



MTAS Strategic Direction Summary

2025 - 2027

MESSAGE FROM THE MTAS BOARD

We, the MTAS Board of Directors, recently completed a strategic planning session to help guide our work over the next three years. This planning focused on strengthening MTAS's role as a professional association, improving how we serve and communicate with members, and ensuring the long-term sustainability of the organization.

What follows is a summary of the **key strategic priorities and outcomes** identified through that process. This overview is intended to keep you informed about the Board's direction and how these priorities support our MTAS Registered Massage Therapists across Saskatchewan.

OUR STRATEGIC PRIORITIES

The Board's work over the next few years will focus on three key priorities:



ADVOCACY



LEADERSHIP



SUSTAINABILITY



ADVOCACY

Strengthening MTAS as a trusted, Saskatchewan-based professional voice for RMTs

MTAS will continue to lead a responsible and accountable professional community while improving transparency, communication, and engagement with members and the public.

What you can expect to see:

- More consistent and timely digital communication following key events, decisions, and initiatives
- Clearer engagement and information-sharing from the Board throughout the year
- Increased visibility of MTAS members and Board Directors through member profiles and short vignettes that highlight the diversity and professionalism of our community

LEADERSHIP

Improving Board effectiveness and responsiveness

The Board will strengthen its internal governance practices to ensure it can respond efficiently and thoughtfully to issues that affect members and the profession.

What you can expect to see:

- Faster, more coordinated responses from MTAS leadership when timely decisions are needed
- More focused and action-oriented Board meetings that prioritize strategic discussion and follow-through
- Stronger alignment and collaboration among Board members to support clear decision-making

(Note: These changes relate to how the Board works internally and are intended to improve outcomes for members, not increase administrative burden.)



SUSTAINABILITY

Supporting MTAS's long-term capacity, visibility, and relevance

MTAS will invest strategically in communication, outreach, and resources that support both members and the public understanding of massage therapy.

What you can expect to see:

- A strengthened digital presence, including purposeful and well-resourced use of social media
- Curated research and evidence-informed resources shared with members to support professional practice
- Expanded outreach efforts - both digital and print - to increase public awareness of MTAS and the RMT profession in urban and rural Saskatchewan
- Increased visibility at schools and events through MTAS-branded materials
- Exploration of a first-year student sponsorship initiative to support students as they progress into second year and professional practice

LOOKING AHEAD

As part of this plan, the Board will take a fresh look at how MTAS presents itself and communicates with members, so our role in supporting and advocating for MTAS Registered Massage Therapists is clearer and more visible. This isn't about changing who we are - it's about strengthening how we show up for members and the profession.

