



**Alaska Board of Massage Therapists
State Office Building
333 Willoughby Ave
Juneau, AK 99801**

**December 2, 2019
9:00 a.m.**

**Outreach and Education Subcommittee
Agenda**

**Comprised of David Edwards-Smith,
Jill Motz, and Traci Gilmour**

Objective of this meeting is to address the Governor's focus on professional licensing reform. Committee members are to be prepared to discuss communication strategies and to identify entities that would increase the public awareness of the massage therapy licensing program. The committee members will review four key topics that have been identified and previously addressed as potential barriers to licensing.

<u>Time</u>	<u>Subject</u>	<u>Lead</u>
1. 9:00 a.m.	Call to Order/Roll Call	Chair
2. 9:05 a.m.	Strategies to Communicate with the Public <ul style="list-style-type: none">• Transparency, Proactively, Clearly• Identification of Topics for Increased Communication<ol style="list-style-type: none">1. AND Letter to the Editor- September 12, 20192. Online Community Networks3. Newsletter<ol style="list-style-type: none">a. Topicsb. Frequency (Annual or with Regulations Projects)c. Recipients (Licensees, Legislators, Press)4. Annual Town Hall Meeting5. Legislator Update on HB110 and Recent Regulations• Identification of Governmental, Non-Profit Resources for Increased Communication<ol style="list-style-type: none">1. Alaska State Legislators2. The Department of Wage and Labor3. Local AMTA Chapter4. Covenant House5. Human Trafficking Workgroup6. Rotary Clubs	Chair
3. 9:45 a.m.	Review and Prioritize Changes to Statutes and Regulation <ul style="list-style-type: none">• Streamline, Modernize, Reduce Barriers to Qualified Individuals• Fingerprinting Initial and Renewal Cycle• Massage School Requirement of 625 Hours• Continuing Education Requirements• Initial and Renewal Applications	Chair