



2007 Job Task Analysis Survey Results

prepared by

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on behalf of

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EXECUTIVE SUMMARY

The Federation of State Massage Therapy Boards is creating a national licensure examination. A fundamental requirement is to conduct a formal Job Task Analysis (JTA) to ensure the test reflects practice. **The JTA survey was developed with contributions by over 50 content experts under the guidance of 15 testing and psychometric experts.**

The survey was deployed online from October 13, 2006 until February 1, 2007. It is estimated that approximately 75,000 Massage Therapy professionals in the United States were informed of the survey. Due to overlap in the electronic mailing lists, some may have been notified as many as three times. Of these 75,000 Massage/Bodywork/Somatic Therapists/Practitioners, approximately 10 percent, or **7,646 responded to the survey.**

Method

Meaningful Measurement uses the techniques of Item Response Theory (IRT), in particular the Rasch model one parameter logistical model (1PL). The computer program Winsteps 3.52 written by John Michael Linacre provides the basis for data analysis. Once raw scores are conditioned into measures, traditional statistical analyses may be performed. Additional analyses, charts and graphs are produced by SPSS 15.0, Excel, PowerPoint, and PageMaker 7.0.

Respondent Characteristics

Most respondents are female (80%) and Caucasian (89%) and graduated from a Certificate program (87%). The top five modalities are: **Swedish (87%); Deep Tissue (80%);** Trigger Point Therapy (50%); Myofascial (50%); and Reflexology (42%).

A little over **half had 500-749 hours of initial massage education**, with 37% receiving more initial education, and 12% receiving less. They overwhelmingly agreed (92%) that their school/education prepared them to practice. Entry level accounts for 29% of the respondents; 24% have been in practice 3-5 years; 23% for 6-10 years, and 24% for eleven or more years.

Respondents are a broad cross section of professionals. Every state and U.S. territory (except American Samoa) is represented. Geographic regions have about equal responses. Seventy-five percent of the participants consider themselves primarily Massage Therapists; 16% Bodywork Practitioners; 2% Somatic Practitioners; and 7% "other". They work in a variety of practice settings, and with special populations.

The **length of the typical treatment is sixty minutes for 71%** of the respondents. **Thirty-seven percent of practitioners charge between \$60-69 per hour of treatment.** Hourly pay for treatment from primary employers is **\$30-39 for 24%** of therapists. Fifty-three percent were paid more, and 24% were paid less.

Massage practice is the **primary income for 34%** of respondents, and is not the primary household income for two thirds of the respondents. Massage practice provides a **livable wage for 39%** of the practitioners, while 61% say it does not.

EXECUTIVE SUMMARY

Respondent Opinions

Eighty-one percent of survey-takers feel there should be a minimum of 500 hours for licensure. The minimum hours of formal education that should be required of entry level therapists is 500-749 for 54% of respondents, while 32% thought there should be more hours required, and 15% thought less hours should be required.

A large majority (84%) think licensing should be required across the nation. Two thirds think the field should not be separated into more than one licensure category, while one third think there should be different regulations for distinction between categories such as relaxation/medical, entry level/advanced, or energetic/hands-on.

Survey Instrument

The JTA survey passed all psychometric tests with flying colors. The calibrated items cover a wide range of the variable - almost 500 points. The reliability is very high, and the majority of the items fit along the line of inquiry. When the few misfitting items are examined, it is understandable and easy to explain the reasons for variations in the responses.

Correlations

The field is extremely consistent in its view of the importance and frequency of the various tasks. It did not matter whether the therapists were entry level or experienced; or considered themselves to be a massage therapist, bodywork, or somatic practitioner; clinical or spa; the assigned importance and frequency of the task maintained its order. This means the profession is unified, and is not fractured into subgroups who have wildly different perspectives.

Task Maps

The calibrated items (tasks) from each topic area have been mapped on the Importance and Frequency scales. This allows a visual assessment of the relative weights of the tasks. The tasks fall into one of four quadrants:

High Importance	High Frequency
High Importance	Low Frequency
Low Importance	High Frequency
Low Importance	Low Frequency

The map is a useful tool to understand the structure of the discipline of Massage Therapy. It highlights patterns of practice as revealed by the facts of measurement rather than the folklore of opinions.

Test Plan

Subject Matter Experts use the information from the JTA survey to determine appropriate percentages on the test from each of the topic areas, thus ensuring the examination is an accurate reflection of practice. This snapshot of the profession will be used to develop a fair and appropriate national examination to make sure the entry level massage/bodywork/somatic therapist/practitioner is competent to safely practice.

FSMTB MISSION

The mission of the Federation is to support its Member Boards in their work to ensure that the practice of massage therapy is provided to the public in a safe and effective manner. In carrying out this mission, the Federation shall:

- Develop an examination that is appropriate for use in any state. National standards for entry-level safe practice will be scientifically established with the test development process designed to employ best practices and psychometric analysis at every step.
- Facilitate communication among Member Boards and provide a forum for the exchange of information and experience.
- Provide education, services and guidance to Member Boards that help them fulfill their statutory, professional, public, and ethical obligations.
- Support efforts among Member Boards to establish compatible requirements and cooperative procedures for the legal regulation of massage therapists, in order to facilitate professional mobility and to simplify and standardize the licensing process.
- Ensure the provision of a valid reliable licensing examination to determine entry-level competence.
- Improve the standards of massage therapy education, licensure, and practice through cooperation with entities that share this objective, including other massage therapy organizations, accrediting agencies, governmental bodies, and groups whose areas of interest may coincide with those of Member Boards.
- Represent the interests of its Member Boards in matters consistent with the scope of the Bylaws.

JOB TASK ANALYSIS

The Civil Rights Act of 1964 and the Uniform Guidelines on Employee Selection Procedures are very specific about what organizations must do if they use tests to screen or qualify people or in any way judge people's capability.

A job analysis is a formal process for determining or verifying what people do, under what working conditions they do it, what they must know to do it, and the skills they must have to do it. The analysis can be applied to a set of duties, a group of tasks, a job, a role, or an occupation, or a profession, but most people just refer to the process as a job task (or practice) analysis.

A job analysis consists of identifying and defining the components of that occupation or profession that distinguishes it from other occupations or professions. In general a job or task analysis will result in enough data to support the development of performance standards and training. For purposes of licensure, it is also necessary to identify and analyze the knowledge and skills required for one to be **competent to practice** the job or profession. This additional step results in a practice analysis, which is required for the development and maintenance of licensure programs.

The first step in any comprehensive test development effort is the completion of a formal and thorough Job Task analysis (JTA). The results from the JTA define the domain of relevant knowledge, skills, and abilities needed for competent entry-level practice, and form the backbone of the test blueprint. Thus, in a very real and direct sense, the test content itself is defined by the results of the JTA.

In order to meet the Federation's goal of creating standards of practice that are applicable to the field regardless of geographic location or arena of business (personal services or health care), a JTA must be conducted that addresses all of the issues inherent in establishing a single set of credentialing standards that can apply to all massage therapy practitioners.

We are using a combination of both qualitative and quantitative approaches to gather this information for the Federation of State Massage Therapy Boards national licensure examination.

For the purpose of the JTA survey, a massage/bodywork/somatic therapist/practitioner is defined as an expert who uses massage, bodywork or somatic practices to promote, maintain or restore health and wellness. Whenever the term "Massage Therapist" is used in this report, it encompasses bodywork and somatic practitioners.

This snapshot of the profession(s) will be used to develop a fair and appropriate national examination to ensure the ENTRY-LEVEL massage/bodywork/somatic therapist/practitioner is competent to safely practice.

JTA SURVEY DEVELOPMENT

Meaningful Measurement began the Job Task Analysis process by conducting a review of the relevant materials as specified by the FSMTB subject matter experts (SMEs). This resulting first draft of a Content Guideline became the basis of discussion for the four focus groups of SMEs who met during the FSMTB July 15 - 17 2006 Test Development Conference to develop a checklist of tasks; revise the Content Guideline; and write Learning Objectives. This information became the foundation to draft a JTA survey for Massage/ Bodywork/Somatic Therapists/Practitioners.

The first draft of the JTA survey was reviewed and modified by a subcommittee of SMEs. The second draft was sent for review to all SMEs who participated in the July meeting. After taking their comments into account, a third draft was created for review at the September 20 - 21 2006 Test Development meeting.

The FSMTB Test Development Committee and State Board members revised and edited the survey. The fourth draft was sent to the larger group for review. Feedback from the group was incorporated into the fifth version. This became the Pilot Survey which was opened on-line October 13, 2006.

The Pilot Survey was distributed to professionals in the field. More than five hundred people responded to it. Data analysis of the Pilot Survey revealed some questions which needed clarification, and ensured the survey is psychometrically sound. The Federation received many comments from stakeholders who took the survey. The JTA subcommittee reviewed all feedback when revising the survey. The sixth version was sent to the Federation SMEs who responded with their suggestions.

Again the JTA subcommittee considered all questions, comments and criticisms. Revisions were made. **The seventh and final version of the FSMTB Job Task Analysis Survey opened on-line November 21, 2006 and closed February 1, 2007.**

In addition to licensed and certified Massage Therapists, the SME pool is comprised of Asian Bodyworkers, Structural Integrators, Energetic Practitioners, Chiropractors, Naturapaths, Physical Therapists, RNs, State Regulators, Educators, Psychometricians and Test Development experts. **In all, over fifty content experts, seven testing specialists, and eight experienced psychometricians contributed to the development of the Federation of State Massage Therapy Boards 2007 Job Task Analysis Survey.**

CAREER PATTERNS SURVEY

Researchers from Purdue University, Temple University, The University of Chicago, and Kansas State University are participating in the first comprehensive study revealing the State of the Massage/Bodywork/Somatic Profession. They come from a variety of disciplines: business administration, management, organizational communication, psychology, measurement and statistics.

The Career Patterns Survey is not designed or used to develop the examination. Instead, it focuses on the personal attitudes and perceptions about the massage/bodywork/somatic profession and about being a Massage/Bodywork/Somatic Practitioner. It is inclusive of: how they deal with clients; how they feel about what they do; and their passion about massage/bodywork/somatic practice and desire to remain in the field.

Areas of investigation are Occupational Identity, Career Commitment, Job Satisfaction, Emotional Labor, Career Costs, Occupational Alternatives, Realistic Expectations and Intent to Leave the Field.

Many of these questions have also been asked of people in other professions, so it will be possible to compare the Massage/Bodywork/Somatic Practitioner attitudes to those in various occupations.

Results for the Career Patterns survey are not given in this report.

All data will be summarized and general results will be reported, so that individuals can compare their answers to others in the profession.

Results will also be reported at conferences and in peer-reviewed journals. The Federation will disseminate reports to stakeholders.

METHOD

Scientists design, build, and calibrate instruments to record physical phenomena. When latent trait variables such as "Importance and Frequency of Massage Therapy Tasks" are measured indirectly, fundamental objective measures must be constructed with which to measure the underlying dimension. Unfortunately it is not possible to grab a hunk of attitude or ability and whip out a ruler to measure it. Therefore, psychometricians must take great care to construct a frame of reference which evokes these objective, standardized measures. Only then can data be interpreted.

Objective Measurement requires the following:

- An underlying trait that can be expressed in terms of more or less
- Survey/test items are the operational definition of the underlying trait
- Survey/test items can be ordered from easy to hard
- Respondents can be ordered from less to more in attitude or ability

Rasch/IRT Model:

Meaningful Measurement uses the techniques of Item Response Theory (IRT), in particular the Rasch model one parameter logistical model (1PL) which meets the requirements for measurement. This method is widely used in educational testing, certification and licensure, outcomes assessment, and many other research applications.

$$P_{1,0} = \frac{e^{(ability-item_difficulty)}}{1 + e^{(ability-item_difficulty)}}$$

Advantages of Using Item Response Theory:

- Equal Interval Measure
- Test/survey-takers and items are represented on the same scale
- Item calibrations are independent of the respondents used for calibration
- Respondent ability/attitude estimates are independent of the particular set of items used for estimation
- Measurement precision is estimated for each person and each item

Data Analysis

The computer program Winsteps 3.52 written by John Michael Linacre provides the basis for data analysis. Once raw scores are conditioned into measures, traditional statistical analyses may be performed. Additional analyses, charts and graphs are produced by SPSS 15.0, Excel, PowerPoint, and PageMaker 7.0.

DATA DESCRIPTION

The Federation of State Massage Therapy Boards (FSMTB) collected on-line pilot JTA survey data from October 13 to November 20, 2006. Responses numbered 521.

The final version of the JTA survey was open from November 21, 2006 until February 1, 2007. Responses numbered 7,125.

The finalized JTA survey was distributed electronically to a large cross-section of practitioners and educators who were asked to respond to the list of proposed tasks in terms of both the criticality and the frequency with which the tasks are performed. It is important to note that this sample of respondents includes both entry-level and experienced practitioners who are drawn from varied practice settings and from diverse geographical areas.

Massage/ Bodywork/Somatic Therapists/Practitioners were asked to participate through electronic mailing and conference notifications. Two of the national associations, Associated Bodywork & Massage Professionals (ABMP) and American Massage Therapy Association (AMTA) sent emails with a link to the survey to their members. In addition, MassageBuilder.com sent a survey link to its electronic mailing list.

The email blast from ABMP consisted of :

58,968	messages sent
42,027	successfully delivered
13,917	recipients opened the message
4,780	recipients followed the link to FSMTB website

It is estimated that approximately 75,000 Massage Therapy professionals in the United States were informed of the survey. Due to overlap in the mailing lists, some may have been notified as many as three times.

Of these 75,000 Massage/ Bodywork/Somatic Therapists/Practitioners, approximately 10 percent, or **7,646 responded to the survey.**

The first part of the survey was a job task analysis (JTA) asking Massage Therapists for ratings about the frequency and importance of different tasks they perform. This first part was extensive and could easily take 45 minutes or more to complete. About 72 percent (approximately 5,500) completed the JTA portion of the on-line survey.

The second part of the survey was the Career Patterns portion and asks Massage Therapists to answer items relevant to the study. This second part was much shorter and could be done within 20 minutes. Approximately 59 percent (nearly 4,500) went on to finish the Career Patterns portion of the survey.

RESPONDENT CHARACTERISTICS & OPINIONS

This section displays personal characteristics and opinions of the survey respondents.

Respondents reflect the general population of Massage/ Bodywork/Somatic Therapists/Practitioners. There is a broad cross-section of experience, type of practice, work setting, and geographical region.

There is information on who they are (gender, age, race) and where they practice. Respondents shared what modalities they use, and the type of practice in which they engage. Initial massage education and their satisfaction with it as well as continuing education are explored.

Work statistics are gathered with questions such as how many clients are treated per day; usual length of treatment; how much time is spent per week giving treatment and doing administrative tasks; and how many days per week the therapists practice.

Economic questions about costs of treatment and income are reported by geographical regions.

Finally, respondent opinions are solicited concerning the minimum hours necessary to practice, and the need for licensure.

Please note that some charts may not add up to 100%. This is either due to rounding or that more than one choice is allowed.