

Complimentary Online Classes for AMTA Members Recommendation Proposal

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Date Authorized by Chapter: March 7, 2015

Revisions approved by Chapter Board of Directors: April 26, 2015

Subject: To advance the art, science and practice of massage therapy, recommend the AMTA offer complimentary online CE to its members.

Whereas:

- Professional Members are required to obtain continuing education hours (CEs) for renewal of AMTA membership, and many require CEs for renewal of state massage licenses or certifications.
- Other professional organizations offer members CE hours as a means of improving member satisfaction and retention. Such organizations include Association of periOperative Registered Nurses www.aorn.org/FreeCE/, The American Psychiatric Nurses Association <http://www.apna.org/i4a/pages/index.cfm?pageid=4790>, Florida Medical Association <http://www.flmedical.org/Education.aspx>
- The American Massage Therapy Association currently offers a variety of CE opportunities online for purchase, the infrastructure for providing such an offering would not need to be created.
- Such continuing education could be distributed electronically, the financial impact would be minimal, limited to content creation, initial labor expense of posting online, and ongoing hosting.

Therefore be it resolved that the House of Delegates recommends that the National Board of Directors offer complimentary online CE for members.

Supporting Documentation:

Florida Medical Association:

From: **Education** <education@flmedical.org>

Date: Fri, Apr 24, 2015 at 7:54 AM

Subject: RE: Member Retention Inquiry

Thank you for your email. Yes, we offer these courses for free to FMA members, both to support initial recruitment efforts and to encourage member retention. CME, particularly free CME, is one of the best tangible benefits that we can offer. It is easy to talk about, all physicians need it, and there is no controversy surrounding it generally.

I hope that this helps. Good luck!

Sincerely,
Melissa



Melissa Carter
Sr. Vice President of Education & Membership

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American Psychiatric Nurses Association

From: **Patricia Black** <pblack@apna.org>

Date: Fri, Apr 24, 2015 at 7:48 AM

Subject: RE: Member Retention Inquiry

Hello Casey,

APNA's purpose is to advance science and education in psychiatric-mental health nursing. Free or low cost continuing education is a priority for our members as it supports them in their professional development and in meeting their requirements for licensure and certification.

I hope this helps.

Pat

Patricia Black, PhD, RN

Associate Executive Director American Psychiatric Nurses Association

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