

## ABMP's 14th Annual School Issues Forum

### Instructors and Administrators Collaborate

Associated Bodywork & Massage Professionals (ABMP) held the 14th annual School Issues Forum April 22–24, 2010, in Alexandria, Virginia. With its rich history, Alexandria was the perfect setting to welcome spring, enjoy the famous cherry blossoms, and share ideas. This year, ABMP was excited to launch a parallel program just for instructors and offer all attendees continuing education hours approved by the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB).



#### Covering Many Bases

Attendees explored a number of different topics including the Massage Therapy Body of Knowledge (MTBOK) project, effective admissions practices, the impact of NCBTMB advanced certification, and a special presentation by Whitney Lowe on the topic of online education. School Issues Forum attendees got a sneak peak at the MTBOK (which is described on page 3 of this newsletter) and participants learned about the status of the project from Kevin Pierce, a task force member. Ted Havelka, an expert in the art of admissions and enrollment, led a workshop on reaching prospective students and →

**“As a new school, this forum has changed our lives. Every session validated our young processes and fueled our passion.”**

## Advertise Your Advanced Courses on ABMP's Continuing Education Calendar

[ select month ]		July 2010		forward a month	
Tues	Wed	Thur	Fri	Sat	Sun
		Classroom/ Hands-on Courses (2)	1	2	Classroom/ Hands-on Courses (4)
5	6	7	8	9	10
Classroom/ Hands-on Courses (2)	Classroom/ Hands-on Courses (2)	Classroom/ Hands-on Courses (9)	Classroom/ Hands-on Courses (21)	Classroom/ Hands-on Courses (16)	
12	13	14	15	16	17
Classroom/ Hands-on Courses (1)	Classroom/ Hands-on Courses (6)	Classroom/ Hands-on Courses (14)	Classroom/ Hands-on Courses (24)	Classroom/ Hands-on Courses (18)	

Market your advanced continuing education classes on ABMP's Continuing Education Calendar, where members can search for classes by date, location, and/or modality. **Listings are free for ABMP School Members!**

Access the calendar and find additional details through the ABMP Online Education Center at [www.abmp.com/online\\_education](http://www.abmp.com/online_education).





**“This forum was as excellent as I expected. Wonderful presentations, speakers, panels, and most importantly, wonderful discussions with other professionals. ”**

helping them transition successfully into a massage training program. This was just one of a number of sessions aimed at exploring the management and operations of a massage school. Other administrative sessions included building a better massage school business, comprehensive orientation models and their benefits, and a workshop on effective retention strategies.

A hot topic at the School Issues Forum was the advanced certification that is being developed by the NCBTMB. According to the NCBTMB, the certification will be completely voluntary and will build on the educational, experiential, and ethical requirements of national certification. Neal Delaporta, NCBTMB chair, presented the NCBTMB’s vision, and then a panel discussed the challenges, opportunities, and impact of advanced certification on schools. One of the most popular sessions this year was presented by noted author and educator Whitney Lowe, who is well known for his expertise in online training for continuing education. In addition, many schools are using online units to teach components of foundation training. Whitney led a session that explored the place of online education in both foundational and continuing education curricula, and provided attendees the chance to discuss the trends and possibilities.

### A Program Just for Instructors

Massage school owners and administrators know that one of the best ways to improve massage education is to support instructors and make sure they have the skills to deliver exceptional lessons. New this year, the Instructor Training Program developed for ABMP’s School Issues Forum builds on the enthusiasm and appreciation schools have conveyed to us about ABMP’s Instructors on the Front Lines live regional trainings. (A schedule of these workshop dates is available at [www.abmp.com](http://www.abmp.com).)

During the School Issues Forum, instructors attended sessions with school owners and administrators on Thursday and Saturday, but broke out into special sessions on Friday. In the session titled “Understanding Adult Learners,” instructors explored the generational learning differences of baby

boomers, generation X, and generation Y students, and discussed ways to address the needs of today’s diverse classrooms. “Teaching Higher Order Thinking” focused on understanding teaching methods that help students build critical thinking skills and the ability to integrate information for good decision-making. The final session, “Building Intrinsic Motivation in Adult Learners,” addressed student comments like, “This is boring!” “This is stupid!” and “Why do I need to know this?” All instructors have heard these plaintive cries from students and it makes us wonder, “Why does it seem like students don’t care?” This session looked at students’ reasoning and

provided new strategies to help instructors engage them. The results could be better-motivated students and happier teachers.

### Learn More

To learn more about ABMP’s School Issues Forum, go to [www.abmp.com/school\\_administrators](http://www.abmp.com/school_administrators) and click on the link for “ABMP’s Annual School Issues Forum.” There you will find and can download handouts and additional resources related to forum sessions, along with reports from past years. ☘

### Join Us in 2011

The next ABMP School Issues Forum will be held in Denver, Colorado, April 14–16, 2011, at the Hotel Monaco. For more information about attending or exhibiting, please visit [ABMP.com](http://ABMP.com) or contact Kathy Laskye ([kathy@abmp.com](mailto:kathy@abmp.com) or 800-458-2267, ext. 649).

Take it from a 2010 participant, who said, “I feel excitedly overwhelmed by what I am walking away with after three days. Go in 2011!”

# Massage Therapy Body of Knowledge Released

The inaugural Massage Therapy Body of Knowledge (MTBOK) was released on May 15, 2010, at the Highlighting Massage Therapy in Complementary and Integrative Medicine Research conference held in Seattle, Washington. The release came after almost a year-long effort by a task force composed of professionals from the massage therapy field. The task force was established by five of the major massage therapy organizations, who came to represent a steward group for this project: Associated Bodywork & Massage Professionals, American Massage Therapy Association, the Federation of State Massage Therapy Boards, the Massage Therapy Foundation, and the National Certification Board for Therapeutic Massage & Bodywork. The task force’s vision, shaped over ongoing discussions, was to develop and adopt across the massage therapy profession a living resource of competencies, standards, and values that inform and guide the domains of practice, licensure, certification, education, accreditation and research.

The MTBOK is defined by the steward group as “The domain of essential information, mastery over which is the knowledge, skills, and attitudes necessary to practice.” The 50-plus page document addresses all criteria specified for the

project: a description of the massage therapy field, a scope of practice statement, a section specifying the competencies expected of an entry-level massage therapist in terms of knowledge, skills, and abilities, and a terminology section.

“The MTBOK has benefited greatly from the comments and suggestions provided by stakeholders on the two drafts we made available during the development process,” said Chip Hines, MTBOK Project Manager. “The task force did an outstanding job of pulling all of this information together and producing an inaugural MTBOK that was truly developed by and for the profession.”

View and download it at [www.mtbok.org](http://www.mtbok.org). An informational webinar that played live on June 23, 2010, is archived and available for review at [www.mtbok.org](http://www.mtbok.org), as well. To learn more about the history of this project, see the article on page 44 of the July/August issue of *Massage & Bodywork* magazine, available in a digital edition at [www.massageandbodywork.com](http://www.massageandbodywork.com).

The MTBOK is a living document that will develop and evolve over time in response to the needs of the profession. Comments and suggestions on the MTBOK may be emailed to [mtbok\\_comments@mtbok.org](mailto:mtbok_comments@mtbok.org). ☘

## Win a Massage School Makeover!

A fortunate school is going to be the recipient of a Massage School Makeover, currently valued at more than \$39,000. Sponsored by Massage Warehouse, *Massage Today*, and the World Massage Conference, and supported through donations of goods and services from a variety of organizations including ABMP, this contest is designed to help educate the massage community about the need to use professional grade products and equipment in massage schools and practices.

From May 1 through October 30, 2010, alumni, students, and schools can go to [Massagetoday.com](http://Massagetoday.com) to nominate and vote for their school of choice to win the makeover, which will include 10 ABMP Student memberships and an ABMP faculty in-service; massage chairs and tables; linens and table warmers; a music and DVD library; a year’s supply of lubricants, analgesics, and essential oils; and much more. Each school nominated will be given free access to the World Massage Conference online ([Worldmassageconference.com](http://Worldmassageconference.com)) and will receive product samples and other surprises.

The winner will be announced on November 16, 2010, during the World Massage Conference live broadcast. Visit [Massagetoday.com](http://Massagetoday.com) for full contest details. ☘





# ABMP's Surveys Inform School Decision Making

ABMP conducts surveys to help schools identify trends to support strategic planning. Find reports about the following biennial surveys at [www.abmp.com/school\\_administrators](http://www.abmp.com/school_administrators) in the "Resources" section.

**School Operations Survey.** ABMP surveys school operations across the country, compiling information about average tuition costs, instructor compensation, program hours, and more. This important data gives massage therapy program administrators relevant and practical information about the business side of running a massage school. ABMP will conduct the next survey later in 2010; watch for your invitation to participate.

**Enrollment Trends Survey.** ABMP education staff members attempt to contact every massage therapy training program in the United States to ask three questions: How many students are currently enrolled in the school's primary program; whether that reflects an increase, decrease, or if the number is about the same as in the past; and how many graduates from that program were there in a given year. This data helps administrators understand enrollment trends in the massage schools. The next such survey will take place in late-2010/early-2011. ✕



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