

From Concept to Reality: Vision 2020

Our vision

Inspiring excellence in massage therapy education

Our mission

The Canadian Massage Therapy Council for Accreditation (CMTCA) is the independent body that accredits massage therapy education programs across Canada. CMTCA sets standards for massage therapy education and supports organizations to achieve and maintain program accreditation.

Strategic focus 2017–2020

By 2020, we will be an independent and effective accrediting body that is recognized by our many stakeholders as offering a sought-after accreditation process that strengthens and improves the quality of massage therapy education across the country.

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

- A. *Independence*: Update and strengthen CMTCA's role as an independent accrediting body.
- B. *Sustainability*: Operate under a sustainable funding model.
- C. *Accreditation*: Strengthen education and support services to facilitate successful accreditation.

We will ...

- Promote continuous quality improvement and best practices in massage therapy education through accreditation.
- Ensure every massage therapy student in Canada has access to a CMTCA-accredited program.
- Improve the profession of massage therapy through accreditation.
- Be recognized as a leader in best practices for accreditation, even outside of massage therapy
- Be the recognized accreditor that sets the gold standard for massage therapy education in Canada.

As a result ...

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