

# CMTCA Strategic Directions

2021-2024

## Vision 2024

By 2024 we will be a sustainable and effective accrediting body that is recognized by all stakeholders as offering an accreditation process that supports education programs in improving the quality of massage therapy education across Canada.

To achieve this, our two areas of strategic focus are:

1. **Effective Accreditation**
2. **Sustainability**

### Our Vision

*Inspiring excellence in massage therapy.*

### Our Mission

The Canadian Massage Therapy Council for Accreditation (CMTCA) is the independent body that accredits massage therapy education programs in Canada.

## We will ...

Continue to support **effective accreditation** by:

- Supporting massage therapy education programs throughout accreditation to ensure a positive, streamlined experience
- Ensuring quality surveying practices
- Building awareness of the benefits of accreditation to support accredited programs, and to engage new programs
- Completing an accreditation standards revision process

Improve **sustainability** of the accreditation program by:

- Exploring funding sources
- Renewing existing agreements
- Promoting access to massage therapy education accreditation for all Canadian programs
- Supporting the engagement of the profession in all provinces and territories
- Increasing public awareness of accreditation
- Expand into new accreditation streams



## As a result...

- High-quality and consistent massage therapy education is available across Canada.
- Client-centered, responsive service is provided to all accreditation clients
- Graduates of CMTCA-accredited programs are trained to be caring, committed, and competent, and they enter the profession ready to provide safe, professional, quality health services.
- The public understands the contribution of massage therapy education accreditation to safe, quality health care.