

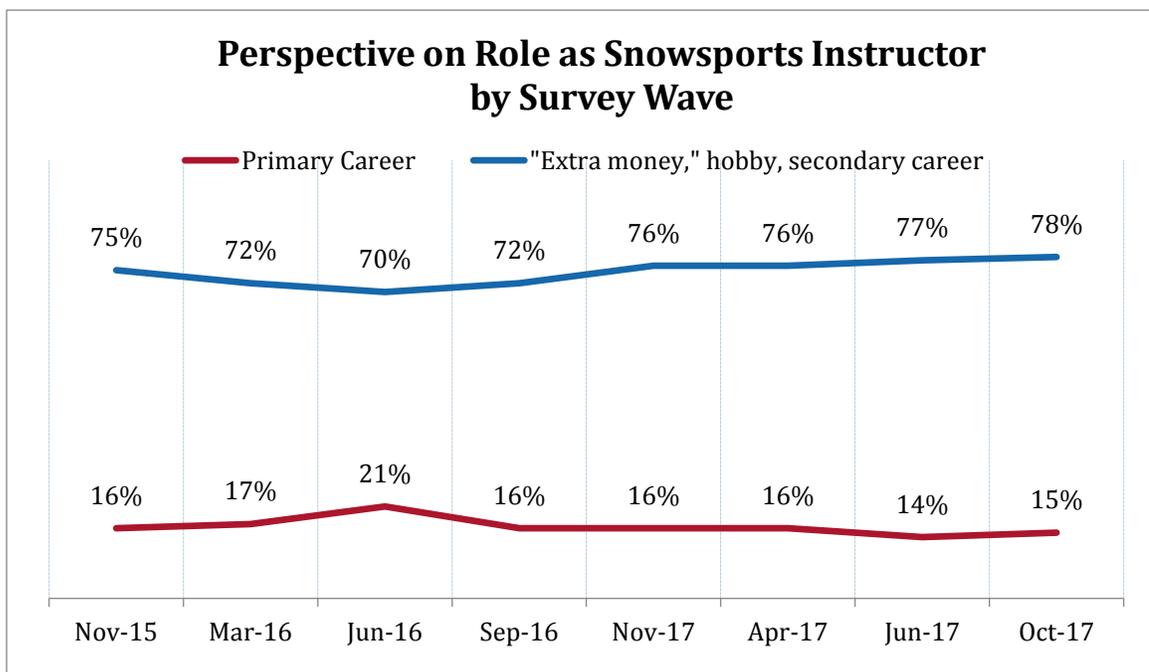
## PSIA-AASI Executive Summary

### Fall 2017 Survey Results (Wave Four)

#### “PROFESSIONAL ISSUES” SURVEY

The following includes several highlights from PSIA-AASI’s professional issues study – a survey that includes responses from 1,686 PSIA-AASI members and covers topics such as the professional challenges of snowsports instructors and perceptions of PSIA-AASI.

1. **Instructors identify snowsports role as secondary:** As in past waves, most respondents report that snowsports is a hobby, job that earns them extra money, or a secondary career (78%). Only 15% consider it to be a primary career. These findings have been consistent through each wave of the survey (shown below).



look



learn

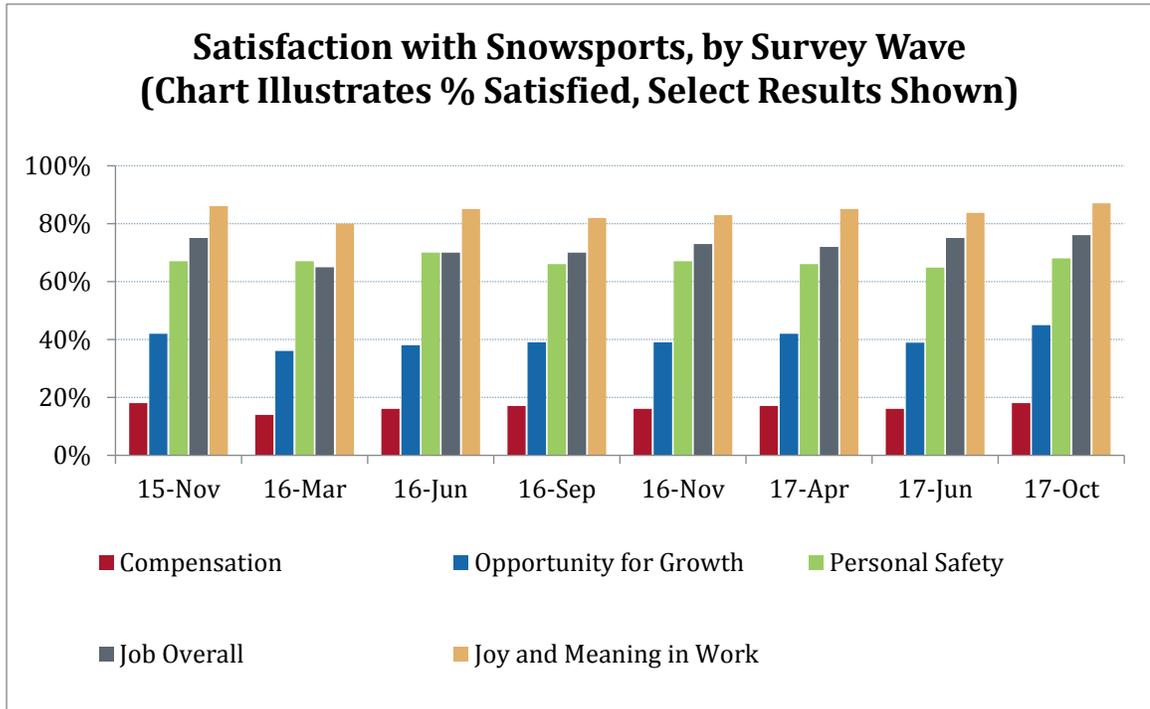


plan



deliver

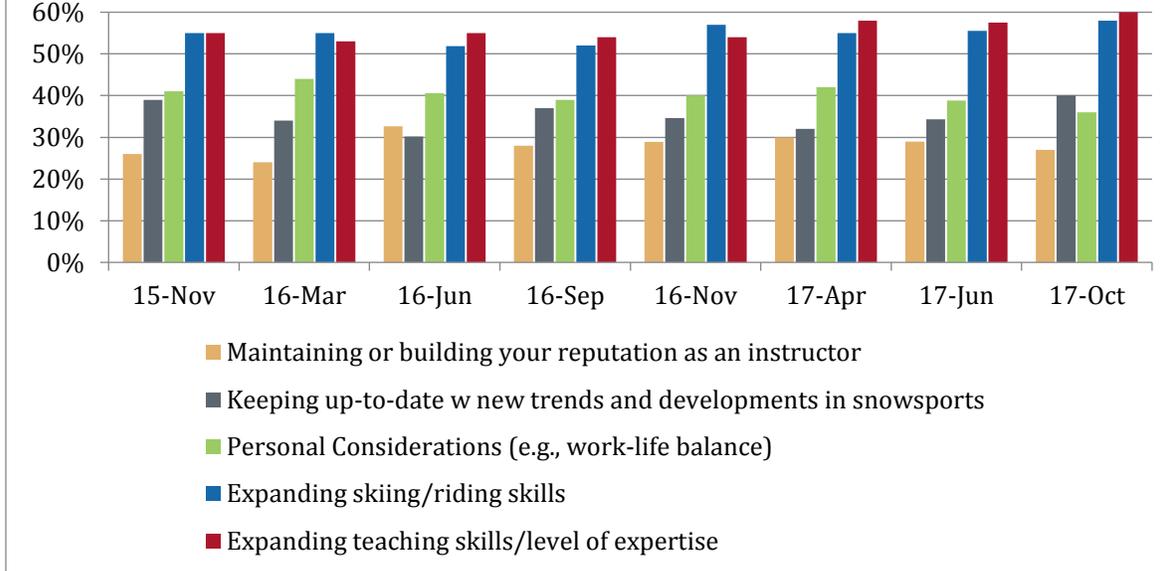
2. **On the job: Overall job satisfaction with snowsports instruction remains high but continues to wane in key areas;** for example, only 18% are satisfied with their salary/wages and less than half (45%) are satisfied with new growth opportunities. However, instructors expressed satisfaction with other aspects of their jobs, including the level of joy and meaning they find in their work (87%), their relationship with co-workers (85%), their clients/customers (81%), their job overall (76%) and personal safety (68%).



3. **Skills growth remains the top challenge for most instructors:** Most identified the top challenges they would face in the future as expanding teaching skills/level of expertise (60%), expanding skiing/riding skills (58%) and the need to keep up-to-date with new developments and trends in snowsports (40%). Members also identified work-life balance, family commitments, etc. (36%) and the need to maintain or build their reputation as an instructor (27%).



### Challenges for the Future, by Survey Wave (Chart Illustrates % Indicating Item is Significant Challenge, Select Results Shown)



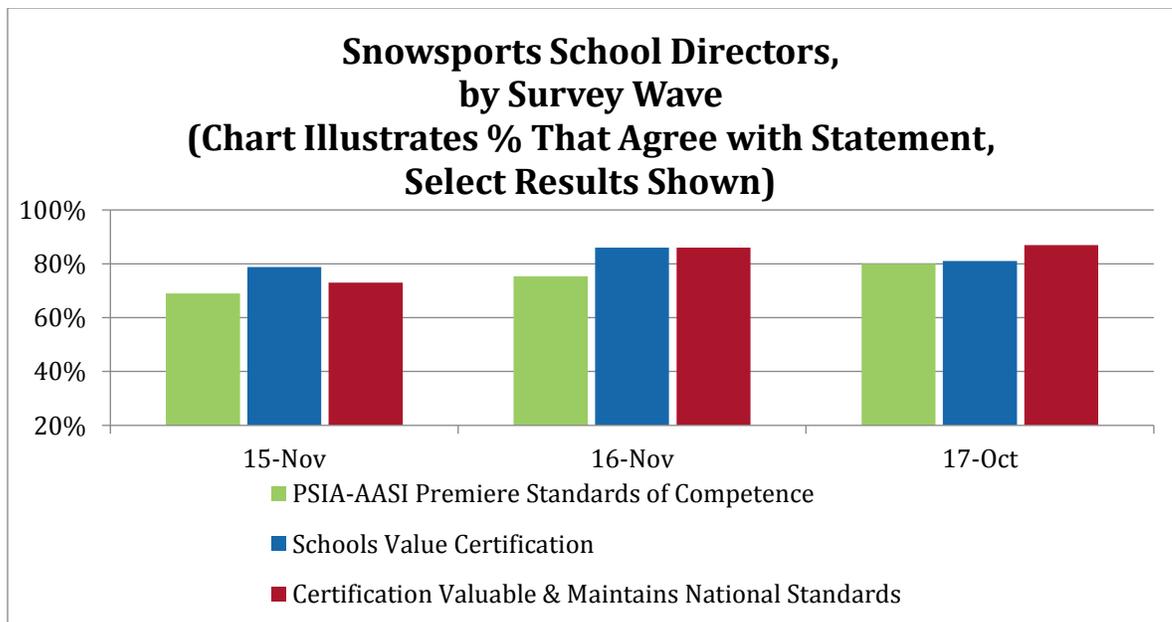
- Satisfaction with PSIA-AASI benefits:** Satisfaction continues to be highest with *32 Degrees* (76%), Pro Deals (72%), face-to-face educational offerings (64%) and the Accessories Catalog (61%). However, members rank other benefits lower, such as promotion to the public (21%) and resort management about PSIA-AASI members (25%).



## SNOWSPORTS SCHOOL DIRECTORS

In addition to the professional issues survey conducted each quarter, PSIA-AASI also implements a survey with snowsports school directors. The following includes topline findings from the study which is comprised of responses from 60 directors.

- 1. Snowsports school directors profile:** Nearly all snowsports school directors (93%) have worked in snowsports for many years, including 20% that have worked in the field for 11-20 years and 73% that have a tenure of over 20 years. Additionally, nearly all (88%) hold a PSIA-AASI certification. Snowsports school directors expressed a very high likelihood to recommend PSIA-AASI to their staff, with 75% selecting a “9” or “10” on a 11-point willingness to recommend scale (0 = not at all likely to recommend, 10 = extremely likely).
- 2. PSIA-AASI certification:** Nearly all snowsports school directors agree that PSIA-AASI certification and training is valuable and maintains national standards (87%), that snowsports schools value certification (81%), and that PSIA-AASI certifications are the industry’s premier standards of competence (80%).



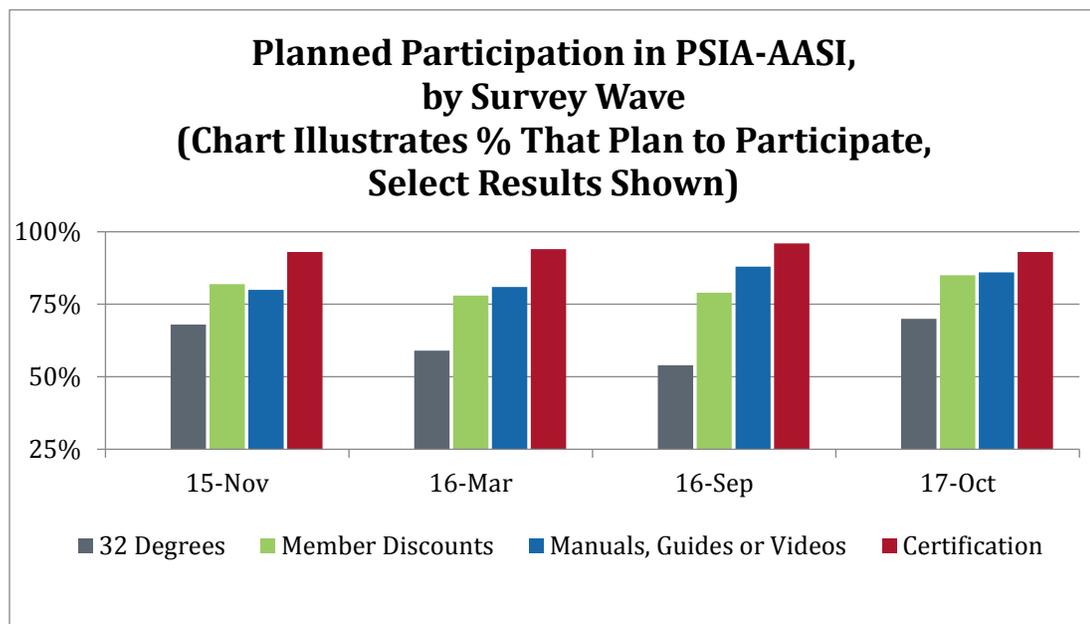
- 3. Benefits of PSIA-AASI to snowsports schools:** Most snowsports school directors rate PSIA-AASI as excellent, very good, or good in terms of the value of PSIA-AASI certification in distinguishing instructors (84%), making it easier for their employees to be successful (81%), the overall success of PSIA-AASI in providing increasing value to their school (77%) and in enabling their school to provide better customer service (75%).



## NEW MEMBER SURVEY

New members that have joined PSIA-AASI within the past year were also surveyed to learn more about their expectations of PSIA-AASI membership. The following high-level findings describe select results from the 382 new members that participated in the new member survey.

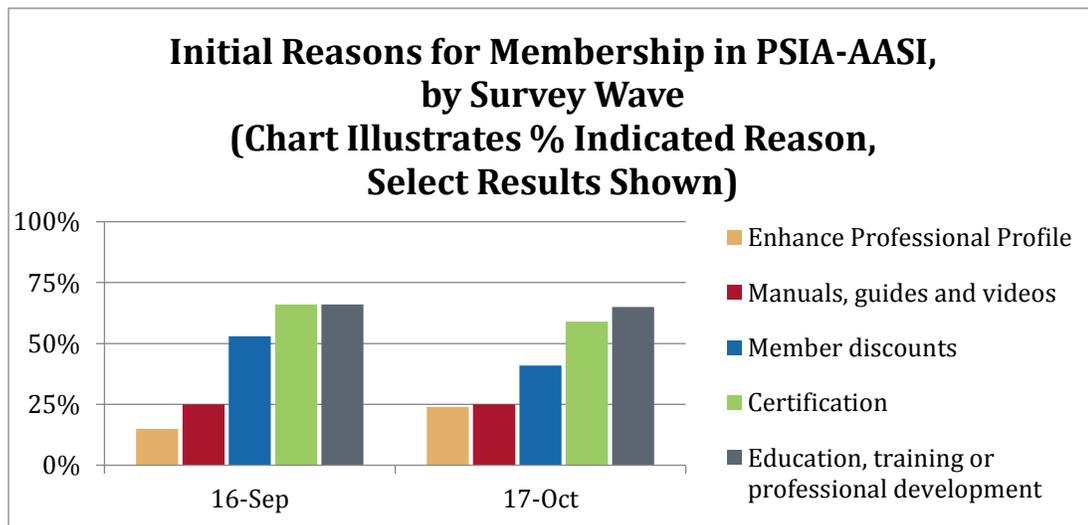
- 1. Instructors learn about PSIA-AASI through their network/connections:** Word-of-mouth is how the majority (82%) of new members find out about PSIA-AASI. This includes through another instructor in their organization (58%), from a family member or friend (11%), a PSIA-AASI Board or staff member (7%) or an instructor outside of their organization (6%). Direct promotions, exposure to events or web searches account for only seven percent of respondent exposure to PSIA-AASI.
- 2. Members are motivated to join PSIA-AASI for the sake of building skills and for certification.** Most new members indicated they joined PSIA-AASI to enhance their teaching skills (57%), to obtain PSIA-AASI certification (49%) and/or to enhance skiing or riding skills (41%). Additionally, most new members (68%) feel the value of membership is equal (52%) or greater (16%) than the cost of membership.
- 3. Participation with PSIA-AASI:** Newly joined members are most interested in participating in certification (93%), using manuals, guides and videos (86%), and taking advantage of member discounts (85%). Additionally, many new members anticipate reading *32 Degrees* (70%), participating in conferences, workshops and academies (50%), using PSIA-AASI's Accessories Catalog (52%) and participating in a division meeting or event (29%).



## LAPSED MEMBER SURVEY

PSIA-AASI also collected survey data from members whose membership lapsed, or expired over the past several months. The following select findings represent data from 391 respondents that participated in the lapsed member survey.

1. **Initial reasons for membership:** Most lapsed members indicated they initially joined PSIA-AASI for education, training and professional development (65%) and certification opportunities (59%). Also popular were member discounts (pro deals, offers, discount programs) (41%), manuals, guides and videos (25%) and opportunities to enhance their professional profile (24%).



2. **Utilization of PSIA-AASI services:** In reflecting about their use of PSIA-AASI member benefits, most lapsed members reported having read *32 Degrees* (63%), participated in PSIA-AASI certification (53%) or used a PSIA-AASI educational tool (manual, video or guide) (51%) within the past year. However, several other popular benefits were less utilized. A minority reported using member discounts (35%), attended a division meeting or event (27%) or used the Accessories Catalog (20%).
3. **Performance of PSIA-AASI in meeting expectations:** Lapsed members generally reported that PSIA-AASI met their expectations of membership. For example, over two-thirds of all lapsed members indicated that PSIA-AASI met or exceeded their expectations when asked about individual specific benefits of membership. This includes 80% that said PSIA-AASI certification matched or exceeded expectations, as well as 75% that noted the same regarding the association’s educational tools.
4. **Plans to renew membership:** Despite their lapsed status, many of those whose membership expired indicated they would likely renew in the future. Thirty-eight percent noted they will “definitely” renew in the future and an additional 31% said they would “probably” renew. Only 25% reported that they would be unlikely to renew.

