

Assembly of Delegates Discussion Topic Proposal Form

Proposed Discussion Topics should be about bringing broad discussion ideas forward to gather input. Proposed Discussion Topics should adhere to the following:

- Must be related to [AMTA's mission and goals](#).
- Must be in accordance with AMTA's statement on discrimination.
- Must ask a broad question.
- Topics should be "Profession-Focused".
- Must not address AMTA internal policies.
- Cannot be defamatory.
- Cannot endorse a political candidate or party.
- Cannot endorse a specific product or company.

Submissions should be sent to Colleen Leeders: ckleeders@amtamassage.org

Individual/Group submitting proposal, Chapter (if applicable):

Governance Standing Committee

Date Submitted:

May 20, 2026

Proposed Discussion Topic:

Should be in the form of an open-ended question

Should Chapter Mandatory Deliverables as stated in Policy be revised to reflect what is important to members and what they value?

Summary Rationale

Why should the AOD assign meeting agenda time to discuss this topic? This summary must be expressed in 300 words or less.

Current Policy specifies that chapters provide three mandatory deliverables per year to AMTA Members: 1) News and Information must be sent at least 3 times per year, 2) a minimum of one community building experience per year (annual meeting), 3) one reliable phone number with voice mail or answering service and e-mail address.

Annual member surveys indicate the importance of the following top three aspects of AMTA Chapters: 1) In-person education events, 2) local government relations activities and 3) in-person social events. In addition, members identified in-person meetings and quality of news and information as top drivers of value at the chapter level.

Current chapter mandatory deliverables do not align with the results of member surveys regarding what is important and what drives value. As a data driven Association, we would like to explore the interest and impact of revising chapter mandatory deliverables.

List up to two questions you'd like to pose for discussion by the AOD.

- Questions need to be open-ended.
 - Questions should target the information that the proposal hopes to gather.
 - Is there any action that you feel AMTA should consider taking regarding this proposal? If so what?
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- 1) Based on member loyalty survey data, how can chapter mandatory deliverables be better aligned with what members value and consider important?
 - 2) What benefits and challenges should we consider before revising chapter mandatory deliverables.

What do you want to accomplish with this discussion?

To gather information for the Governance Committee to consider in reviewing and potentially revising chapter mandatory deliverables.