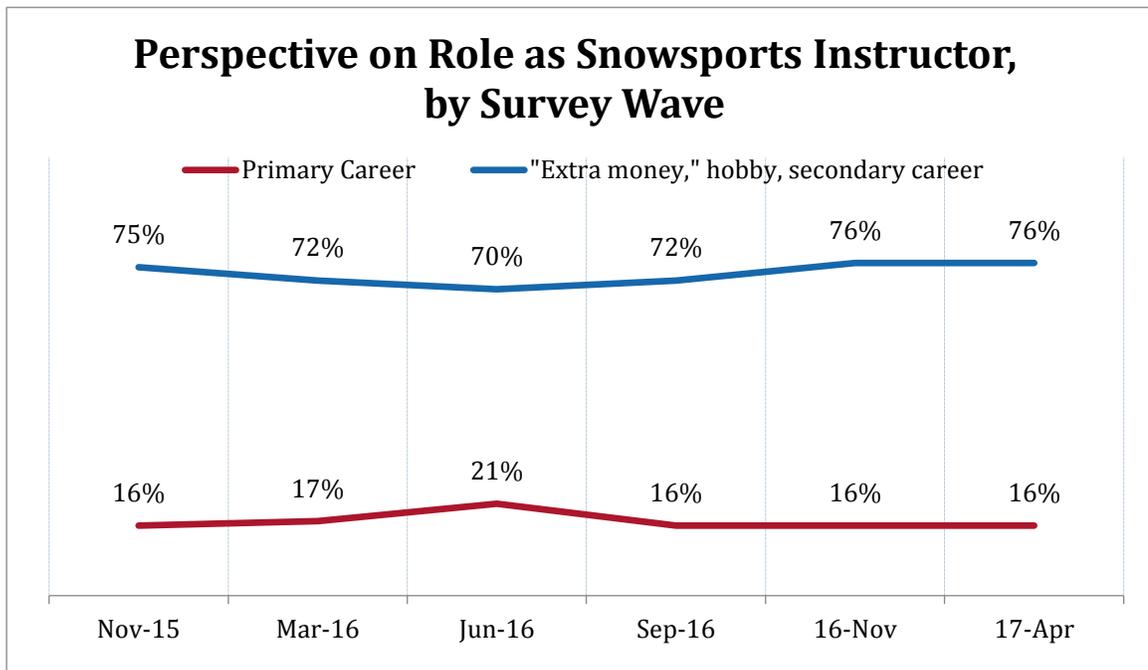


## PSIA-AASI Executive Summary

Spring 2017 Survey Wave

### “PROFESSIONAL ISSUES” SURVEY

1. **Professional identity:** Most members consider snowsports instruction to be a hobby, a job that earns them extra money, or a secondary career (76%). Relatively few consider it to be a primary career (16%). These findings have been consistent through each wave of the survey (shown below). Additionally, most identify their job as instructors to be a part-time position (62%). Almost all find their job to be very or somewhat rewarding (98%), and a strong majority are optimistic about the state of snowsports today (80%).



look



learn

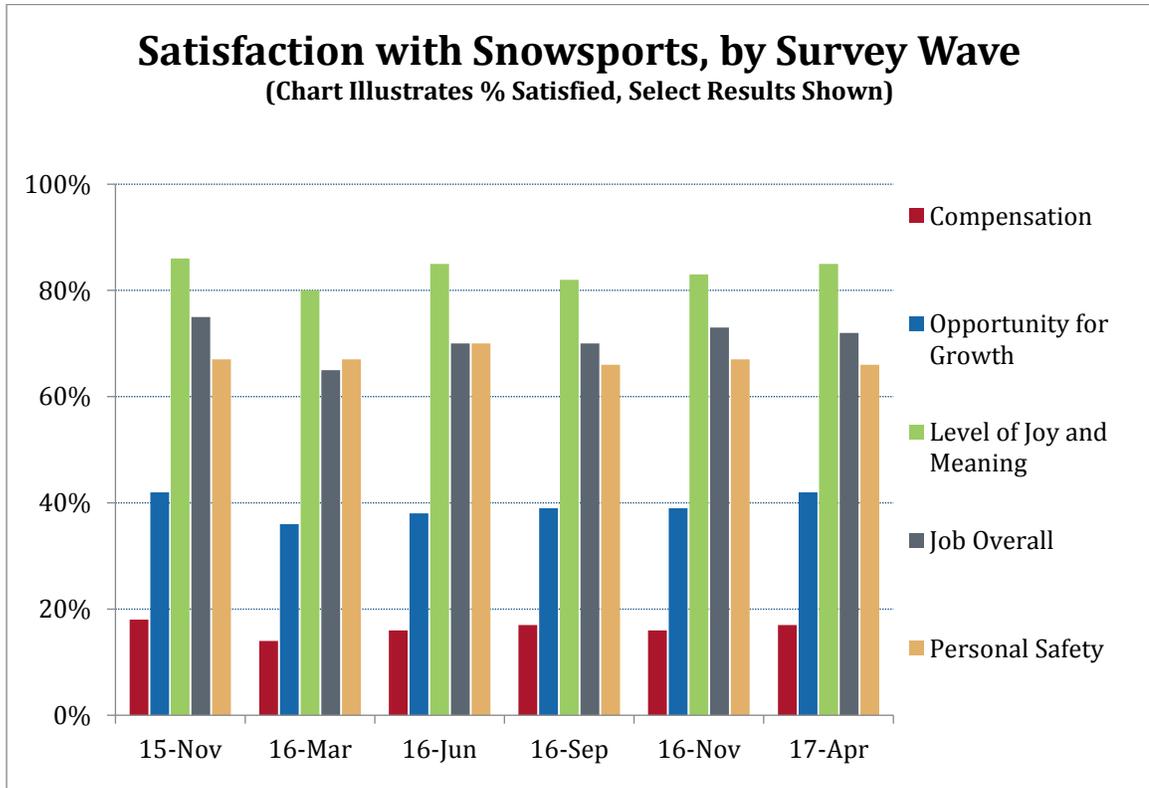


plan



deliver

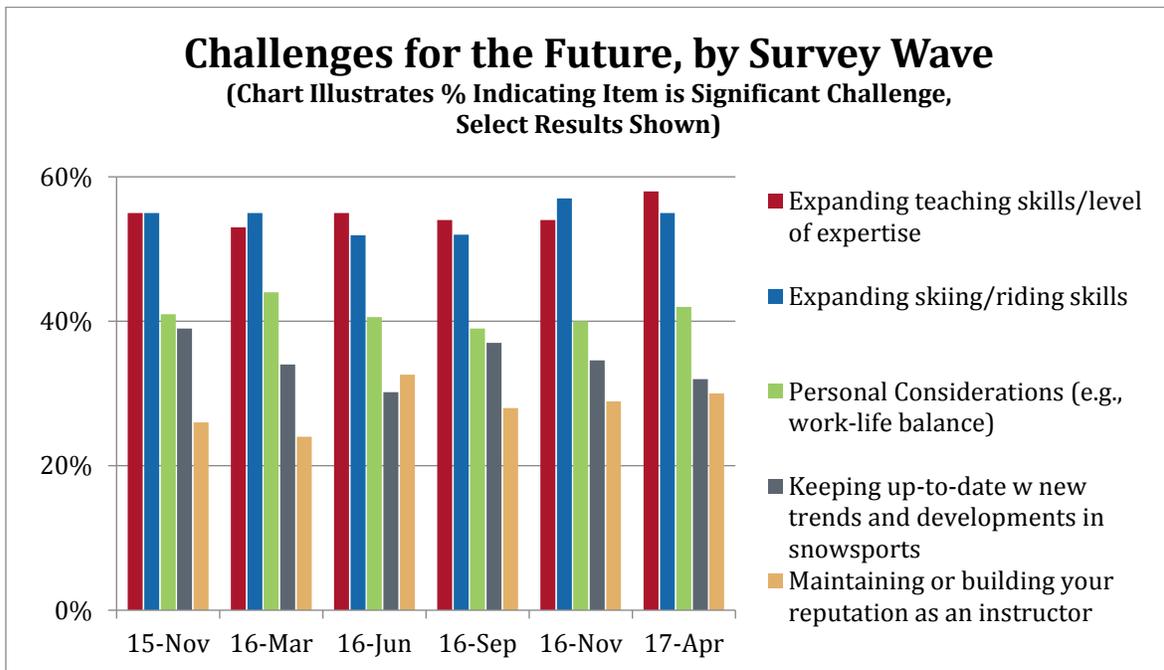
2. **On the job: satisfaction continues to lag in terms of compensation and opportunity for growth.** As in previous waves of the Professional Issues survey, satisfaction continues to lag in terms of compensation from lessons and opportunity for growth (17% and 42% are satisfied, respectively). Also similar to past waves, instructors are generally satisfied with other aspects of their jobs, including their relationship with co-workers (83%), the level of joy and meaning they find in their work (85%), their clients/customers (79%), their job overall (72%) and personal safety (66%).<sup>1</sup>



<sup>1</sup> Options “relationship with co-workers” and “clients/customers” not illustrated in chart.



3. **Members view expanding skills as greatest challenge for the future.** When asked about the greatest challenges they would face over the next 3-5 years, most members identified expanding their teaching skills/level of expertise (58%), expanding their skiing/riding skills (55%) and personal considerations, such as work-life balance, family commitments, etc. (42%). Members also frequently listed the need to keep up-to-date with new developments and trends in snowsports (32%) and the need to maintain or build their reputation as an instructor (30%). Consistent with these findings, most members identified their reasons for belonging to PSIA-AASI as a desire to enhance skiing or riding skills (41%), enhance their teaching skills (37%) and/or to maintain PSIA-AASI certification (32%).



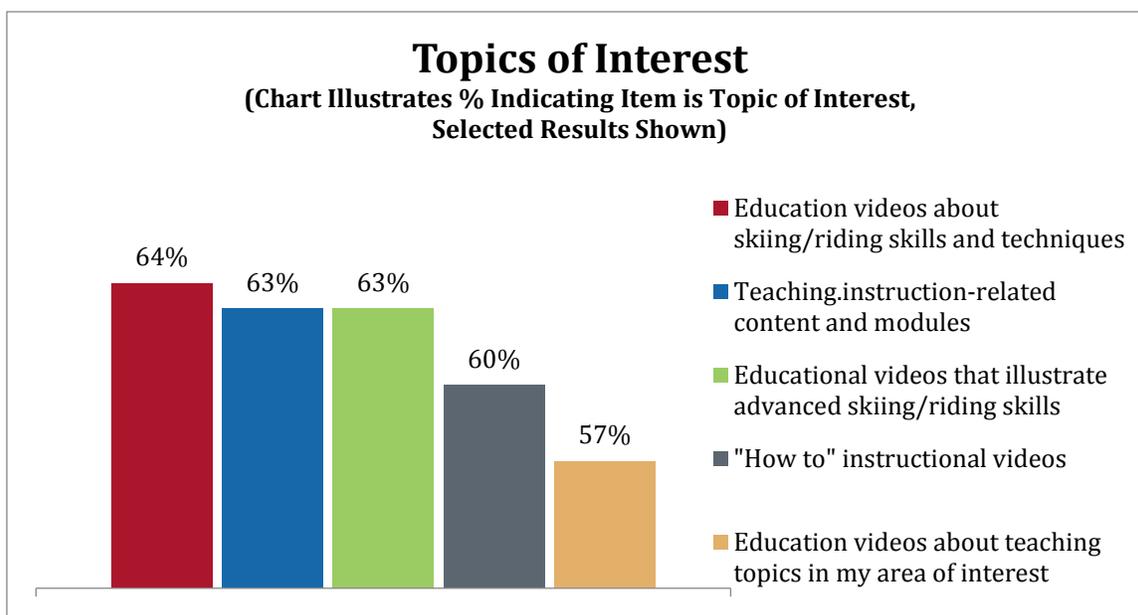
4. **Satisfaction with PSIA-AASI benefits:** As in previous waves of the survey, satisfaction is highest with *32 Degrees* (74%), *Pro Deals* (71%), face-to-face educational offerings (60%) and the *Accessories Catalog* (57%). Members have the least amount of satisfaction with promotion to the public about PSIA-AASI members (20%), social media (24%), promotion to resort management about PSIA-AASI members (24%), the PSIA-AASI online community (31%) and online education offerings (43%).
5. **Member profile:** Most member respondents have worked in snowsports for over 10 years (56%) and are between the ages of 50–69 (56%). They have a 4-year degree (42%) or Masters Degree (28%). Membership is less diverse than the country as a whole - most are Caucasian/white (86%) and male (70%). Thirty-eight percent (38%) hold a household income of over \$100,000. They generally instruct in alpine (88%), while significant proportions also instruct snowboarding (37%), and adaptive (27%). Notably, these demographic characteristics trend very closely with past iterations of the Professional Issues surveys.



## READERSHIP SURVEY

1. **Topics of interest:** When asked about topics of interest in the area of expanding their sliding skills, alpine skiing was selected most often (87%). Snowboarding was selected as a distant second topic (21%), followed by telemark (17%) and adaptive (15%). Similarly, members were most interested in instruction topics in the area of alpine (86%), followed by children’s instruction (47%), entry-level instruction (20%), snowboard instruction (20%) and freestyle instruction (19%). Finally, with respect to general topics of interest, a majority of members were interested in certification (70%), information about news and events in the field (58%) and product reviews (54%).

Several topics relating to the PSIA-AASI website, [www.TheSnowPros.org](http://www.TheSnowPros.org), were also listed as having high interest among members, including education videos about skiing/riding skills and techniques (64%), teaching/instruction-related content and modules (63%), education videos that demonstrate advanced skiing/riding skills (63%), “how to” instructional videos (60%) and education videos about (teaching) topics in the instructor’s area of interest (57%).



2. **Articles focused on techniques and teaching are considered most important** – with respect to publication articles, a substantial portion of members indicated that articles about teaching and instruction, articles to improve their students’ skills and articles to improve their personal sliding skills are very important (70%, 63%, and 61% respectively). Less important are employment resources (10%), general interest articles (18%) and general updates from PSIA-AASI (20%).

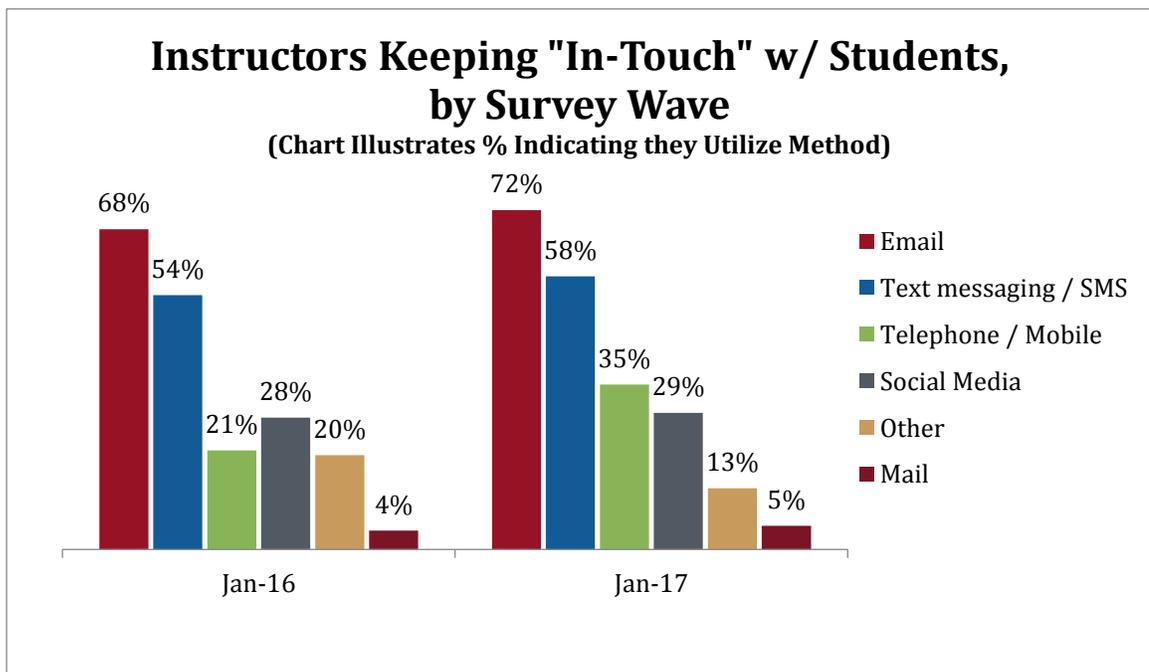


3. **Changes that would improve PSIA-AASI's communications:** Consistent with other findings that underscore the importance of teaching skills, the most popular suggestions for improving PSIA-AASI's communications are to provide more information about teaching and instruction (58%), more information on techniques to improve sliding skills (50%), more practical information that the member can use in their day-to-day work (46%) and more information about events and training opportunities (36%). Notably, a majority of members agree that they have received ideas to use in their own teaching from reading *32 Degrees* (76%), that they are kept well informed about benefits and resources (71%), that PSIA-AASI's news and information updates are timely (66%) and that PSIA-AASI is the first place they turn to for information/resources related to snowsports instruction (64%).
4. **Communications:** The most preferred methods for receiving communications are email (74%), through *32 Degrees* (68%) and through website updates (34%). Similarly, in terms of usage, many or most members indicate that they have read or viewed *32 Degrees* (92%), emails/email newsletters (77%) and/or read updates and news on [www.TheSnowPros.org](http://www.TheSnowPros.org) (47%) in the past 12 months.
5. **32 Degrees:** About half of members that have read *32 Degrees* in the past 12 months (readers), read the publication either frequently (28%) or regularly (20%). Half of this group (52%) is unaware of the digital version. Most readers rate *32 Degrees* as excellent or good in terms of accuracy and reliability of information (77%), ease of reading (76%), overall quality of writing (74%), depth of information (71%), enjoyment of reading (70%), frequency of issues (69%), relevance of content to their teaching discipline (69%) and relevance of content to everyday needs (59%). After reading *32 Degrees*, many readers have applied information from an article in their skiing/riding (53%) or instruction (51%), bookmarked or saved an article (43%) and/or engaged in a conversation with colleagues as a result of the content (41%).
6. **PSIA-AASI Accessories Catalog:** A strong majority of members have read/reviewed the *Accessories Catalog* in the past 12 months (81%) and most (58%) rate its value as either excellent (19%) or good (39%). Eleven percent (11%) rate its value as poor or very poor. Twenty-seven percent (27%) have made purchases from the digital version, while 22% purchased from the print version.
7. **[www.TheSnowPros.org](http://www.TheSnowPros.org):** Most members have accessed the PSIA-AASI website on a weekly (14%), monthly (27%) or "few times a year" (47%) basis, about 11% accessed it once a year or less. The most common reasons for utilizing the website are to access pro offers (65%), to renew membership (64%), for information about events and programs (56%), for education and training resources (56%) and to make a purchase from the *Accessories Catalog* (37%). Members use a variety of tools to access the website, including laptop computers (64%), desktop computers (35%), smartphones (32%) and tablets (24%). A



slight majority rate the website as either excellent or good in terms of relevancy of content (65%), usefulness (60%), overall quality (59%) and organization and appearance (56%).

8. **Division website:** Most members have accessed their Division website weekly (12%), monthly (25%) or a few times per year (48%). Fourteen percent (14%) have accessed it once or less in the past year. Out of those who have accessed it, a majority rate it excellent or good in terms of relevancy of content (62%), usefulness (61%), overall quality (58%) and organization and appearance (56%).
  
9. **Online Community:** Less than half of members (39%) have accessed the online community in the past 12 months. It is rated as excellent or good by less than half of this group in terms of relevance of content (41%), quality of discussion (40%), frequency of participation of other instructors (40%) and overall value (38%). The online community was rated highest in terms of opportunity to share one’s voice/opinion (46%) and opportunity to stay connected to other members (43%). Half of all members (49%) agree that it provides an opportunity to participate in the association. About one-third (36%) believe it is useful for generating content for *32 Degrees*.
  
10. **Keeping in touch with students:** About one-third (33%) of instructors keep in touch with their students after lessons. Popular methods include email (72%), SMS/text (58%), telephone (35%) and social media (29%). Similarly, they indicate that students frequently ask them about gear – including on a daily (14%), weekly (28%) or monthly (15%) basis. They are also asked about resorts/travel on a daily (15%), weekly (24%) or monthly (14%) basis.



## EDUCATION / TRAINING SURVEY

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1. **General resources:** Nearly all members have heard of Core Concepts for Snowsports Instructors (88%) and the Matrix (73%). Many or most also consider the resources to be very important (59% and 30%, respectively).
2. **Alpine resources:** Out of those that instruct alpine skiing, most have heard of the Alpine Technical Manual (96%), the Adult Alpine Teaching Handbook (68%) and the Alpine Skiing: Tip Card of the Day (55%). Awareness lags for Visual Cues to Effective / Ineffective teaching (47%), Tactics for All Mountain Skiing (39%), and Visual Cues to Effective / Ineffective Skiing, 2<sup>nd</sup> Edition (35%).

A majority of those who are aware of each resource rated the Alpine Technical Manual (73%) and Adult Alpine Teaching Handbook (51%) as very important. Fewer rated Visual Cues to Effective / Ineffective Skiing (44%), Visual Cues to Effective / Ineffective Teaching (43%), Tactics for All Mountain Skiing (27%) and the Tip of the Day Card (10%) as very important.

3. **Other resources:** Members indicated differing levels of awareness for resources within instructing disciplines.
  - a. **Telemark:** Most members that instruct Telemark were aware of the Telemark Technical Manual (87%) and many of those individuals (80%) find it to be very important as a resource. Fewer expressed awareness and high importance levels for Telemark Tip of the Day Card (33% and 12%, respectively).
  - b. **Children's Instruction:** The most popular Children's Instruction resources (among all members) were the Children's Instruction Manual (67% aware, 63% very important among those aware of the resource) and Children's Alpine Teaching Handbook (64% aware, 55% very important). Less popular were Captain Zembo's Ski & Snowboard Teaching Guide for Kids, 2<sup>nd</sup> Edition (40% aware, 26% very important) and the Children's Ski and Snowboard Movement Guide (28% aware, 42% very important).
  - c. **Entry Level:** Less than one-third of all members had heard of the New Instructors Guide (30%) and Entry-level Instructors Guide (25%). About half of those that were aware of the resource indicated that they were very important (48% and 47% respectively).
  - d. **Snowboard:** The majority of snowboard instructors were aware of the Snowboard Technical Manual (88%), Snowboard Teaching Handbook (72%) and Tip of the Day Card (53%). The Snowboard Technical Manual was rated as very important by 72% of those who were aware of it, while the Teaching Handbook was rated the same by 63%. The Tip of the Day Card was seen as very important by only 4%.
  - e. **Cross Country:** While most cross country instructors were aware of the Cross Country Technical Manual (94%), fewer were aware of the Tip of the Day Card (39%). While the Cross Country Technical Manual was seen as very important by



56% of those who were aware of it, only 14% felt the same of the Tip of the Day Card.

- f. **Freestyle:** About three-quarters (79%) of freestyle instructors were aware of the Park and Pipe Instructor's Guide, though awareness of the Freestyle and Freeskiing Tip of the Day cards was less (37% and 19%, respectively). Less than half of those familiar with the Instructor's Guide felt it was very important (44%). Only about 10% of those who were familiar with the Tip Cards felt those resources were very important.

