

NCBTMB Strategic Plan

Our Mission

Elevating the massage therapy profession nationwide by establishing and advancing the highest credentials and standards of excellence.

Our Vision

Through its accredited status, NCBTMB creates, promotes, and sustains a culture in which the highest quality of professional credentialing and standards are advanced in the massage therapy profession. This is accomplished by:

- ensuring that the NCBTMB board certification examination and requirements reflect the highest level of professional standards.
- ensuring that all aspects of the educational landscape are of high quality and integral to the ongoing maintenance of board certification and the massage therapy profession.
- maintaining a strong and viable infrastructure that supports NCBTMB programs.
- effectively communicating the importance of board certification to the public, to employers, to massage therapists, to educators and to stakeholders in massage and related professions.
- building an inclusive community committed to elevating the profession and promoting the safest, most ethical, and highest quality massage experience for wellness and health.

Our Goals

Board Certification	Approved Provider	Infrastructure
NCBTMB grows an inclusive community of Board Certified therapists by creating awareness of certification's value in collaboration with stakeholders and educators.	NCBTMB will grow and support the Approved Provider program while promoting and upholding high standards of continuing education.	NCBTMB maintains a strong and sustainable infrastructure to support growth of its essential programs and to respond to new opportunities.

Our Initiatives

Board Certification Initiatives:	Approved Provider Initiatives:	Infrastructure Initiatives:
Enrich and develop new and existing relationships to leverage NCBTMB's efforts to advance Board Certification.	Continually review and revise course criteria to ensure approved content is reflective of NCBTMB standards.	Focus operations to fit NCBTMB's financial resources to sustain and strengthen the organization.
Maintain the integrity of the Board Certification exam and the certification processes in accordance with accreditation standards.	Regularly review and revise Approved Provider requirements and qualifications to ensure that Approved Providers embody the quality, ethics, and standards that NCBTMB promotes.	Optimize operations and structures to be an adaptable and effective organization.
Develop a comprehensive, effective school outreach program to raise awareness of Board Certification's value.	Strengthen and promote the value of the Approved Provider program.	Ensure NCBTMB is in compliance with NCCA Standards for the Accreditation of Certification Programs.
Expand and nurture the Board Certificant community to support fellow Certificants, foster a sense of inclusiveness, and encourage therapists to pursue and maintain Certification.		