

— MISSION

To *lead the profession* by fostering and inspiring excellence in practice, education and research.

— VISION

To be a *global leader* advancing the science and practice of massage therapy through research, evidence-based practice, innovation and collaboration.

— CORE VALUES

- **INTEGRITY**
Honesty in every decision.
- **MEMBER-FOCUSED**
Responsive to members' needs.
- **COLLABORATION**
Partnership-driven progress.
- **EXCELLENCE**
Outstanding practitioner advocacy.
- **INNOVATION**
Underpins all activities.
- **EVIDENCE-BASED**
The basis for all action.

FIVE STRATEGIC PRIORITY AREAS – *built around measurable KPIs (Key Performance Indicators)*

I · II · III · IV · V

PILLAR I
Evidence-Based Practice



Support members to embrace research as a foundational competency and work within an optimized scope of practice.

- EBP-1** Advocate with Ministry of Health for optimized Scope of Practice.
- EBP-2** Develop resources to translate research to practice (webinars, workshops).
- EBP-3** Develop partnerships with research organizations.
- EBP-4** Pursue a university / public-institution research program.
- EBP-5** Fund research on RMT conditions & treatments.

KPI
SOP ADVOCACY
MILESTONES
RESEARCH
PARTNERSHIPS ·
FUNDED STUDIES

5

Initiatives

PILLAR II
Education



Develop continuing education resources supporting Knowledge Informed Practice (KIP).

- EDU-1** Courses on professionalism, communication, conflict resolution, business.
- EDU-2** Advanced Practice credentialing model for recognition of advanced competencies.
- EDU-3** National Curriculum for Massage Therapy entry-to-practice.

KPI
CE COURSES LAUNCHED
CE CREDENTIALLED MEMBERS
· CURRICULUM

3

Initiatives

PILLAR III
Stakeholder Engagement



Build a robust strategy to engage with members, partners and the public.

- STA-1** Collaborate with CCHPBC profession boards (TCM, NP, Chiro).
- STA-2** Identify key stakeholder issues.
- STA-3** In-person townhalls across the province – rural & urban.
- STA-4** Three-year communication & member-survey plan.
- STA-5** Editorial Board for the RMTBC Magazine.
- STA-6** First Nations / Indigenous Advisory Council.

KPI
CROSS-BOARD MEETINGS
· TOWNHALLS
SURVEYS FIELDIED ·
COUNCIL CONVENED

6

Initiatives

PILLAR IV
Governance



Strengthen the board's structure, onboarding and ongoing governance practice.

- GOV-1** Review board structure and director terms.
- GOV-2** Develop onboarding resources for new directors.
- GOV-3** Continue governance education for the board.

KPI
STRUCTURE REVIEW
COMPLETED
ONBOARDING KIT · CE
HOURS

3

Initiatives

PILLAR V
Workforce Development



Sustain the profession through transition support, new-graduate engagement and renewed practice pathways.

- WFD-1** Resources to support aging members transitioning out of practice.
- WFD-2** Recruit & engage new massage therapy graduates.
- WFD-3** Identify new work opportunities (long-term care, hospitals).

KPI
TRANSITION TOOLKIT
PUBLISHED
NEW GRADS ENGAGED ·
NEW SETTINGS

3

Initiatives

THREE-YEAR IMPLEMENTATION TIMELINE



SUCCESS METRICS · AT A GLANCE

