

---

## Policy 1.0 Ends/Priority Results

Date of adoption / Last revision: *September 20, 2023*

---



### 1.0 Broadest End:

**PSIA-AASI Members receive innovative, inspirational, and accessible professional development to enhance their careers and leadership potential in the Snowsports industry.**

### Priority Results:

#### **1.1. Members, partners, and the public recognize PSIA-AASI education, training, and credentials as a global standard and valued service.**

- A. Members benefit from uniform and relevant credentialing, materials, and educational opportunities.
- B. Snowsports school directors and resort management benefit from credentials, competence, and skill sets instructors gain through PSIA-AASI.
- C. Members benefit from being part of a globally recognized and respected professional snowsports organization.

#### **1.2. Members experience profound personal and professional growth and participation in diverse communities.**

- A. Members and stakeholders experience PSIA-AASI as a welcoming, accessible, and inclusive community without undue barriers.
- B. Members receive well-defined, transparent, and accessible educational content and pathways.
- C. Members experience well-defined, transparent, and accessible leadership opportunities throughout their PSIA-AASI journey.
- D. Members experience lifelong memories and friendships.

#### **1.3. Members consistently receive exceptional service, benefits, and value for their membership across the PSIA-AASI organization.**

- A. Members are the focus of educational, operational, and strategic decisions across all PSIA-AASI entities.
- B. Members benefit from the organization leveraging technology and innovation to streamline and enhance the member experience.
- C. Members benefit from resources generated by the cultivation of non-dues revenue and partnerships.