photo Album
- 2015 Educational Congress

Future Projects

- Grow YouTube and Google+ Pages
- 2015 Educational Congress (ongoing)
- Educator of the Year page
- Annual Business Meeting Website page
- Videos for Annual Business Meeting (5 videos)

# Social Media Update



Recently added YouTube and Google+ Page

# Membership Survey Update

Issued a Membership Survey November 2013

- 39.73% Members responded
- 10.92% Non-members responded
- More than 40% of respondents indicated that membership levels and pricing need review
- BOD appointed a Membership Task Force
  - July 8, 2014 submitted a recommendation to Executive Committee

# Governance Committee Report, July 14, 2014

## Submitted by Su Bibik, Chair and BOD Liaison

- 1<sup>st</sup> meeting - February 2014
- Committee Members:
  - MK Brennan
  - Gini Ohlson
  - Deanna Sylvester



# Our Purpose

- To review, revise, and create policies and procedures for the Alliance that are consistent with the Mission, Vision, and Bylaws of the organization.

# First Step In Process

- Review Bylaws
  - Executive Committee review - completed
  - Governance Committee preparing revised draft of Bylaws
  - Revised draft to BOD by early Fall
  - Revisions to Governance Committee, revising as many times as needed
  - Final Bylaws to BOD for acceptance



# Next Steps

- Review current policies for consistency with updated Bylaws
- Determine which policies are still needed
- Draft new policies
- EC and BOD review and accept new policies, revising as many times as needed
- Assess and determine next steps; e.g., Orientation for BOD, Committee Chairs, etc.

# Mission Statement Revised

- Former Mission Statement:
  - The **Alliance for Massage Therapy Education** is a non-profit organization established **to serve as an independent voice, advocate and resource** for the entire education sector – from entry-level massage training programs through post-graduate studies. The Alliance is the only organization that brings Schools, Teachers, Continuing Education Providers and Allied Members together under one roof.
- New Mission Statement:
  - The Alliance for Massage Therapy Education serves as an independent voice, advocate, and resource for the massage therapy and bodywork education community.

# Vision Statement Revised

- Working from the principle that education forms the foundation of a profession, our mission is to support, strengthen, and elevate educational practices and standards in *massage therapy and bodywork*. We will strengthen and improve the field of *massage and bodywork* by credentialing instructors in both entry-level training programs and post-graduate studies.
- The Vision of the Alliance is: A credentialed instructor in every *massage and bodywork* class.

# Membership Committee Report, July 14, 2014

## Submitted by Dawn Saunders, Chair and BOD Liaison

- Membership Categories
- Membership benefits
- Dues Structure
- Committee News
- Call to Action



# Membership Categories

- Schools
- Teachers
- Continuing Education Providers
- Allied
- Supporting

# Membership Benefits

- Status / Networking / Make Your Voice Heard
- Receive \$100 discount on Educational Congress registration fee
- \$20 Insurance Discount from Massage Magazine - Just announced this week
- Free / Discounted MaxKnowledge Courses
- Use of AFMTE Logo
- Voting in Annual Elections

# Benefits for Organizations

Schools / CE Providers / Allied Members receive

- FREE Continuing Education Resource Directory Listings
- Advertising Discounts from Massage Magazine and Massage Today
- Expert Admissions Department Support from Art of Admissions
- Allied Members receive 1 free banner ad on our Website email [sbeck@afmte.org](mailto:sbeck@afmte.org) for ad details

# Dues Structure

Two membership options for Schools, Teachers, and Continuing Education Providers:

- ASSOCIATE Level provides affiliation with the Alliance at a modest price and includes all privileges of Alliance membership
- GOLD Level includes all privileges of Alliance membership, plus a full range of services, benefits, and discount programs



# Gold Membership

The GOLD Level includes all privileges of Alliance membership, plus the full range of services, benefits and discount programs.

Dues are \$1,000/year for Allied, \$500/year for School Members, \$150/year for CE Providers, and \$100/year for Teachers

# Associate Membership

ASSOCIATE Level provides affiliation with the Alliance at a modest price and includes discounts on the Annual Conference, along with ongoing news about massage therapy education and updates on the Alliance's projects.

Dues are just \$100/year for School Members, and \$50/year for CE Providers and Teachers

In addition, companies and other stakeholder organizations can become a sponsor or exhibitor for the Alliance's Annual Conference. Dues for Supporting Members are \$50/year

# Committee News

9 committee members and meet every 3 weeks

Focused on:

- Membership Services
  - retention
  - engagement
  - renewals
- Membership Growth
- Support the organization by
  - answering calls
  - emails
  - Membership database maintenance

# Call to Action

Thank you for supporting the Alliance

- Membership drive
  - Help us spread the word
  - Tell 3 colleagues about the Alliance

# Conference Planning Committee Report, July 14, 2014

## Submitted by Nancy Dail, Chair

Our conference committee has planned each of the Alliance conferences held in a different state since the beginning of the organization.

Cherie Sohnen-Moe is our Board Liaison and has been invaluable with organizing the sponsors and exhibits.



# Pre-conference Involvement

- Hotel and Conference Logistics
- Scheduling and Session Planning
- Obtaining Exhibitors and Sponsors
- Collecting Prizes
- Choosing Presenters
- Marketing
- Special Events

# Conference Committee Members Tasks

- Members of the committee are involved in different aspects of the committee.
- At the convention itself, volunteers are needed for behind-the-scene duties that keep registration and conference activities running.
- Committee meets roughly monthly via conference call and bimonthly the closer we get to the event. The committee would welcome more members.

# Preview of Participating Organizations

## Collaborators:

- Commission on Massage Therapy Accreditation
- American Organization for Bodywork Therapies of Asia
- Society for Oncology Massage

## Other Industry Partners:

- Associated Bodywork & Massage Professionals
- Academic Consortium for Complementary and Alternative Health Care
- American Massage Therapy Association
- Federation of State Massage Therapy Boards
- Massage Therapy Foundation
- National Certification Board for Therapeutic Massage and Bodywork



## Location: Minneapolis, MN – Commons Hotel on the University of MN Campus

- Minneapolis Commons Hotel is in the heart of the University district.
- Guestrooms are spacious and the hotel has sophisticated dining with a casual twist at the Beacon Public House.
- Minneapolis offers diversity in food preferences, culture, sports, parks, and shops as well as the expansive Mall of America.



# Overview of Draft Schedule

- Tues, 7/21: COMTA commissioner meeting
- Weds, 7/22: Registration and scheduled group meetings (TBA)
- Thurs, 7/23: Conference opens
  - Keynote
  - Exhibits
  - Group Lunch and visit exhibits
  - Congressional updates with our collaborators and other industry partners
  - Welcome Reception (evening)

# Overview of Draft Schedule

- Fri, 7/24:
  - Business Meeting
  - Exhibits
  - Breakout sessions
  - Group Lunch and visit exhibits
  - Breakout sessions
  - Optional meetings

# Overview of Draft Schedule

- Sat, 7/25:
  - Morning “Memorial Walk”
  - Exhibits
  - Breakout sessions
  - Group Lunch and visit exhibits
  - Breakout sessions
  - Closing
- Sun – Tues, 7/26 – 7/28:
  - Various board and educator’s meetings of the collaborators and industry partners

# Exhibitor and Sponsorship Information

- Exhibit hall open July 23, 24, and 25<sup>th</sup>.
- Silver Sponsor: Books of Discovery.
- Opening Reception Sponsor: Massage Envy Spas.
- Several companies have already purchased table space.
- Only 30 spaces Available Exhibitor/Sponsor Prospectus

<http://www.afmte.org/afmte-conference/>

# ALL IN ONE PLACE!

## Make Plans Now to Join Us



*Save the Date!*

### 2015 Educational Congress

Fostering collaboration in the massage therapy and  
bodywork education community

Hosted by



Alliance for  
Massage Therapy  
Education



COMTA®  
Commission on Massage Therapy  
Accreditation

### Don't miss this historic event!

Never before have this many  
massage therapy and bodywork  
organizations gathered ALL IN ONE Place!

July 21-28, 2015 - Minneapolis, MN  
Exhibit Dates - July 23-25

Details visit: [www.AFMTE.org](http://www.AFMTE.org)

# Thank you for participating

Links to the replay will be available in the next few weeks.

Access via our website, social media and email notifications

Questions or need assistance please contact us directly:

[www.AFMTE.org](http://www.AFMTE.org)

[admin@afmte.org](mailto:admin@afmte.org)

855-236-8331

Please connect with us:



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