

August 28, 2018

Prepared by:

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Subject: Update CCMT Moving Forward

Please submit all comments and suggestions for next update to: [ccmtonline@gmail.com](mailto:ccmtonline@gmail.com)

1. Steering Committee (alphabetically)  
Laura Embleton, ABMP Government Relations Director  
David Gray, AMTA-Colorado GR  
Tami Schumacher, AMTA-Colorado Chapter President  
Tsy Schupack, CCMT Chair; ABMP member  
Chris Smith, Colorado School of Healing Arts  
Kathryn Stewart, CCMT Chair Emeritus; AMTA member  
Garin Vorthman, Colorado Legislative Services; state lobbyist  
Kris Wills, Colorado School of Healing Arts
2. CCMT Chair – Tsy Schupack
  - 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 and how they relate to local issues
3. Secretary Activities– Tsy Schupack and David Gray
  - Minutes
  - Agenda
  - David Abbot - Emails-Prepare and send emails; maintain email list of core CCMT contacts who are notified of teleconferences, distribution of minutes, 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)
4. Teleconference Moderator - Kathryn Stewart
5. Massage Therapy Legislative Awareness Day (MTLAD) Coordinator – David Gray
  - Schedule – late March-early April – Tuesday/Thursday – 8:30-Noon
  - Explore student involvement for 2019 event
  - Recruit volunteers

- Could those with previous experience provide a greater breakdown of needs/requirements...
6. 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
    - Maintain Legislative Alert Network (LAN) mailing list
  
  7. Response team – vacant – currently covered by Steering Committee participants
    - Answers inquiries from website
    - Responds to social media posts
  
  8. Wordsmithing and Creative – vacant with interest from David Abbott
    - 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
  
  9. School Outreach Liaison – vacant – Chris Smith may have someone in mind
    - Best practices to reach student/school audience to be determined
  
  10. What other issues need to be addressed?
    - a) Lobbyists craft responses to DORA on statutes and rules with input from committee
    - b) General Audience CCMT Project Suggestions—proposal/action plan to accompany community generated introduction of legislative effort not currently on the radar—encouraging proposer to be lead volunteer and recruiter for the project. Recognizing current CCMT resources are limited and may have priorities elsewhere.
  
  11. Volunteer Related Needs
    - Define existing and new positions—skills required, activities, estimated time involved, minimum length of commitment, etc
    - Create general volunteer guidelines
    - Post positions, descriptions, etc on website and Facebook to increase awareness and recruitment
    - Create materials for speakers, slugs for press releases, etc for PR activities

**Additional items currently tabled – comments welcome**

12. 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
  
13. 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 welcome newcomer/volunteers in with clarity.
  
14. 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

Existing volunteer positions—review and define  
Do any existing roles require additional support?