

January 24, 2018

To: CCMT members

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Subject: CCMT Moving Forward

Reflecting suggestions made during January 24, 2018 teleconference

Please submit all comments and suggestions for next update by Wednesday, January 31, 2018 to:
ccmtonline@gmail.com

1. Existing volunteer positions—review and define
Do any existing roles require additional support?
 - a) CCMT Chair – vacant
 - Schedule teleconferences
 - Obtain teleconference call numbers
 - Coordinate with AMTA and ABMP *representatives and* lobbyists on state, county, and municipal issues
 - Maintain awareness of national issues through lobbyists *and how they relate to local issues*
 - *MTLAD Coordinator rolled off to separate volunteer position*
 - b) Secretary – vacant
 - Minutes
 - Agenda
 - Emails-maintain email list of core CCMT members who are notified of teleconferences, etc.
 - Minutes/Announcements to be posted – advise for posting on CCMTonline.com site and CCMT FB page
 - Repository of vital info—suggestion for secretary to be the keeper of backup of all access instructions and passwords for website, FB and emailing activities (should the person responsible get hit by a bus)
 - c) Massage Therapy Legislative Awareness Day (MTLAD) Coordinator – Vacant
 - Schedule – late March-early April – Tuesday/Thursday – 8:30-Noon
 - Recruit volunteers
 - *Could those with previous experience provide a greater breakdown of needs/requirements...*
 - d) Website, FB and LAN – Tsy Schupack
 - Maintain website—WordPress updates, minutes archive, edits, additions, etc
 - Create emails in Mail Chimp for LAN mailings from provided text content
 - e) Response team – vacant
 - Answers inquiries from website
 - Responds to social media posts
 - f) Wordsmithing and Creative – vacant
 - Craft text for:

- LAN emails
- Website and FB page
- FAQ-like responses to inquiries from website
- Outreach materials
- Create printed/pdf materials for outreach efforts
- *Provide changes to website content to reflect changes in legislative/ordinance environment*
- *Create website content to serve as resource to local municipalities regarding establishment licensing*

g) *School Outreach Liaison – vacant*

- *Best practices to reach student/school audience to be determined*

h) Knowing there are more volunteer activities—how would they be described?

2. Volunteer Related Needs

- a) Define existing and new positions—skills required, activities, estimated time involved, minimum length of commitment, etc
- b) Create written guidelines—Representing CCMT, not representing CCMT member organizations, etc
- c) Post positions, descriptions, etc on website and Facebook to increase awareness and recruitment
- d) Create materials for speakers, slugs for press releases, etc for PR activities

Items 3.- 6. Left for future discussion – comments welcomed

3. What does CCMT look like going forward—Is there a need for CCMT 2.0

- a) Suggestions and action plans for expanding CCMT activities
- b) Suggestions and action plans for practice act revisions
- c) Suggestions and action plans for expanding awareness of CCMT resources to a greater audience
- d) Suggestions for possible volunteer candidates
- e) Suggestions of what needs to be built to be prepared for Sunset review
- f) What internal ‘structure’ needs to be in place before recruiting volunteers
—Who, Where, What, When, How, etc

4. What’s too small, too big, and just right?

- a) Considering and brainstorming the actions steps necessary to recruit the next generation of volunteers.
- b) CCMT’s informal structure has allowed for flexibility in the past. How can flexibility be maintained and still be concrete clear bringing newcomer volunteers in with clarity.

5. Possible volunteer role creations and reviews

- a) Public Relations Coordinator to oversee and coordinate
 - Media Relations Coordinator—Compile press distribution list, press releases regarding legislation and story placement of general interest supporting LMTs during active bills, pro-bono efforts, etc.
 - LMT Outreach Coordinator—prospect and increase awareness of CCMT to unaffiliated LMTs

- LMT Local Outreach Coordinators—speakers bureau—scheduled meet and greets throughout the state including school locations
- Social Media and Website Inquiries Spokesperson—dedicated person to monitor and respond to any CCMT related comments and questions

6. What other issues need to be addressed?

a) Lobbyists craft responses to DORA on statutes and rules with input from committee