

NCBTMB Strategic Plan FY21/22

Our Mission

Elevating the massage therapy profession nationwide by establishing and advancing the highest credentials and standards of excellence.

Our Vision

Through its accredited status, NCBTMB creates, promotes, and sustains a culture in which the highest quality of professional credentialing and standards are advanced in the massage therapy profession.

This is accomplished by:

- ensuring that the NCBTMB Board Certification examination and requirements reflect the highest level of professional standards.
- ensuring that educators and courses taught are of high quality and integral to the ongoing maintenance of Board Certification.
- maintaining a strong and viable infrastructure that supports NCBTMB programs.
- effectively communicating the importance of Board Certification to the public, to employers, to massage therapists and to stakeholders in massage and related professions.
- building a community committed to elevating the profession and promoting the safest, most ethical, and highest quality massage experience for wellness and health.

Our Goals

Board Certification	Approved Provider	Infrastructure
NCBTMB grows the community of Board Certified therapists by creating awareness of certification's value to therapists and stakeholders.	Through the Approved Provider program, NCBTMB promotes and upholds the highest standards of continuing education.	NCBTMB builds a strong and sustainable infrastructure to ensure growth of its essential programs and to respond to new opportunities.