



Alliance for Massage Therapy Education

NEWS RELEASE

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Alliance Welcomes New Project Manager for Educator Certification Program

The Alliance for Massage Therapy Education (AFMTE) is pleased to announce and welcome Deanna Sylvester as Project Manager for the Educator Certification Program. As project manager, Sylvester will provide invaluable support in planning, executing, and implementing the AFMTE educator certification program.



Sylvester brings 16 years of leadership experience in massage therapy education. In addition to being a licensed massage therapist since 2004, she has been an entry-level and continuing education instructor, education director, faculty trainer, curriculum developer, and campus president and regional director in massage therapy training programs. She has led several programs through initial and renewal accreditation processes, and she has coordinated and completed application to the Federal Department of Education for Title IV Financial Aid programs. Sylvester has also developed educational materials for business, ethics, professionalism, and communication topics and has been a passionate and dedicated member of the Alliance for Massage Therapy Education since 2012.

"I am elated at the opportunity to help make this credential available to individuals who wish to exemplify the highest excellence as educators of therapeutic massage and bodywork. This is a true milestone for our profession," shared Deanna.

"Deanna is uniquely qualified to serve the Educator Certification project and community. She brings a wealth of experience and talent to this new role, and the AFMTE Board is thrilled to welcome her," added AFMTE President Stan Dawson.

The Educator Certification Program is currently a voluntary portfolio review process through which educators can demonstrate they have achieved proficiency in the [Core Competencies for Massage Therapy Teachers](#). The portfolio review process allows experienced teachers to be "grandmothered" into certification without having to go through a formal teacher training process. The Program will begin accepting applications for portfolio review in April 2019.

The AFMTE invites all educators to review the [Guide for Assessing Massage and Bodywork Educators](#), which was developed to help educators assess themselves, and to review the [Core Competencies](#). Experienced educators who feel they meet the competencies should begin portfolio preparations now and be ready to apply as soon as applications are open. Be one of the very first educators to be declared a *Certified Educator of Therapeutic Massage and Bodywork*.

Dr. Penny Jeffrey said, “As board liaison for the Certification Process Committee, I am excited to see Deanna fully implement the work that was developed by massage and bodywork educators passionate for this project. Deanna’s experiences and areas of expertise are well fit for what needs to be accomplished.”

Sylvester, a 2002 graduate of the Desert Institute of the Healing Arts, also holds a Bachelor’s of Science degree from the University of Arizona. She currently resides in Tucson with her wife, Sabra, and their dog, Eddie.

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About the Alliance:

The Alliance for Massage Therapy Education (AFMTE) serves as an independent voice, advocate and resource for the massage therapy and bodywork education community. The AFMTE’s mission is to support, strengthen, and elevate educational practices and standards in massage therapy and bodywork. The Alliance may be contacted at PO Box 40014, Tucson, AZ 85717. The phone number is (520) 329-2627, the general office email address is admin@afmte.org, and the website is <http://www.afmte.org>.

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