
2022
ANNUAL
REPORT

CMTCA 
CANADIAN MASSAGE THERAPY
COUNCIL FOR ACCREDITATION



Inspiring excellence
in massage therapy education

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MESSAGE FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

2022 was another year of continued growth for CMTCA. In January the Board of Directors approved the launch of a revision to the accreditation standards to reflect changes in the massage therapy profession and learnings from the past five years of accreditation reviews.

In March, CMTCA expanded the availability of accreditation services to include education programs in all provinces and territories. This was made possible by implementing a new fee schedule which considers provincial funding differences.

2022 was also busy with accreditation review activity including reviewing 4 Preliminary Accreditation submissions and completing 16 accreditation site visits. CMTCA ensures that each program seeking to achieve or maintain accreditation has dedicated support from an Accreditation Specialist throughout their journey.

Financially, CMTCA's expenses continue to be well-aligned with revenue received from education program clients and continued multi-year funding agreements with regulators in British Columbia, Ontario, New Brunswick, and Newfoundland and Labrador.

Looking ahead, CMTCA will ensure a comprehensive roll-out plan is in place to support education programs and surveyors in adopting the updated standards once they are released. To support growth in the number of programs seeking accreditation, a new cohort of surveyors will be recruited and trained, with an emphasis on improving capacity to accredit programs who operate in French.

Continued outreach and communication activities are also planned to promote the value of accreditation for massage therapy education programs and to advance cultural safety and humility to help support safe, equitable, inclusive, quality healthcare services for Canadians.

Sincerely,



Kathrina Loeffler, Executive Director



Gabriel Flamminio, Board Chair

The Board

At our April 2022 Annual General Meeting, CMTCA bid farewell to Board member and Chair Gordon Griffith. Gordon's academic background and in-depth experience in the fields of education, credential recognition, and accreditation were acknowledged to have been a great asset to the organization.

CMTCA welcomed Darcy Chiasson to the Board this year.

Darcy brings a broad knowledge of massage therapy practice and education, as well as providing Maritime and French-Canadian perspectives.

His experiences as Chair of both the College of Massage Therapists of New Brunswick Complaints Committee and the Association of New Brunswick Massage Therapists Assault Prevention and Education Committee, has given him extensive experience in addressing challenges within the profession.

Board of
Directors
2022

Gabriel Flamminio, RMT (Chair)
Andrew Lewarne, RMT (Vice-Chair)
Valerie Browne
Darcy Chiasson, RMT
Janis Leonard
Robynne Ouchi, RMT
Iain Robertson, RMT
Sara Sexton, RMT

Meet the members of the Board of Directors at CMTCA.ca.



ANDREW
LEWARNE

Vice Chair



VALERIE
BROWNE

Board Member



IAIN
ROBERTSON

Board Member



ROBYNNE
OUCHI

Board Member



SARA
SEXTON

Board Member



GABRIEL
FLAMMINIO

Chair



JANIS
LEONARD

Board Member



DARCY
CHIASSON

Board Member

Strategic Directions

Effective Accreditation and Sustainability are the two areas of strategic focus identified in the 2021-2024 Strategic Plan to help CMTCA reach our vision. In 2022, work continued in these two areas.

By 2024 CMTCA's strategic vision is to be a sustainable and effective accrediting body that is recognized as offering an accreditation process that supports education programs in improving the quality of massage therapy education across Canada.

To improve sustainability of the accreditation program, CMTCA expanded accreditation services into jurisdictions where membership fees' support for CMTCA is not collected by a provincial association(s) or regulator. A new fee category was established to equitably represent the cost of accreditation. CMTCA is now able to invite any massage therapy education program in Canada to apply for accreditation.

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

Our
Mission

Our
Vision

Inspiring
excellence
in massage
therapy.

To support effective accreditation CMTCA revised the annual program reporting template to ensure accountability for quality improvement in between accreditation site visits. The processes for managing accreditation reports and certificates were reviewed and updated to increase efficiency and effectiveness. Work also started on updating the accreditation standards. A Standards Review Committee of experienced massage therapy educators and surveyors was recruited to provide advice and guidance to CMTCA on the standards. This project will continue into 2023 with a planned launch of the new standards expected in early 2024.

Activity Snapshot

42 Surveyors



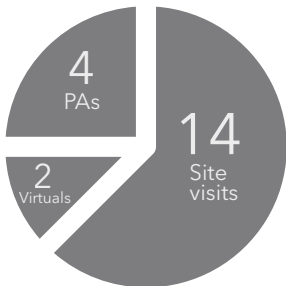
42 surveyors are affiliated and working with CMTCA. In 2022, surveyors had the opportunity to participate in a variety of accreditation activities including site visits (both in-person and virtual), appeal panels, Preliminary Accreditation reviews, webinars, focus groups, and as members of the Standards Review Committee.

2022 was
CMTCA's
busiest year
yet!

20
reviews

During 2022, our accreditation team was very busy! 16 Accreditation reviews were conducted, two of which were conducted virtually. Four Preliminary Accreditation submissions were reviewed.

Accreditation activities



Activity Snapshot

Market Share

2 from non-regulated provinces.

2

7 from regulated provinces.

7

New Applications

9 new massage therapy program applications were received

81%

of massage therapy programs in regulated provinces (British Columbia, Ontario, New Brunswick and Newfoundland and Labrador) are involved in the CMTCA accreditation process.

13%

of massage therapy programs from non-regulated provinces and territories are involved in the CMTCA accreditation process.

“ Accreditation is an additional layer of Quality assurance and good self evaluation of our program, beneficial overall for continued program evolution.

- Accredited Program ”

Communication & Engagement

SOCIAL MEDIA

600+ Twitter followers
87 LinkedIn followers
78 Facebook followers

111% Increase in website traffic from 2021



EMAIL SHOUT OUTS

9 Shout-out newsletters were sent to 485 subscribers.



PRESENTATIONS

8 program webinars
6 surveyor webinars
Over 220 webinar participants
5 presentations to stakeholder groups.



APPEAL OF CMTCA DECISIONS

3 appeals of CMTCA decisions were reviewed.



STANDARDS REVIEW PROCESS

A wide range of knowledgeable stakeholders have provided feedback into the standards revision process.

Engagement activities included:

6 meetings with the Standards Review Committee, a staff focus group, a surveyor focus group, and an electronic survey distributed to affiliated programs, surveyors, regulators and the CMTCA Board.

The site visit was a close examination of processes and policies as well as delivery (dissemination) to multiple layers within the college - students, leadership etc.

- Accredited Program

AUDITED FINANCIAL STATEMENTS

CMTCA Audited
Financial Statements
2022

Independent
Auditor's Report

Looking Ahead

2022 was a year of solidifying our accreditation processes and increased growth in the number of programs beginning their accreditation journey. As CMTCA continues to grow and mature we must ensure our standards reflect the changing landscape of the massage therapy profession. To this end, work will continue on the comprehensive update of the standards in 2023.

Our cohort of surveyors is strong and skilled. However, to meet the growing demand of programs wanting to undergo accreditation, CMTCA will be providing another surveyor training session in the upcoming year. Recruitment for this training will also focus on improving capacity to accredit programs who operate in French.

CMTCA will continue to look for ways to reach out and support those massage therapy programs who have yet to begin the accreditation journey, particularly in the non-regulated provinces. We are committed to our vision of inspiring excellence in massage therapy, and to advancing cultural safety and humility to help support safe, equitable, inclusive, quality healthcare services for Canadians.

“
Quality ... is
everyone's responsibility.
- W. Edwards Deming
”