

# AMT Strategic Planning Committee Terms of Reference

Revised on 14 August 2024

## Purpose

The purpose of the Strategic Planning Committee is to steer the development of a cohesive long-term strategy that reflects the values, culture, and objectives of the association.

The committee guides decision-making processes to ensure AMT remains a leading authority in the field of massage therapy, fostering growth, innovation, and professional excellence within the membership and broader community.

## Composition

The AMT Strategic Planning Committee shall consist of:

- A Chairperson from the Board, to be elected by the Committee.
- The AMT Executive Officer.
- The AMT Secretary.
- Up to 2 additional Board members. Up to 3 AMT members.

At least fifty percent plus one of members of the Strategic Planning Committee shall constitute a quorum. Business may be conducted via teleconference, at face-to-face meetings or electronically.

## Frequency of Meetings

The Strategic Planning Committee will meet via teleconference or electronically as needed or as directed by the Board.

## Responsibilities

Specific responsibilities of the Committee include:

1. Advising on the implementation and resourcing of the AMT strategic plan by developing detailed work plans that outline specific initiatives, timelines, and resource requirements.
2. Overseeing the comprehensive implementation of the AMT strategic plan, regularly assessing progress against established goals and making adjustments as needed to stay on track.
3. Monitoring membership trends, including recruitment and retention metrics, to identify opportunities for growth and areas needing improvement.
4. Developing strategies and initiatives to enhance member engagement and satisfaction.
5. Identifying and recommending marketing priorities based on an analysis of industry dynamics, member needs, and strategic objectives. This includes developing targeted marketing campaigns and promotional activities to raise awareness of AMT's services, benefits, and contributions to the massage therapy profession.
6. Maintaining and enhancing the AMT brand and identity by ensuring consistency across all communication channels, materials, and initiatives. This involves safeguarding the association's reputation, values, and visual identity to reinforce its credibility and professionalism within the industry.
7. Monitoring industry trends and emerging developments, providing timely insights and recommendations to the board on strategic opportunities and potential threats.
8. Ensuring the ongoing relevance and long-term viability of AMT by conducting regular strategic reviews and assessments. This includes evaluating the effectiveness of existing programs and initiatives, identifying areas for improvement or expansion, and exploring new avenues for growth and innovation.
9. Reporting the outcome of meetings to the AMT Board.