



ALLIANCE FOR
MASSAGE
THERAPY
EDUCATION

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ANNUAL REPORT

JULY • 26 • 2019



Alliance *for*
Massage Therapy
Education



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JULY • 26 • 2019

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PRESIDENT'S LETTER

BY STAN DAWSON

I have had the honor and privilege of serving as the President of the Board of Directors of the Alliance for

Massage Therapy Education (AFMTE) for the past two years. I have been with the Alliance from its inception as one of the Leadership Team that formed the AFMTE and as a founding member during the incorporation process. Ten years later the Alliance remains focused on its main goal of elevating the quality of massage education. I am still deeply involved because my personal passion aligns with the main goal of the Alliance.

Historically, when the AMTA wrote the Council of Schools out of its Bylaws, a vacuum was formed that allowed for the development of the AFMTE. As the Leadership Team contemplated how best to serve the massage education sector, a choice was made to represent schools, faculty, and continuing educators rather than just schools.



PRESIDENT'S LETTER

BY STAN DAWSON

Vendors serving the massage education community were also included as potential members. This is a unique membership structure that is more inclusive than a council of schools alone.

Our commitment to quality massage education translated into the five phases of the National Teacher Education Standards Project (NTESP). Working with a shoestring budget and no paid staff for the first years; an all volunteer board, leadership development committee, and Professional Standards Committee completed the development of the Core Competencies for Massage Therapy Teachers in early 2013. The Core Competencies is a document that is the first of its kind in the massage and bodywork industry. That was the fulfillment of Phase One of NTESP. Phase Two, the development of a set of teacher resources, which is available on our website was



PRESIDENT'S LETTER

BY STAN DAWSON

completed in 2015. Phase Three, the design of a Model Teacher Training Curriculum, was completed last year. Phase Four is the development of a voluntary educator certificate program. The final/fifth phase of our National Teacher Education Standards Project will be to work with national accrediting commissions and state regulatory agencies to incorporate these standards into accreditation standards, state board policies, and state regulations governing massage and bodywork.

This year marked the launch of our voluntary massage and bodywork educator certificate program. A generous grant of \$75,000 from the AMTA has helped us with the launch. Because of the generosity of the AMTA, we have been able to hire a project manager, increase the hours for paid staff, and expand our marketing plan for the new program. This launch is the fruit of nine years of



PRESIDENT'S LETTER

BY STAN DAWSON

work by the AFMTE. The certificate program focuses on experienced teachers who may be able to demonstrate competence in the Core Competencies for Massage Therapy Teachers through a portfolio review of their teaching knowledge, skills, and abilities. We will develop a pathway to a certificate from teacher training based on our Model Teacher Training Curriculum.

AFMTE is completing the third year of a three-year strategic plan. We will develop a five-year plan by the end of 2019, which will guide us from 2020 - 2024. We will create an inclusive process in the development of this five year plan that will hopefully engage all of our membership. This is an exciting time for the Alliance.

We invite you to join us in our efforts to improve the quality of therapeutic massage and bodywork.



OUR MISSION

The Alliance for Massage Therapy Education serves as an independent voice, advocate, and resource for the massage therapy and bodywork education community.

OUR VISION

Working from the principle that education forms the foundation of a profession, our vision 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 or supporting the credentialing of 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.




OUR GOALS

1. Promote the National Teacher Education Standards Project that guides and informs effective teaching of students and professionals, and that leads to the credentialing of all massage therapy and bodywork teachers in entry level programs and post-graduate studies
2. Advocate for the interests of members in dealings and collaborations with other stakeholder organizations, governmental agencies, and regulatory bodies
3. Provide educational opportunities and resources to support member schools, teachers, and continuing education providers in implementing teaching standard



OUR GOALS, CONTINUED

4. strengthen and improve massage therapy and bodywork education by providing information and educational opportunities to institutions, administrators, teachers, and continuing education providers
5. Facilitate access to massage therapy and bodywork education
6. Promote curriculum and administrative standards for schools
7. Provide a forum for fellowship, fun, support, and networking among our members



Coalition of National Massage Therapy Organizations:

The Coalition is comprised of seven organizations: Associated Bodywork and Massage Professionals (ABMP), Alliance for Massage Therapy Education (AFMTE), American Massage Therapy Association (AMTA), Commission on Massage Therapy Accreditation (COMTA), Federation of State Massage Therapy Boards (FSMTB), Massage Therapy Foundation (MTF), and National Certification Board for Therapeutic Massage and Bodywork (NCBTMB).

The Coalition meets once per year in early May for two days and is committed to continuing to strengthen our like-minded partnerships and welcome opportunities to collaborate for the benefit of the profession and the public we serve. The Coalition recognizes that core continuing education plays a fundamental role in preparing and sustaining competent massage therapists.



Academic Collaborative for Integrative Health (ACIH):

We have a representative on the ACIH board. ACIH is mainly composed of representatives from the council of colleges/schools, accrediting agencies, and certifying or testing organizations from five core integrative health professions: massage, chiropractic, acupuncture and oriental medicine, naturopathy, and direct-entry midwifery. COMTA and AFMTE represent massage. Neither FSMTB nor NCBTMB is represented, but both are eligible to join. ACIH's mission is to enhance health by cultivating partnerships and advancing interprofessional education and collaborative practice. ACIH envisions a multidisciplinary healthcare system that enhances competence, mutual respect and collaboration across all healthcare disciplines. This system will deliver effective care that is patient centered, focused on health and well-being, and readily accessible to all populations.

Integrative Health Policy Consortium (IHPC):

The Alliance is a Partner for Health in IHPC. There are currently 26 Partners for Health. AMTA is one of them.

IHPC advocates for an integrative health care system of conventional and integrative health professions. IHPC's mission is: Eliminating barriers to health. IHPC's vision is: We envision a world with no barriers to health. IHPC has recently created a definition of integrative health in a collaboration with ACIH and AIHM. The definition is: Integrative Health is a collaborative, comprehensive, and person-centered approach to health creation and disease care that addresses all factors affecting health, including social determinants, and embraces all evidence-informed disciplines, both conventional and complementary, in order to achieve optimal health and well-being.

2019 EDUCATOR OF THE YEAR AWARDS

CONGRATULATIONS 2019

AFMTE, Biofreeze, and Bon Vital' Educators of the Year Recipients
Learn more about this award and previous winners!



Teacher of the Year
Javier A. Perez Torres
LMT, MNSc, MBA



CE Provider of the Year
Tammy Roecker
CEP, LMT, CBE, CD

CREATING A CULTURE OF TEACHING EXCELLENCE • LEARN MORE: [AFMTE.ORG/EOY](https://afmte.org/eoy)

Congratulations to the winners of the
2019 AFMTE, Biofreeze, and BonVital'
Educators of the Year Award.

Javier A. Perez Torres, LMT, MNSc, MBA
is the 2019 Teacher of the Year, and

Tammy Roecker, CEP, LMT, CBE, CD is
the 2019 Continuing Education Provider
of the Year.

Learn more: afmte.org/2019eoy



2019 PRESIDENT AWARD RECIPIENT

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Congratulations to the recipient of the 2019 AFMTE President's Award, Debra Curties.

Debra is the Co-owner and Executive Director of Sutherland-Chan School of Massage. She is also the first and only Chair of the LDC. Debra is an AFMTE Founding Member, as well as the author of Breast Massage and Massage Therapy and Cancer. Debra received the AMTA Council of Schools Meritorious Service Award in 2000.

BIENNIAL CONFERENCE

The mission of the AFMTE Educational Congress is to foster dialogue, inquiry, and creative problem-solving between and among organizations and individuals involved in massage therapy and bodywork education. We will provide opportunities to become informed about critical issues affecting our health industry, gather information, enhance teaching skills, and network.

Our intention: Is to gather a critical mass of educators and facilitate co-location of meeting space for various organizations to gather and collaborate. Organizations are encouraged to hold board meetings, offer content for Congress participants, report to the Congress on the current status of that organization, and receive public comment and feedback.

EDUCATOR CERTIFICATION

Throughout 2018-2019, the Certification Process Committee completed its final charges related to the NTESP.

The educator certification portfolio process was created, piloted, and turned over to the hired program manager for implementation

The Certified Educator of Therapeutic Massage and Bodywork (CETMB) credential was created and an official application process by portfolio review has been implemented based on the work of the CPC and funded by a grant from the AMTA.

Six credentials have been awarded and we are accepting applications for the portfolio review process.

ONLINE CONTINUING EDUCATION DIRECTORY

AFMTE offers CE providers, Schools, and Allied members access to list courses in our directory of continuing education and advanced training opportunities. As AFMTE members, these educators and institutions hold a commitment to offering courses that meet a range of professional development needs.

EDUCATIONAL RESOURCE DIRECTORY FOR MASSAGE THERAPY TEACHERS

AFMTE provides a searchable database of educational resources that massage teachers can utilize to help achieve competency in the TESP standards. This database of resources has been compiled by a group of massage therapy education professionals. A variety of media (e.g. websites, books, teacher trainings) relating to each of the TESP standards have been included.



MODEL TEACHER TRAINING CURRICULUM

For 2018-2019, the certification process committee completed its final charges related to the NTESP.

The model teacher training curriculum was created and turned over to the AFME board of directors for further discussion about its implementation.



ONLINE BLOG

AFMTE has recently published an online blog that features content written by and for educators of therapeutic massage and bodywork. Updates include member spotlights, community updates, and guest articles.

Visit us at: afmte.org/blog

SOCIAL MEDIA

The AFMTE is active on a variety of social media networks in order to engage and connect with stakeholders in the therapeutic massage and bodywork educational community. Visit us at:



HIGHLIGHTS FROM THE 2019-2020 AFMTE STRATEGIC PLAN

Core Function #1

Strengthen and improve massage education by providing educational information and opportunities to institutions, administrators, teachers, and continuing education providers (other than teacher certification).

We accomplish this by archiving CE courses on our website and selecting a CE and Classroom Educator of the Year.

Core Function #2

Provide a biennial conference for learning, networking and mutual support for AFMTE members and the massage and bodywork industry as a whole. Our biennial Educational Congress is held in odd years, e.g., 2019, etc.



Core Function #3

Advocate with legislative and governmental agencies on teacher, education and continuing education standards as well as administrative and curriculum standards that support quality massage therapy and bodywork education.

Core Function #4

Serve as the designated representative for massage therapy and bodywork education in cooperation with other stakeholders in the field, as well as organizations and regulatory bodies outside the field.

We accomplish this by representing the education sector to the Coalition and by maintaining relationships with other Coalition member organizations, as well as relationships with other organizations within the massage and bodywork field and broader health field.



Core Function #5

Develop and promote curriculum and administration standards and opportunities to inform and guide educators towards using research-based teaching and learning strategies for massage therapy and bodywork education.

AFMTE works with the Massage Therapy Foundation and the Project to Enhance Research Literacy of the Academic Collaborative for Integrative Health to develop research literacy in our schools and in our student and therapist populations. We support the curriculum and standards of COMTA and ELAP and the administrative standards of COMTA.



Core Function #6

Promote access to massage therapy and bodywork education for those who are seeking it, from entry-level training through postgraduate studies.

We support the concept of a project to raise funds to advertise massage education nationally.

Core Function #7

Strengthen and improve the AFMTE for long-term sustainability through avenues such as: increasing membership; refining member benefits and internal process; strengthening and expanding partnerships.

We continually seek to improve our internal processes, our member benefits, and membership in general.



Core Function #8

**Continue and complete work on all phases I-IV
of the National Teacher Education Standards
Project (NTESP)**

**Phase V will be accomplished gradually by
state boards' rules changes and changes to
state laws.**

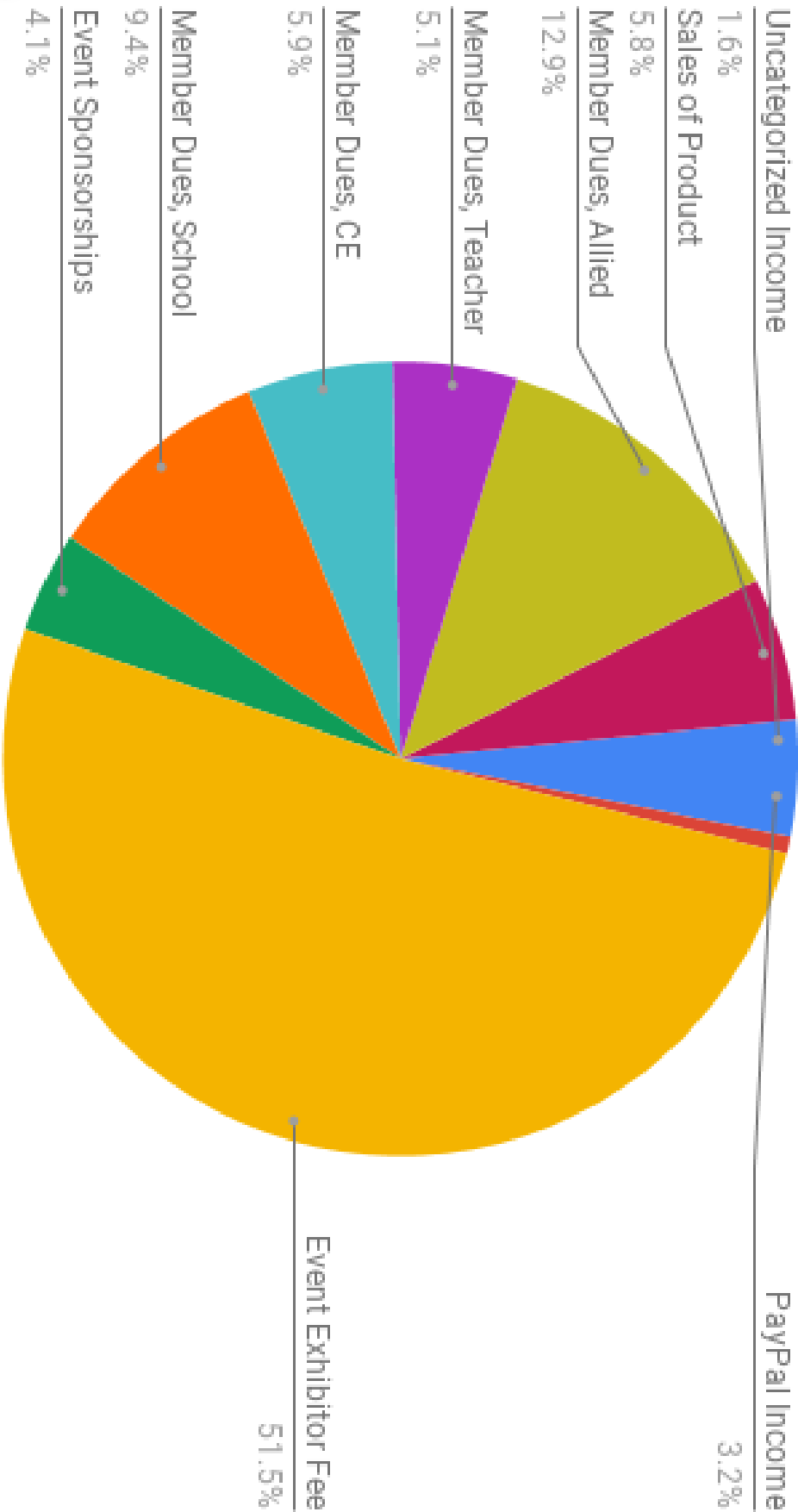
**TO LEARN MORE ABOUT THE AFMTE
STRATEGIC PLAN, VISIT:**

**[https://www.afmte.org/highlights-afmte-
strategic-plan-2017-20/](https://www.afmte.org/highlights-afmte-strategic-plan-2017-20/)**

PROFIT AND LOSS

January - December 2018, Income & Profit

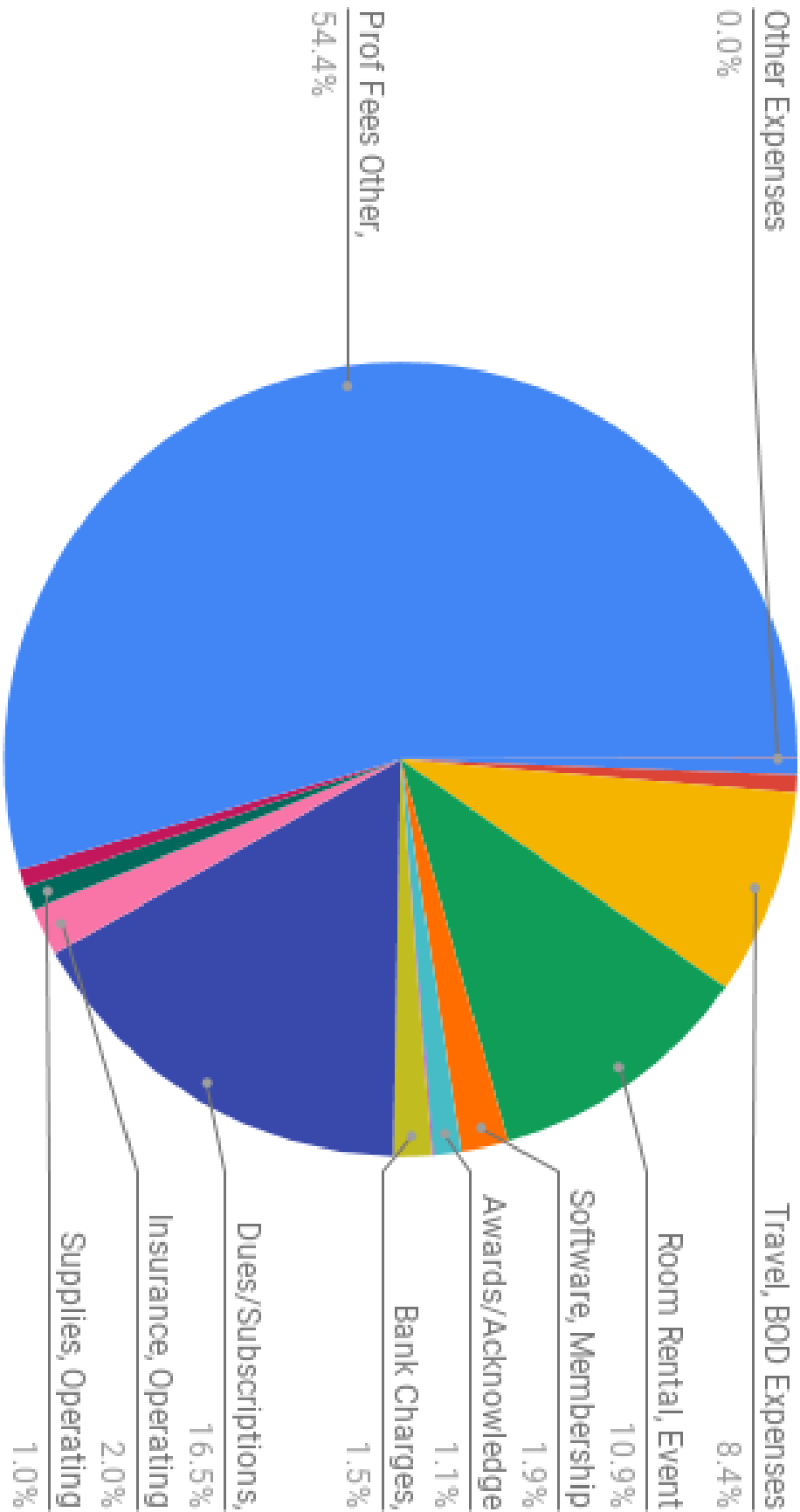
2018 Income: Total Income & Gross Profit \$56,736.00



PROFIT AND LOSS

January - December 2018, Total Expenses

2018 Expenses: Total Expenses, \$45,329.76





PROFIT AND LOSS

January - December 2018, Totals

Total Income: \$56,736.00

Total Expenses: (-\$45,329.76)

NET OPERATING INCOME
\$11,406.24

NET INCOME: \$11,428.19