

*Inspiring excellence
in massage therapy
education*

2021

Annual Report



CMTCA

**CANADIAN MASSAGE THERAPY
COUNCIL FOR ACCREDITATION**

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CONTENTS

Message from the Board Chair and Executive Director	2
Board of Directors 2021.....	4
Strategic Directions	5
Effective Accreditation	5
Sustainability	5
Accreditation Activity Snapshot.....	6
Surveyors	6
Preliminary Accreditation Results.....	6
Accreditation Results.....	6
Program Applications	7
Accreditation Across Canada	7
Our Focus: Education Quality Improvement	8
Supporting our Program Stakeholders.....	9
Communications.....	10
CMTCA audited financial statements.....	11
Looking Ahead.....	12

MESSAGE FROM THE BOARD CHAIR AND EXECUTIVE DIRECTOR

2021 was a year of growth and adaptation at CMTCA. While the COVID-19 pandemic continued to impact our work, it was wonderful to return to some rewarding in-person activities including site visits to education programs, and in-person training for a group of new surveyors.

The education programs that CMTCA accredits continued to face challenges this year as they guided their students to complete their practical experience requirements in the face of constantly changing pandemic health measures and restrictions. CMTCA's immediate focus was on supporting education program clients as they returned to accreditation review processes. Decisions to delay accreditation visits, or choices between in-person and virtual site visits, often at the last minute, were among the many challenges. In September, the Board approved continuing to offer virtual visits, but also acknowledged their limitations (e.g., spontaneity of conversations with surveyors is lost, logistical barriers to adhering to the tracer process, harder to verify that policies and processes are being practiced versus just available in writing). Therefore, it was confirmed that virtual visits were limited to a maximum 3-year decision, every second accreditation visit, and not permitted following a non-accreditation decision.

This year, CMTCA launched a new website, and improved the accreditation offerings on the learning management system via [CMTCAu](https://www.cmtca.ca). To support CMTCA's growing accreditation review workload, a newly recruited group of surveyors completed their five-day training in Vancouver, BC. There were many high-caliber applicants, all showing a strong commitment to quality improvement through accreditation in the Canadian massage therapy education community.

Financial Highlights

Financially, CMTCA's expenses continue to be well-aligned with revenue received from education program clients and renewed multi-year funding agreements with regulators in British Columbia, Ontario, New Brunswick, and Newfoundland and Labrador. While there were less Preliminary Accreditation reviews than expected due to the impacts of the pandemic, the number of site visits (including virtual visits) exceeded expectations.

Strategic Directions

This year, CMTCA committed to new strategic directions for 2021 through 2024, including continuing to support effective accreditation, and improving sustainability for the future. The new strategic plan focuses on the availability of high quality and consistent massage therapy education across Canada, responsive service to education programs, ensuring graduates of CMTCA accredited programs are ready to provide safe and quality health services, and increasing public understanding of the contribution of massage therapy education accreditation to quality health care.

Governance

At our April 2021 Annual General Meeting, CMTCA bid farewell to Board members Kathy Davidson and Brandy John. Kathy Davidson's depth of experience in education accreditation and Brandy John's varied experience in massage therapy practice and education were acknowledged to have been great assets to the organization.

CMTCA was honoured to introduce two new Board members this year, Janis Leonard and Robynne Madill. Janis's 30-year career in the teaching profession included serving as Manager of Accreditation for the Ontario College of Teachers. She has also held roles with several accreditation organizations including Executive Member of the Association of Accrediting Agencies of Canada. Robynne is a Registered Massage Therapist and experienced educator who is currently serving as Practical Director and instructor at the Okanagan Valley College of Massage Therapy.

Looking ahead

At the end of 2021, the decision was made to resume providing accreditation services in all Canadian jurisdictions by implementing a revised fee structure. Allowing any education program in Canada seek accreditation in 2022 will significantly increase CMTCA's ability to impact quality improvement in massage therapy education.

In the upcoming year, CMTCA will embark on a review of the Accreditation Standards as part of our own commitment to continuous quality improvement. This process will assess stakeholder input and internal learnings to make improvements for clarity, and to reflect any changes in the profession and leading developments in massage therapy education.

CMTCA continues its unwavering commitment to inspiring excellence in massage therapy through education accreditation. We firmly believe that our accreditation services are raising the profile of the massage therapy profession, benefiting students as well as the public to have confidence in the quality and value of massage therapy health care services.

Sincerely,



Handwritten signature of Gordon Griffith.

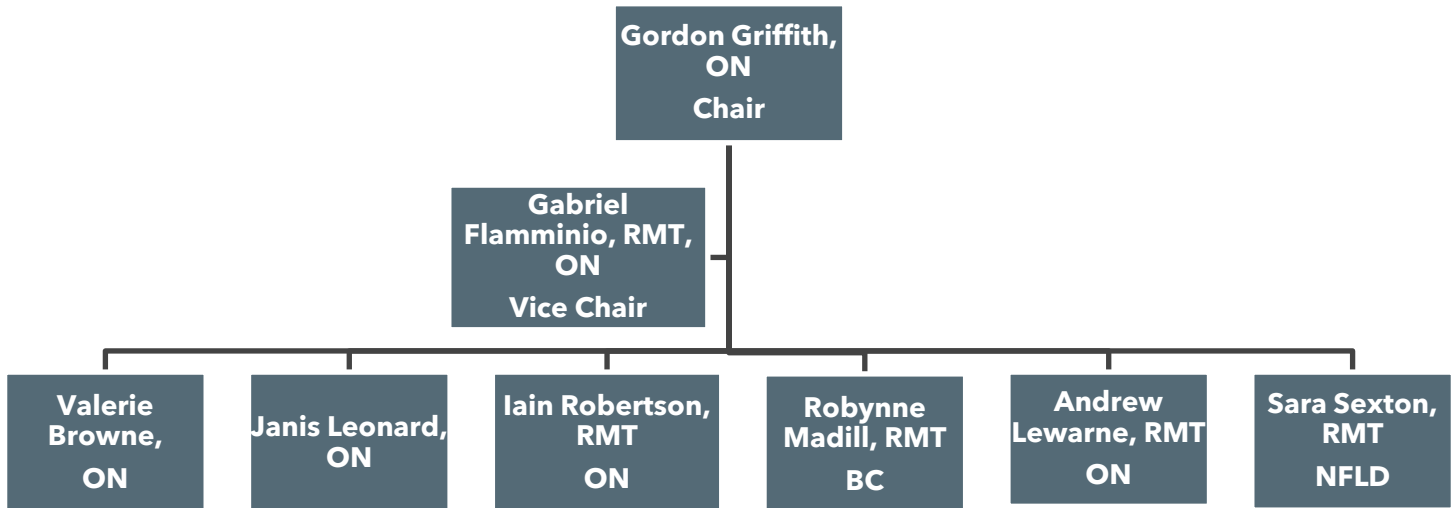
Gordon Griffith,
Board Chair



Handwritten signature of Kathrina Loeffler.

Kathrina Loeffler,
Executive Director

BOARD OF DIRECTORS 2021



Highlights of the CMTCA Board of Director's activities in 2021 included:

- Renewing the CMTCA Strategic Plan
- Approval of a new fee structure to support a return to offering accreditation services to massage therapy education programs in unregulated jurisdictions.
- Reviewing Preliminary Accreditation and Site Visit recommendation reports and issuing accreditation decisions
- Granting Preliminary Accreditation to 2 education programs at 2 institutions
- Accrediting 10 education programs at 7 institutions.
- Extending approval for virtual site visits to accommodate continued pandemic impacts

Client Testimonial

"The CMTCA process is extremely comprehensive especially the preliminary accreditation process and report. We have a very positive relationship with CMTCA. We found CMTCA very easy to communicate with and get all our questions answered. We also see that students are wanting and looking for the accreditation credentials when selecting a school."

Accredited Program in Ontario

STRATEGIC DIRECTIONS

Quality in Everything We Do

CMTCA's 2021 - 2024 Strategic Plan is our roadmap to help guide us to 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 priority areas are:

1. Effective Accreditation
2. Sustainability

Effective Accreditation

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

Sustainability

The organization must be **sustainable** for it to continue to provide effective accreditation; therefore, it must:



- ✓ Explore funding sources
- ✓ Renew existing agreements
- ✓ Promote access to massage therapy education accreditation for all Canadian programs
- ✓ Support the engagement of the profession in all provinces and territories
- ✓ Increase public awareness of accreditation
- ✓ Explore new accreditation streams

ACCREDITATION ACTIVITY SNAPSHOT

Surveyors

Currently there are 54 surveyors available for CMTCA accreditation activities, including 16 new surveyors that participated in the November 2021 surveyor training. Certified CMTCA advisors are also available for consultation (certified advisors are trained by CMTCA but operate independently).



Preliminary Accreditation Results

CMTCA completed 3 Preliminary Accreditation reviews. We extend our sincere congratulations to these programs that have been granted Preliminary Accreditation:



- National Institute of Hairstyling and Advanced Aesthetics Massage Therapy Program (Brampton, ON)
- Vicars School of Massage Therapy
 - Massage Therapy Program (Calgary, AB)
 - Massage Therapy Program (Edmonton, AB)



Accreditation Results

Nine virtual and two in-person site visits were conducted. We extend our sincere congratulations to the following newly accredited programs on their stellar achievement:



- First College - Registered Massage Therapy Program (Kelowna, BC)
- CDI College South Surrey - Registered Massage Therapy Program. (Surrey, BC)
- Mohawk College - Massage Therapy Program (Hamilton, ON)
- Ontario College of Health & Technology (Stoney Creek, ON)
 - Full-Time Massage Therapy Program
 - Accelerated Massage Therapy Program
 - Advanced Standing Massage Therapy Program
- Vancouver Career College - Registered Massage Therapy Program (Burnaby, BC)
- West Coast College of Massage Therapy
 - Massage Therapy Program (New Westminster, BC)
 - Massage Therapy Program (Victoria, BC)
- Okanagan Valley College of Massage Therapy (Vernon, BC)

Program Applications

CMTCA received no new applications in the 2021 year.

Accreditation Across Canada

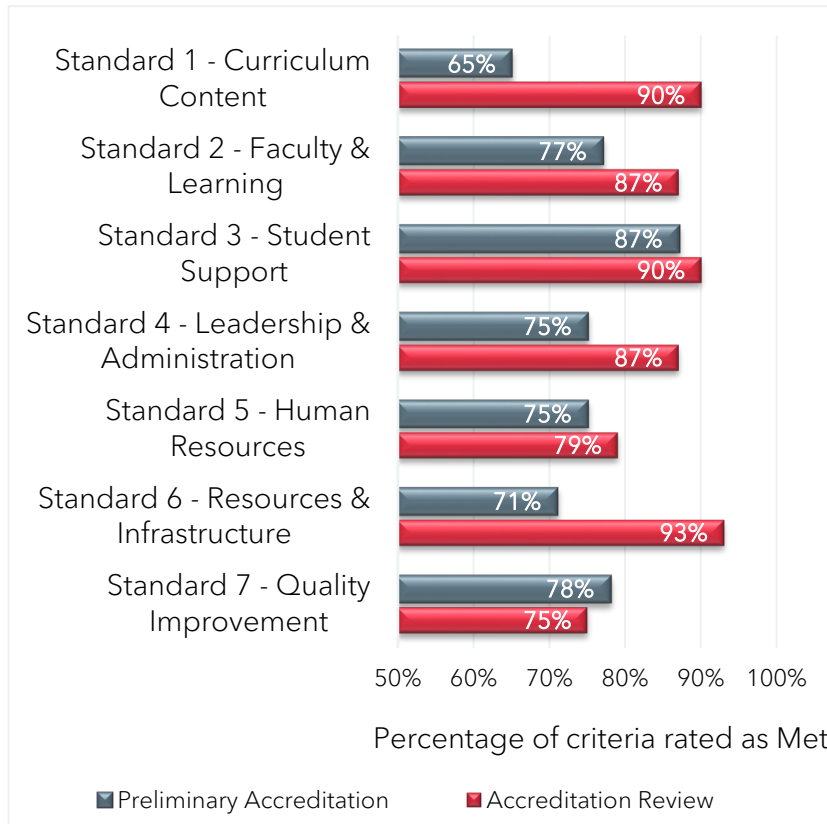
CMTCA's current accreditation involvement of massage therapy programs across Canada is represented in the tables below (data as of January 19, 2022).

	Approximate total number of Massage Therapy Programs ¹	Total number of Massage Therapy Programs in CMTCA Process	% of Massage Therapy Programs in CMTCA Process
Regulated Canadian Jurisdictions	57	40	70%
Un-regulated Canadian Jurisdictions	101	18	18%
TOTAL	159	58	37%

¹ Many institutions offer more than one massage therapy program (such as full time, advanced standing, or accelerated options). This table shows the total number of programs, as programs are accredited separately.

OUR FOCUS: EDUCATION QUALITY IMPROVEMENT

Monitoring and analyzing accreditation results helps CMTCA identify trends and challenges and look for ways to continue to improve our support to education programs.



The CMTCA Accreditation Process is designed to encourage Quality Improvement

Our analysis shows that programs improved in criteria compliance by 12% between Preliminary Accreditations and Accreditation Reviews.



Q:

Can a criterion be rated as Met during a Preliminary Accreditation, but change to Partially Met or Not Met during a site visit?

A: Yes, it can.

The Preliminary Accreditation review is a first look at documentation only, to help programs prepare for their accreditation review.

During the site visit, a rating may change when the survey team has a chance see the facilities, and talk to stakeholders about how the program's policies, processes, and curriculum are being put into practice.

CMTCA Surveyors have rated over **1700 criteria** during **18 Reviews** and only **2%** of criteria **Unmet!**

Achieving CMTCA accreditation is a tangible representation of a program's commitment to quality, ethics, safety, and ongoing improvement.

SUPPORTING OUR PROGRAM STAKEHOLDERS

2021 continued to present numerous challenges related to the COVID-19 pandemic, and CMTCA continued to support education programs in a number of ways:

Maintaining Change Reporting

Programs have been demonstrating their commitment to keeping internal records of their temporary adjustments that they made to their programs during COVID-19, and as such, CMTCA strongly encouraged programs to continue their diligent change management activities.

Continued Virtual Site Visits

With the introduction of virtual site visits as the temporary alternative to in-person site visits during the pandemic, nine virtual site visits were conducted throughout 2021 which enabled programs and the CMTCA survey teams to successfully meet their accreditation review responsibilities with minimal interruption along their accreditation journey. With the resulting success of virtual site visits, the CMTCA Board decided to continue to offer the option of virtual site visits to programs, in response to the continuing uncertainty in the health care education landscape.

The accreditation decision following a virtual site visit is limited to a maximum three-year decision. Programs may not complete two consecutive site visits virtually. Additionally, a non-accredited decision will result in the subsequent site visit being completed in-person and may not be completed virtually.

Site Visits and Extensions

Two in-person site visits were conducted in 2021 while eleven institutions confirmed their extension requests into 2022.

Supportive Resources - Learning & Sharing Ideas

To further support our stakeholders, CMTCA hosted two webinars for surveyors. The August webinar focused on standards interpretation and the October webinar presented content on communication styles, time management, and virtual visits.

Building on the success of the webinar participation levels, the plan is to offer 8 more surveyor webinars in 2022, along with the introduction of 6 new program-focused webinars.

Programs continue to visit the CMTCAu platform (CMTCA's Learning Management System available to all applicants) to access pertinent documents in preparation for upcoming preliminary accreditation and/or site visits. Both programs and surveyors that are unable to attend webinars have the opportunity to watch recordings of webinars as they are also available via CMTCAu.

COMMUNICATIONS

Website Analytics & the New CMTCA.ca

In June 2021, CMTCA launched a new and redesigned website with improved content and user experience. The current CMTCA website traffic and user patterns were analyzed as part of the verification of the new design concept. Here are some highlights of the findings:



Sessions:

Our visitors' average session duration is almost 6 minutes, 90% better than non-profits we are benchmarked against.

In the first 6 months after launching, the new website had 3,533 visitors.



Engagement:

The most visited pages (other than the Home page) were:

1. [Accredited Programs](#) page - 1,639 views
2. [Our Accreditation Process](#) page - 679 views

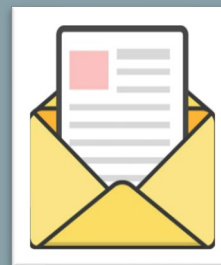
Visitors spent the most *time* on the Documents page...where stakeholders can find available resources such as policies,



Bounce Rate:

CMTCA's bounce rate is currently just over 50%. Other non-profits we are benchmarked against average 79%. Bounce rate indicates how often visitors leave the website immediately.

Our low bounce rate indicates that the *right* visitors are finding our website and *staying* to read what they have found.



Newsletters

Seven newsletters were issued to over 400 subscribers in 2021.

Topics of importance included congratulations to accredited programs, answers to frequently asked questions, and advertising about recruitment of new accreditation surveyors

CMTCA AUDITED FINANCIAL STATEMENTS

CMTCA's audited financial statements are published at:

[CMTCA Audited Financial Statements 2021](#)

LOOKING AHEAD

Accreditation activity for 2022 is already ramping up and 2022 promises to be a busy year for both programs and surveyors. As the momentum builds for more massage therapy education programs joining accreditation, so does the involvement of our valued surveyors who play a key role in ensuring programs provide the best student experience possible.

We are excited to commence planning for a refresh of the CMTCA accreditation standards which will offer opportunities for accredited programs, surveyors, board, and other key stakeholders to provide input on improvements to the criteria in the standards. This process will involve:

- reviewing criteria for clarity and to ensure they can be applied consistently
- adjusting criteria to reflect any changes in the profession and leading developments in the education of massage therapy students
- making sure that criteria effectively address any issues identified in the education of massage therapists

The CMTCA Board and staff extend a debt of gratitude and appreciation to the programs and surveyors for their on-going commitment, capacity to adapt, and flexibility, especially during the pandemic, to ensure that the quality of the accreditation process is maintained.

Thank you for working with us to enhance the quality of services provided. We look forward to continued success in 2022!

WE'RE HERE TO HELP

CMTCA encourages anyone who is interested in accreditation, continuous learning and quality improvement, or raising the profile of massage therapy education and massage therapy in general to [contact us](#) at any time.

We support our Canadian massage therapy education programs and surveyors in a variety of ways, including interpreting the standards and helping them navigate every step of accreditation journey. We take these roles very seriously and they are a key part of what we do every day.

Let's talk quality improvement!