

## 2024 – 2025 PSIA – AASI Eastern Region Member Survey Results

The Eastern Region conducted a survey during the 2024–25 season to gather information about our members and their experiences with the organization. Respondents were asked to provide demographic details such as age, gender, race/ethnicity, primary discipline, home resort, snowsports role, employment status (full- or part-time), and estimates of their work, training, and on-snow days.

Survey questions were designed to align with the Eastern Region’s Ends, with additional items tailored specifically for managers/directors and for Eastern Education Staff and Development Team members.

The survey was distributed by email and completed online via the Formsite survey tool. A total of 775 members responded, with an additional 72 responses submitted after initial results were compiled. These later responses did not substantially change the overall findings.

It should be noted that most questions used a 0–5 scale, compared to the 1–5 scale in previous surveys. This adjustment may slightly skew results downward when compared to prior years.

The following are the detailed results of the survey.

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

**1. How likely are you to recommend membership to a fellow instructor or to someone who is considering becoming a snowsports instructor? (Scale 1 - 10)**

**NPS: +51.2**

Promoters (9–10): 61.5%

Detractors (0–6): 10.3%

**2. Please indicate the value you derive from PSIA-AASI Eastern Region (0 low, 10 high)**

**NPS: +31.2**

Promoters (9–10): 47.5%

Detractors (0–6): 16.3%

**3. Please indicate the value you derive from the PSIA-AASI National office (0 low, 10 high)**

**NPS: -14.1**

Promoters (9–10): 24.4%

Detractors (0–6): 38.5%

## Key Findings When Looking at Respondent’s Demographics

### Strong Satisfaction with Membership Overall

- The overall NPS for recommending membership is +51.2, reflecting high loyalty.
- The Eastern Region value NPS is +31.2, indicating meaningful perceived benefit.

### Gender-Based Insights

Gender	Recommend NPS	Eastern NPS	National NPS
Female	+56.0	+37.2	-8.7
Male	+52.9	+33.3	-12.8
Non-Binary	+100.0	+100.0	0.0
Prefer not to say	0.0	-16.7	-83.3

- Women rate the organization higher than men in every category.
- Non-binary respondents, while likely a small group, reported 100% satisfaction.
- Those preferring not to disclose gender reported significantly negative views of both the Eastern and especially the National office.

### Teaching Status & Role

- Part-time seasonal instructors, the largest group, show moderately strong NPS.
- Not Actively Teaching members tend to score lower on value received—suggesting a potential gap in perceived relevance post-active instruction.

### Recommendations

1. **Celebrate & Strengthen Regional Engagement**  
Promote and expand regional offerings, which are driving member satisfaction and loyalty.
2. **Address the National Office Disconnect**  
Review communications, programs, and relevance of National-level offerings.  
Consider regionalized communication or value articulation.

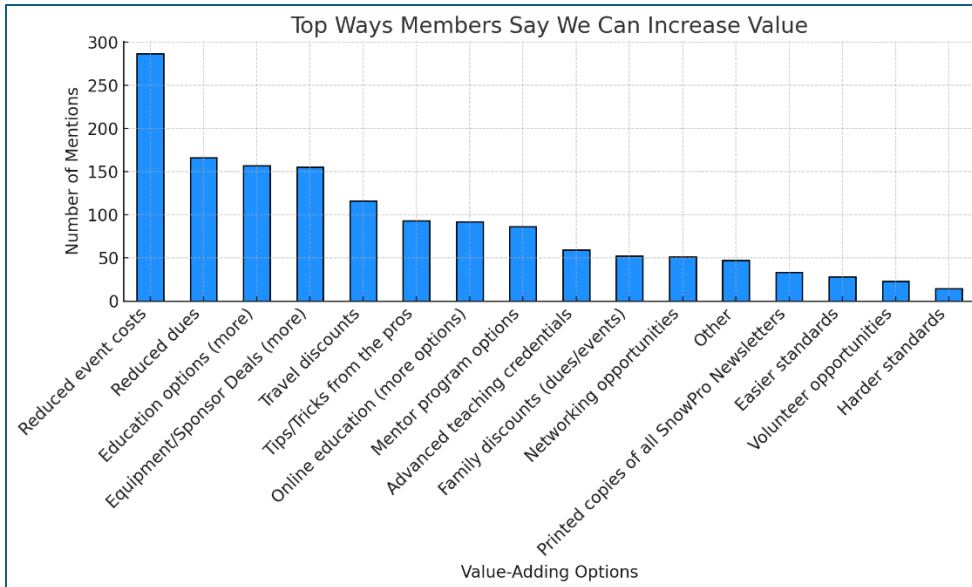
### 3. Tailor Support by Demographic

Focus on improving value delivery for groups showing lower satisfaction (e.g., lapsed instructors).

### 4. Use Qualitative Feedback to Guide Strategy

Mine open-ended responses from low-NPS groups to better understand specific frustrations or needs.

## 4. What would increase the value of your membership?



## Top Ways to Increase Member Value

### 1. Reduce Financial Barriers

- Reduced event costs was overwhelmingly the most common response, either alone or in combination.
- Reduced dues also appeared frequently.
- **Interpretation:** Cost remains a major concern—lowering event or membership pricing could boost perceived value significantly.

### 2. Enhance Access to Gear and Deals

- More equipment/sponsor deals were among the top responses, often paired with travel discounts or reduced costs.
- **Interpretation:** Members highly value tangible benefits such as gear discounts and expect strong industry partnerships.

### 3. Expand Educational Offerings

- More education options, especially in-person and online learning, are repeatedly requested.

- Specific mentions include:
  - “Tips/Tricks from the pros”
  - “Advanced teaching credentials”
  - “Mentor program options”
- **Interpretation:** Members are seeking more flexible, engaging, and advanced learning pathways to grow professionally.

#### 4. Add Targeted Support and Flexibility

- Mentor programs and family discounts suggest members want more personalized or community-oriented engagement.
- Some mention easier standards, which may indicate frustration with the pace or accessibility of advancement.

### 5. When asked specifically for other things we could do to increase value we heard:

#### 1. Broader Event Accessibility

- More 1-day events
- More weekend scheduling
- Events at smaller or local mountains
- Increased geographic reach to underserved areas

#### 2. Lower Costs or Tiered Pricing

- Adjust fees for volunteer instructors
- Differentiate rates based on professional vs. part-time status
- Concerns about affordability, especially for those working limited hours

#### 3. Program Revivals & Advancement Pathways

- Requests to bring back the Master Teacher Certification program
- More flexible or personalized paths for advancement
- Take teaching experience into greater account

#### 4. Perceived Advocacy and Support

- Interest in unionizing or advocating for better instructor pay
- Desire for PSIA-AASI to take a stronger stand on behalf of instructors’ professional interests

#### 5. Skepticism or Pushback on DEI Initiatives

- A few respondents voiced frustration about "woke" or DEI-focused messaging, suggesting a segment feels alienated by these efforts

## 6. Recognition and Member Perks

- More resort recognition or access for certified instructors
- Better perks or incentives for staying active in the organization

## 6. Do membership requirements align with your stage of life.

**Yes:** 650 responses

**No:** 125 responses

## 7. Please describe how we may align better with your needs.

### Older Members / Retirees

- Desire for reduced CEU requirements, particularly for those over 65 or retired
- Interest in Alumni engagement or non-teaching member roles

### Cost & Accessibility Concerns

- Challenges affording or accessing CEUs due to: Part-time status, Remote locations, Travel limitations

### Family & Life Balance

- Frustration balancing continuing education with parenting or career demands

### Small or Rural Resort Staff

- Difficulty getting time off or accessing enough events

### Desire for More Online Options

- Calls for additional virtual or on-demand CEUs

## Key Trends:

Respondents who said membership requirements do not align with their life stage are:

- Older
- More likely part-time or semi-retired
- Lower certified (often Level I)
- Not in leadership or staff roles

- Seeking flexibility, affordability, and access options (especially online CEUs and reduced CEU requirements)

**1.1.A. Members benefit from consistent, relevant, and equitable credentialing, materials, and educational opportunities.**

**1. Did you participate in an assessment event this season? – Yes or No.**

Yes: 175 members (22.6%)

No: 600 members (77.4%)

**2. How likely are you to promote an assessment event to your peers?”**

**NPS = +25**

Promoters (9–10): 360 respondents (46.5%)

Passives (7–8): 250 respondents (32.3%)

Detractors (0–6): 165 respondents (21.3%)

**3. How well did Eastern and National Resources help you to prepare for an assessment? (Scale 1 – 5) Poor – excellent**

1 (Poor): 6

2: 14

3: 53

4: 72

5 (Excellent): 30

**Average Score: 3.51**

**4. Were Eastern resources (prep events, assessment guides, etc)) you used to prepare for your assessment, consistent with your experience? (Scale 0 – 5)**

0 (N/A): 7

1 (Not at all consistent): 9

2: 12

3: 32

4: 54

5 (Very consistent): 61

**Average Score: 3.71**

**5. Were National resources (performance guides, national standards, etc) you used to prepare for your assessment, consistent with your experience? (Scale 0 – 5)**

0 (N/A): 5  
1 (Not at all consistent): 8  
2: 15  
3: 43  
4: 58  
5 (Very consistent): 46

**Average Score: 3.59**

**Key Findings**

Data shows that positive assessment participants become our strongest promoters — if they feel well-supported and satisfied, they are highly likely to encourage peers.

***1.1.B. Members, snowsports schools, and resort management benefit from credentials, competence, and skill sets instructors gain through PSIA-AASI.***

**1. Did you participate in an educational event this season – Yes or No.**

**Yes:** 511 members (65.9%)  
**No:** 264 members (34.1%)

**2. How likely are you to promote an educational event to your peers? (Scale 1 – 10)**

NPS = +48  
Promoters (9–10): 475 (61.3%)  
Passives (7–8): 200 (25.8%)  
Detractors (0–6): 100 (12.9%)

**3. What type of educational events would inspire you to attend?**

**Key Findings**

Members are inspired to attend education events that directly improve their skiing/riding and teaching skills, with Movement Analysis and Assessment Prep being especially common. There is also significant demand for terrain-specific events (bumps, steps, trees) and audience-specific teaching (children, seniors, adaptive, freestyle, racing).

**Top Event Interests**

- General Skiing/Riding Improvement – 305 (40%)
- Movement Analysis – 227 (30%)
- Assessment Preparation – 150 (20%)
- Teaching Improvement – 140 (18%)
- Bumps – 107 (14%)
- Trees & Steeps – 75 (10%)
- Teaching Seniors – 72 (9%)
- Children Specific Programs – 62 (8%)
- Instructor Behavior & Decision-Making – 55 (7%)
- Mountain Exploration (light educational focus) – 54 (7%)
- Racing – 49 (6%)
- Cognitive/Behavioral Education – 49 (6%)
- Adaptive Equipment/Teaching – 45 (6%)
- Freestyle – 25 (3%)
- People Skills – 19 (2%)

#### **4. What motivates you to sign-up for an educational event?**

##### **Top Motivators**

- Location – 271 (35%)
- Topic – 194 (25%)
- Timing – 168 (22%)
- Clinician – 92 (12%)
- Cost – 50 (6%)

#### **5. Please describe what else motivates you to sign up for an educational event:**

The biggest drivers of event participation are:

1. Location – convenience and accessibility.
2. Topic – content that feels relevant and inspiring.
3. Timing – whether events fit members' schedules.

NOTE: Clinician reputation and cost matter, but less than the big three above.

#### **6. When is the ideal month for you to attend events?**

The prime window is mid-winter:

- 80% of members chose December–March.
- March (34%) and February (27%) are the strongest months.



- Very few members are interested in events outside the core season.

## 7. Do you prefer midweek or weekend?

Midweek: 601 (77.6%)

Weekend: 174 (22.4%)

## 8. What is your preferred resort for PSIA-AASI events?

### Key Takeaway

- Local convenience dominates: Over 60% of members prefer their home resort or one nearby.
- A smaller but meaningful segment enjoys traveling for big or new experiences (about 15%).
- A niche group (2–3%) specifically values premier, large-scale events regardless of location.

## 9. Please provide any details on what would inspire you to attend one more day of PSIA-AASI education each year.

### Key Findings

- Lower costs or bundled discounts
- Events closer to home
- Better scheduling around their availability
- Engaging clinicians and relevant topics
- Less risk of event cancellation

### Key Takeaways When Data is Analyzed Across Demographics

- Full-time instructors (seasonal and year-round) are the most midweek-oriented (89–100%).
- Part-time and on-demand instructors are more likely to prefer weekends (25–36%), though still the minority.
- Not actively teaching members lean midweek as well, but with a slightly higher weekend preference (21%).
- Younger members (<40) show much higher preference for weekend events (36–48%).
- Mid-career members (40–59) still lean midweek but with about 1 in 3–4 preferring weekends.
- Older members (60+) overwhelmingly prefer midweek (83–92%).

**Interpretation:** weekend events appeal most to part-time and on-demand instructors — but midweek remains dominant across all groups. Further, if we want to attract younger instructors, offering more weekend educational events could make a difference.

**1.1.C. Members benefit from being part of a nationally recognized and respected professional snowsports organization.**

**1. I benefit from being part of a nationally recognized and respected professional snowsports organization. (Scale 0 – 5).**

- 0 (N/A): 14
- 1 (Strongly Disagree): 21
- 2 (Disagree): 41
- 3 (Neutral): 155
- 4 (Agree): 253
- 5 (Strongly Agree): 291

**Average Score: 3.92**

**2. I derive benefits from the following:**

**Top Benefits Cited**

- Access to education – 377 (54%)
- Being affiliated with PSIA-AASI – 304 (43%)
- Pro offers/deals – 277 (40%)
- Part of the snowsports instructor community – 222 (32%)
- Earning national credentials – 205 (29%)
- More pay/benefits (at school) – 141 (20%)
- Access to industry leaders – 90 (13%)
- More job opportunities – 45 (6%)

**3. How could we increase the value to you of being part of a nationally recognized professional organization?**

**Key Findings**

Members want PSIA-AASI to leverage its national status more visibly and effectively, especially by:

- Increasing access to events. (34%)
- Expanding tangible benefits and professional recognition tied to membership. (32%)
- Promoting the brand and certification value to the public and resort operators. (30%)
- Strengthening the national identity of the organization beyond regional boundaries. (12%)
- Reducing financial barriers (16%)
- Ensuring consistency and fairness in assessments to protect credibility. (6%)

### Key Takeaways

- The strongest member priorities are better access to events, tangible benefits/recognition, and increasing public brand awareness.
- Financial concerns and regional/national structure issues also weigh in, though less frequently.
- Surprisingly, only a few responses directly cited assessment consistency, although those who did were highly critical.
- Very few mentioned job opportunities, and “other” responses were niche.
- Members with higher certification (Level III) feel the greatest benefit from national recognition.
- Level I and II members are positive as well, but with slightly lower averages.

**Interpretation:** The value of national recognition grows as members advance in their certification journey.

### ***1.2.A. Members and stakeholders experience PSIA-AASI as a welcoming, diverse, accessible, and inclusive community without undue barriers.***

#### **1. I believe the Eastern Regions creates a welcoming, diverse, accessible and inclusive community for all members? (Scale 0 – 5)**

- 0 (N/A): 9 (1.2%)
- 1 (Strongly Disagree): 19 (2.5%)
- 2 (Disagree): 25 (3.2%)
- 3 (Neutral): 111 (14.3%)
- 4 (Agree): 287 (37.0%)
- 5 (Strongly Agree): 324 (41.8%)

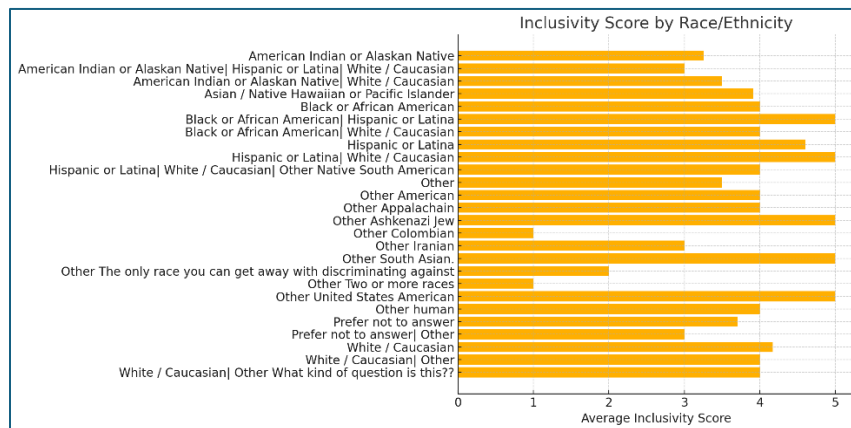
**Average score: 4.09**

**Overall Sentiment:**

The majority of respondents perceive the PSIA-AASI Eastern Region as a welcoming, diverse, accessible, and inclusive community. The average score across all members was above 4.0 on a 5-point scale.

**Key Trends by Demographic:**

What is your gender?	# Responses	Average Score
Female	218	4.04
Male	507	4.17
Non-Binary	1	3
Prefer not to answer	6	3.5



- Male respondents averaged 4.17 and female respondents averaged 4.04.
- Respondents identifying as non-binary (3.0) or “prefer not to answer” (3.5) rated inclusivity lower.
- Members identifying as racial or ethnic minorities also reported lower average scores, often in the 3.0–3.5 range.

**Comments from Low-Scoring Respondents (<3):**

- Requests for greater racial and age diversity in leadership and staffing.
- Frustration with perceived cliquishness, insider culture, or assessment gatekeeping.
- Mixed reactions to DEI initiatives: some called for more action, while others opposed such efforts outright.

- Suggestions for improved communication, more inclusive assessments, and clearer member support structures.

**Conclusion:**

While most members feel welcomed and supported, the data reveals meaningful gaps in experience for underrepresented and marginalized groups. These insights point to a need for:

- Continued focus on inclusive communication and culture-building
- A review of assessment and leadership development processes
- Thoughtful framing of DEI efforts to engage a broad spectrum of members

This feedback is both a validation of the positive work underway and a clear call to ensure that our commitment to accessibility and inclusion reaches all members—not just the majority.

***1.2.B Members have access to and utilize inspirational, well-defined, and accessible educational content and transparent pathways.***

**1. I believe PSIA-AASI provides resources that make it easier for me to be successful as a snowsports instructor? (Scale 0 – 5)**

0 (N/A): 4 (1%)  
 1 (Strongly Disagree): 15 (2%)  
 2 (Disagree): 28 (4%)  
 3 (Neutral): 144 (19%)  
 4 (Agree): 304 (39%)  
 5 (Strongly Agree): 280 (36%)

**Average score: 4.02**

**2. I believe PSIA-AASI is an important resource for my professional development (Scale 0 – 5)**

0 (N/A): 4 (1%)  
 1 (Strongly Disagree): 16 (2%)  
 2 (Disagree): 23 (3%)  
 3 (Neutral): 114 (15%)  
 4 (Agree): 265 (34%)  
 5 (Strongly Agree): 353 (46%)

**Average score: 4.17**

**3. I am satisfied with face-to-face educational offerings. (Scale 0 - 5)**

0 (N/A): 9 (1%)  
1 (Strongly Disagree): 13 (2%)  
2 (Disagree): 39 (5%)  
3 (Neutral): 142 (18%)  
4 (Agree): 276 (36%)  
5 (Strongly Agree): 291 (38%)

**Average score: 3.99**

**4. I am satisfied with online educational offerings. (Scale 0 - 5)**

0 (N/A): 13 (2%)  
1 (Strongly Disagree): 37 (5%)  
2 (Disagree): 88 (11%)  
3 (Neutral): 207 (27%)  
4 (Agree): 251 (32%)  
5 (Strongly Agree): 159 (21%)

**Average score: 3.49**

**5. I believe that PSIA-AASI events are accessible. (Scale 0 – 5)**

0 (N/A): 6 (1%)  
1 (Strongly Disagree): 18 (2%)  
2 (Disagree): 63 (8%)  
3 (Neutral): 189 (24%)  
4 (Agree): 302 (39%)  
5 (Strongly Agree): 197 (25%)

**Average score: 3.75**

**6. When asked how to make events more accessible:**

**Top Findings**

1. Location (14 mentions)
  - Requests for events closer to members' home mountains or regions (especially rural and southern areas).
  - Comments emphasized that long-distance travel makes participation prohibitive.
2. Cost (13 mentions)

- Respondents cited high costs for event fees, lodging, and travel as a major obstacle.
  - Suggestions included discounted pricing, bundled deals, or lower-cost local options.
3. Timing (12 mentions)
- A strong preference for more weekend events and flexible scheduling.
  - Members with jobs or family obligations find midweek events difficult to attend.

**When we examine the participation impact on the above scores:**

Participation	Resources Help Me Succeed	Important for Development	Face-to-Face Satisfaction	Online Satisfaction	Events Are Accessible
✗ No Ed, ✗ No Assess	3.96	4.05	3.79	3.31	3.53
✓ Ed, ✗ No Assess	4.07	4.24	4.10	3.55	3.83
✗ Ed, ✓ Assess	3.85	3.98	3.88	3.43	3.60
✓ Ed, ✓ Assess	<b>4.09</b>	<b>4.19</b>	<b>4.04</b>	<b>3.61</b>	<b>3.92</b>

**Interpretation:**

- Educational event attendance has the strongest positive impact across all five satisfaction and value metrics.
- Those who attended both educational and assessment events consistently gave the highest average scores.
- Participants who did not attend any events gave the lowest scores, especially for online satisfaction and perceived accessibility.
- Assessment-only participants gave lower ratings than educational-only participants, suggesting assessments alone may not boost perceived support or satisfaction as much.

**When we examine the respondent’s activity level (ski/ride, work or train) impact on the above scores:**

Activity	Resources Help Me Succeed	Important for Development	Face-to-Face Satisfaction	Online Satisfaction	Events Are Accessible
Days Skied/Rode	0.01	0.00	-0.01	-0.01	0.00
Days Taught	0.00	0.03	-0.03	0.06	-0.04
Days at PSIA-AASI Assessments	0.02	0.03	0.02	0.01	0.03

Activity	Resources Help Me Succeed	Important for Development	Face-to-Face Satisfaction	Online Satisfaction	Events Are Accessible
Days at PSIA-AASI Education Events	<b>0.07</b>	<b>0.12</b>	<b>0.09</b>	0.04	<b>0.09</b>
Hours in Non-PSIA-AASI Training	-0.04	0.05	-0.03	0.02	-0.05

### Interpretation:

- **Participation in PSIA-AASI education events** is the **only activity** with a consistent (though modest) positive correlation with **all five satisfaction/value measures**, especially:
  - Feeling PSIA-AASI is important for development ( $r = 0.12$ )
  - Belief in event accessibility and quality of face-to-face education
- **Other activity levels** (like skiing or general teaching volume) show **minimal to no correlation** with satisfaction. This implies that **engagement with PSIA-AASI events**—not general workload or training—is what most influences perceptions of value.
- **Non-PSIA-AASI training** shows slightly negative correlations for most scores, possibly suggesting substitution or dissatisfaction with existing offerings.

### Conclusion:

The strongest predictor of high satisfaction and perceived value is participation in PSIA-AASI educational events. Simply skiing, teaching, or training more does not independently increase positive perceptions—formal engagement with PSIA-AASI programming does.

## 7. The primary reason I joined, or stay a member of PSIA-AASI is?

Responses show a wide variety of motivations, with the most frequent themes being:

- Improving teaching skills
- Improving skiing/riding skills
- Networking with other professionals
- Advancing a snowsports career

Many responses combined two or more motivations, reflecting a multi-faceted value perception among members. The data shows that while skill improvement (both teaching and personal) is a core driver, members also value community and professional development.





**1.2.C Members have access to and utilize well-defined, transparent, and accessible leadership opportunities.**

**1. I believe PSIA-AASI gives me access to leadership opportunities at my home resort? (Scale 0 – 5)**

- 0 (Not Applicable / No Opinion): 52 (7%)
- 1 (Strongly Disagree): 26 (3%)
- 2 (Disagree): 76 (10%)
- 3 (Neutral): 195 (25%)
- 4 (Agree): 199 (26%)
- 5 (Strongly Agree): 227 (29%)

**Average Score: 3.48**

**2. I believe PSIA-AASI gives me access to leadership opportunities in the snowsports industry? (Scale 0 – 5)**

- 0 (Not Applicable / No Opinion): 33 (4%)
- 1 (Strongly Disagree): 28 (4%)
- 2 (Disagree): 74 (10%)
- 3 (Neutral): 206 (27%)
- 4 (Agree): 234 (30%)
- 5 (Strongly Agree): 199 (26%)

**Average Score: 3.52**

**3. I believe PSIA-AASI gives me access to leadership opportunities within my PSIA-AASI region? (Scale 0 – 5)**

0 (Not Applicable / No Opinion): 35 (5%)  
1 (Strongly Disagree): 27 (3%)  
2 (Disagree): 85 (11%)  
3 (Neutral): 205 (26%)  
4 (Agree): 229 (30%)  
5 (Strongly Agree): 184 (24%)

**Average Score: 3.43**

**4. I believe PSIA-AASI gives me access to leadership opportunities within PSIA-AASI nationally? (Scale 0 – 5)**

0 (Not Applicable / No Opinion): 58 (7%)  
1 (Strongly Disagree): 43 (6%)  
2 (Disagree): 117 (15%)  
3 (Neutral): 243 (31%)  
4 (Agree): 185 (24%)  
5 (Strongly Agree): 129 (17%)

**Average Score: 3.09**

**Key Trends**

- Local vs National: Scores are strongest for home resort (3.48) and industry (3.52), weaker for region (3.43), and lowest for national (3.09).
- Teaching Status Differences: Year-round instructors (both full and part-time) are more positive than seasonal or on-demand staff.
- Engagement: More participation in education events and assessments correlates with a stronger sense of leadership access.
- Age Related Differences:
  - Younger (<30) feel strong access locally, but weak regionally.
  - 40–49 are consistently the most positive across all scales, including regional and national.
  - 60+ members feel the least access, especially at the national level.
- National leadership opportunities lag behind local/industry perceptions across *all* ages.

### **1.2.D Members experience lifelong memories and friendships.**

#### **1. I believe PSIA-AASI provides opportunities for me to foster and maintain lifelong memories and friendships. (Scale 1 – 5)**

0 (Not Applicable / No Opinion): 9 (1%)  
1 (Strongly Disagree): 12 (2%)  
2 (Disagree): 34 (4%)  
3 (Neutral): 132 (17%)  
4 (Agree): 243 (31%)  
5 (Strongly Agree): 345 (45%)

**Average Score: 4.09**

#### **Key Themes:**

- Members overall strongly agree PSIA-AASI fosters friendships and lifelong memories.
- Younger (<30) and part-time seasonal instructors are the least positive, suggesting they may feel less connected socially, while members in their 30s and 70+ are the most positive.
- Education events are the strongest driver of community bonds.
- Year-round instructors and those who attend education events, score especially high, highlighting the importance of engagement in building community bonds.

#### **When asked how we may help foster and maintain lifelong memories and friendships, members said they would like more:**

- Social opportunities beyond the classroom and slope, some noted PSIA-AASI feels primarily educational rather than community-focused, in contrast to other ski/riding groups where friendships form more naturally.
- Tools to stay connected with peers after events.
- Greater attention to inclusivity and accessibility.

### **1.3.A Members are the focus of educational, operational, and strategic decisions in cooperation and collaboration with all PSIA-AASI entities.**

#### **1. I believe members are the focus of PSIA-AASI's educational, operational and strategic decisions. (Scale 1 – 5)**

0 (Not Applicable / No Opinion): 13 (2%)  
1 (Strongly Disagree): 25 (3%)  
2 (Disagree): 30 (4%)  
3 (Neutral): 180 (23%)  
4 (Agree): 297 (38%)

5(Strongly Agree): 230 (30%)

**Average Score: 3.82**

**When asked how we may improve our member’s perception that they are the focus:**

The open-text feedback reveals trust gaps. Members want:

- clearer evidence that their voices influence decisions
- fairer and more objective assessments
- broader geographic inclusion
- lower costs

Concerns about insider culture and organizational priorities surfaced repeatedly, suggesting a need for continued transparency, fairness, and communication.

***1.3.B Members benefit from communication, innovation, and the leveraging of technology among PSIA-AASI entities to streamline and enhance the member experience.***

**1. My member experience is enhanced by communication from the Eastern Region (emails, social media posts, SnowPro Newsletter)? (Scale 0 -5)**

0 (Not Applicable / No Opinion): 6 (1%)  
1 (Strongly Disagree): 14 (2%)  
2 (Disagree): 31 (4%)  
3 (Neutral): 156 (20%)  
4 (Agree): 302 (39%)  
5(Strongly Agree): 266 (34%)

**Average Score: 3.98**

**Key Takeaway:**

Communication from the Eastern Region is generally well-regarded (average just under 4.0). Older members and part-time instructors are especially positive, while younger members and full-time year-round instructors are less convinced.

**2. My member experience is enhanced by communication from the National Organization (emails, social media posts, 32 Degrees Magazine)? (Scale 0 -5)**

0 (Not Applicable / No Opinion): 8 (1%)  
1 (Strongly Disagree): 17 (2%)  
2 (Disagree): 47 (6%)  
3 (Neutral): 175 (23%)  
4 (Agree): 284 (37%)  
5 (Strongly Agree): 244 (31%)

**Average Score: 3.86**

**3. My member experience is enhanced and streamlined by the Association Management System (AMS) – member portal and online registrations? (Scale 0 -5)**

0 (Not Applicable / No Opinion): 6 (1%)  
1 (Strongly Disagree): 16 (2%)  
2 (Disagree): 27 (3%)  
3 (Neutral): 154 (20%)  
4 (Agree): 243 (31%)  
5 (Strongly Agree): 329 (42%)

**Average Score: 4.06**

**Key Takeaway:**

Members overall feel positively about the AMS member portal and online registration process, with the average above 4.0. Younger members, 30–39 in particular, report the strongest experiences, while 60–69 and part-time year-round instructors are slightly less satisfied.

**4. My member experience is enhanced by the Learning Management System (LMS) – online e-learning programs and webinars? (Scale 0 -5)**

0 (Not Applicable / No Opinion): 18 (2%)  
1 (Strongly Disagree): 40 (5%)  
2 (Disagree): 61 (8%)  
3 (Neutral): 184 (24%)  
4 (Agree): 256 (33%)  
5 (Strongly Agree): 216 (28%)

**Average Score: 3.64**

**Key Takeaway:**

Members see LMS/webinars as a helpful but not universally strong part of their experience (average score 3.64). Younger and mid-career members (30–39) rate it highest, while 40–49 and non-teaching members rate it lowest. Consistent, year-round instructors are more favorable toward online learning than seasonal or inactive members.

## 5. How hard or easy is it to find information on the Eastern Website? (0 Very Hard – 5 Very Easy)

0 (No Opinion): 5 (1%)  
1 (Very): 31 (4%)  
2 (Hard): 67 (9%)  
3 (Neutral): 212 (27%)  
4 (Easy): 312 (40%)  
5 (Very Easy): 148 (19%)

**Average Score: 3.60**

### Key Takeaway:

Members overall lean positive (average 3.6), but fewer than half rated the site “very easy” or “easy.” The website scores lower than AMS (4.06), suggesting room for usability improvements. Active instructors (especially seasonal) are the most critical, while non-teaching members are more satisfied.

## 6. Do you contact Eastern Region Member Services to manage your membership or register for events?

**Yes:** 412 members (52.9%)  
**No:** 363 members (47.1%)

### Key Takeaway:

Contacting staff doesn’t seem tied to whether members find the AMS or website easy or hard to use—suggesting members may reach out for reasons beyond just navigation (e.g., preference for personal support, questions about events or dues).

Members who contact staff tend to be more active instructors: teaching more days and attending more education events.

- Older members (60–69 and 70+) are much more likely to contact Member Services (67% of the “Yes” group is 60+).
- Younger members (<40) are far less likely to contact staff—most manage things online themselves.
- Mid-career members (40–59) fall in the middle.

**7. Is there something we could add or change with our online systems that would allow you to service yourself without calling the office? (yes or no)**

**Yes:** 65 members (15.8%)

**No:** 347 members (84.2%)

**If Yes, please describe what we could add or change:**

Most suggestions focus on:

- making online registration easier and more self-service, especially the ability to cancel or change registrations online
- streamline instructions
- add better search/sort tools
- smaller set of comments asked for improved communication (reminders, newsletters, listing examiners) and system reliability improvements.

**8. Annual and Quarterly Automatic Payment features make it easier to maintain my membership? (Scale 0 – 5)**

0 (Not Applicable / No Opinion): 118 (15%)

1 (Strongly Disagree): 29 (4%)

2 (Disagree): 58 (7%)

3 (Neutral): 135 (17%)

4 (Agree): 172 (22%)

5(Strongly Agree): 263 (34%)

**Average Score: 3.29**

**Key Takeaway:**

While many members (263) strongly agree that auto-pay features help, the overall average (3.29) is lower than other systems questions. Younger and regularly active instructors value it most, while older members and those not actively teaching see less benefit.

**9. If we offered a text message service to keep you up-to-date on the latest changes to our schedule, would you use it?**

**Key Themes**

**1. Yes/Interested**

- “Yes,” “sure,” “absolutely,” “I would use this.”
- Viewed as a good supplement to email.

**2. Conditional Use**

- Weather/event cancellations or changes (most common request).
- Event reminders (location, coach, logistics).
- Last-minute opportunities near me.
- Membership dues reminders.

**3. No/Not Interested**

- Don't want more texts, prefer email.
- Concern about overload of communication.

**10. What would you like to see on the event poster?**

- Assessment Events
- Educational Opportunities
- How to access PSIA-AASI Systems
- Images of friends and colleagues
- Tips/Tricks

***1.3.C Members benefit from resources generated by the cultivation of non-dues revenue and partnerships.***

**1. I supported the Eastern or National Education Foundations to help support member scholarships? (yes or no)**

**Yes:** 134 members (17.5%)

**No:** 631 members (82.2%)

**2. I received an Eastern or National scholarship this season? (yes or no)**

**Yes:** 45 members (5.9%)

**No:** 724 members (94.1%)

**Key Takeaway:**

- Donations are strongly age-driven: older members are much more supportive of scholarships.
- Seasonal instructors (who may feel the value of scholarships most directly) donate at higher rates.
- Younger and full-time year-round instructors contribute the least.



***Specific questions for Employees of PSIA-AASI Eastern Education Staff or Development Team:***

**1. Are you a member of our PSIA-AASI Eastern Education Staff or Development Team?**

**Yes:** 33 members (4.3%)  
**No:** 742 members (95.7%)

**2. Do you feel support from the Eastern Office in evaluating the national standards in the assessment process? (Scale 0- 5)**

0 (No Opinion): 0 (0%)  
1 (No): 1 (3%)  
2: 0 (0%)  
3: 3 (9%)  
4: 4 (12%)  
5(Definitely): 25 (76%)

**Average Score: 4.39**

**3. Do you feel support from the PSIA-AASI National office in evaluating the national standards in the assessment process? (Scale 0 -5)**

0 (No Opinion): 2 (6%)  
1 (No): 1 (3%)  
2: 3 (9%)  
3: 5 (15%)  
4: 10 (30%)  
5(Definitely): 12 (36%)

**Average Score: 3.70**

**4. Do you believe the assessment process effectively evaluates the member's skills sets? (Scale 0 -5)**

0 (No Opinion): 1 (3%)  
1 (No): 0 (0%)  
2: 4 (12%)  
3: 6 (18%)  
4: 11 (33%)  
5(Definitely): 11 (33%)

**Average Score: 3.79**

### **Key Takeaway:**

A majority of employees (22 out of 33) believe the assessment process effectively evaluates member skills (ratings 4–5), but there’s also a notable minority (10 respondents, ~30%) who are neutral or disagree—showing room for improvement in confidence around assessment validity.

While most employees rated the assessment process as effective (avg. 3.79), those who offered written comments were highly candid. They pointed to the need for greater training support, simpler and more practical assessment forms, higher overall standards, and better structure of multi-day exams. The feedback suggests that while confidence in the process is relatively high, employees want it to feel less academic and more directly tied to teaching and skiing performance.

It is important to note that these results should be interpreted with **caution**. While the questions were intended for Education Staff/Development Team members, we believe some responses may have come from members who are not currently part of the staff (for example, individuals without Level III certification, which is a requirement for staff service). This could explain the presence of unusually critical comments and lower scores from individuals not likely to have direct responsibility for delivering assessments.

### **When comparing employee responses with the larger sample set, employees of PSIA-AASI:**

- Employees are consistently more positive about leadership, friendships, communication, and online systems.
- The biggest gap is in leadership opportunities—employees feel they have much more access than regular members.
- The only area where employees are less positive is automatic payments (likely because they are less reliant on those systems, or have different membership arrangements).

### **Specific questions for Managers/Directors**

**Yes:** 58 members (7.5%)

**No:** 717 members (92.5%)

#### **1. PSIA-AASI provides value to my school? (Scale 0 – 5)**

0 (No Opinion): 1 (2%)

1 (No): 1 (2%)

2: 2 (3%)

3: 7 (12%)

4: 19 (33%)

5(Definitely): 28 (48%)

**Average Score: 4.17**

#### **2. The size of my snowsports school has changed in the last year. (Scale – smaller to larger)**

0 (No Opinion): 0 (0%)

1 (Much Smaller): 1 (2%)

2 (Smaller): 22 (38%)

3 (No Change / Neutral): 18 (31%)

4 (Larger): 9 (16%)

5(Much Larger): 8 (14%)

**Average Score: 3.02**

#### **What do you attribute that to?**

Directors/Managers attributed **growth** mainly to proactive recruiting, positive team culture, and new management initiatives.

**Declines** were tied to difficulty hiring, aging staff, and reduced demand for lessons.

A number of schools reported no significant change.

#### **3. My percent of certified instructors has changed in the last year. (Scale – fewer to more)**

0 (No Opinion): 0 (0%)

1 (Much Fewer): 6 (10%)

2 (Fewer): 10 (17%)

3 (No Change / Neutral): 23 (40%)

4 (More): 12 (21%)

5(Much More): 7 (12%)

**Average Score: 3.07**

**What do you attribute that to?**

Directors/Managers cited cost, time, and complex requirements as the biggest barriers to certification growth, especially for younger or part-time instructors. They also pointed to turnover and aging out as limiting factors.

On the positive side, schools that actively promote certification, recruit certified staff, and encourage training reported increases.

**4. I am confident the Level I process affirms instructors are prepared to teach in the:**

**Beginner/Novice Zone:** Avg. **4.17** (strong confidence)

**If you are not confident of the assessment process in any of these zones, please explain why not.**

Directors/Managers generally agree that Level I works well for preparing instructors to teach beginners. They view it as a foundation stage that must be built upon with experience and further certification.

Concerns also included inconsistency across examiners and the perception that the process has become overly academic or task-driven rather than focused on practical teaching outcomes.

**5. I believe having PSIA-AASI trained or certified instructors has a positive effect on overall guest experience. (Scale 0 – 5)**

0 (No Opinion): 0 (0%)  
1 (Strongly Disagree): 0 (10%)  
2 (Disagree): 1 (2%)  
3 (No Change / Neutral): 7 (12%)  
4 (Agree): 17 (29%)  
5(Strongly Agree): 33 (57%)

**Average Score: 4.41**

**6. I believe PSIA-AASI gives employees more skills to be successful. (Scale 0 -5)**

0 (No Opinion): 0 (0%)  
1 (Strongly Disagree): 0 (10%)  
2 (Disagree): 1 (2%)  
3 (No Change / Neutral): 8 (14%)  
4 (Agree): 15 (26%)

5(Strongly Agree): 34 (59%)

**Average Score: 4.41**

**7. I believe PSIA-AASI trained or certified instructors increase the rate of return or conversion rate for our guests. (Scale 0 – 5)**

0 (No Opinion): 0 (0%)

1 (Strongly Disagree): 1 (2%)

2 (Disagree): 3 (5%)

3 (No Change / Neutral): 8 (14%)

4 (Agree): 30 (52%)

5(Strongly Agree): 16 (28%)

**Average Score: 3.98**

**8. I believe having PSIA-AASI certified instructors improves retention of instructor staff from year to year. (Scale 0 – 5)**

0 (No Opinion): 2 (3%)

1 (Strongly Disagree): 0 (0%)

2 (Disagree): 5 (9%)

3 (No Change / Neutral): 10 (17%)

4 (Agree): 23 (40%)

5(Strongly Agree): 18 (31%)

**Average Score: 3.83**

**9. I believe PSIA-AASI curriculum increases safety awareness. (Scale 0 – 5)**

0 (No Opinion): 0 (0%)

1 (Strongly Disagree): 1 (2%)

2 (Disagree): 2 (3%)

3 (No Change / Neutral): 12 (21%)

4 (Agree): 21 (36%)

5(Strongly Agree): 22 (38%)

**Average Score: 4.05**

**10. Indicate the percentage of your instructors who are PSIA-AASI certified at some level. (Scale 0 – 100%)**

**Average:** 47% certified

**Median:** 50% certified

**Range:** 2% – 100%

**25th percentile:** 34%

**75th percentile:** 61%

### 11. My school offers higher compensation for certified instructors? (yes or no)

**Yes:** 51 members (88%)

**No:** 7 members (12%)

### 12. My school pays or reimburses for PSIA-AASI assessments, dues and/or education events?

- Assessment – only when successful: 35 (60%)
- Dues: 12 (21%)
- Education Events: 5 (9%)
- Assessments – all (regardless of outcome): 4 (7%)
- Multiple categories (Assessment + Events + Dues): 2 (3%)

#### When comparing assessment reimbursement with certification rates, key takeaway are:

- Schools that reimburse across multiple categories (assessments, events, dues) have the highest percentage of certified instructors.
- Schools that reimburse only for education events have the lowest certification rates.
- The most common policy—reimbursing only for successful assessments—is associated with about 50% certification levels, close to the overall average.
- **Interpretation:** This suggests that more generous reimbursement policies may be linked to higher certification levels among instructors.

### 13. I use the Association Management System's (AMS) Member School features to maintain my school roster? Yes or no

**Yes:** 18 (33%)

**No:** 39 (67%)

#### Key Takeaway:

They believe that certification and training have a direct, positive impact on their schools, with high agreement that certified instructors improve guest experience, staff skills, and safety awareness. Many also noted that certification supports staff retention and guest return, though with slightly less conviction.

Confidence in the Level I process is strong for preparing instructors to teach beginners, but much weaker when it comes to readiness for the intermediate zone—indicating Directors see Level I as an effective foundation, but not sufficient beyond entry-level teaching. They

also highlighted barriers that limit certification growth, particularly cost, time, and complexity for younger or part-time instructors.

Directors reported satisfaction with PSIA-AASI's communications and found value in AMS and LMS tools, though most do not yet use the AMS school portal to manage rosters, suggesting room for improvement in training or usability. While a small number of critical responses reflected vague or atypical perspectives (likely from members who are not school leaders), the overall sentiment is clear: Directors and Managers see PSIA-AASI as a vital partner in enhancing professionalism, strengthening their staff, and improving the guest experience.

When reviewing the Director/Manager subset of questions, most responses appeared consistent with the responsibilities and perspectives of school leadership, providing valuable insights into school size, certification levels, and compensation practices. However, because participation in this section was self-selected, it is possible that a small number of responses came from members who are not currently serving in a Director or Manager role. In some cases, the tone or brevity of the comments suggested the perspective of an individual instructor rather than a school leader.

This does not diminish the value of the feedback, but it does mean that results in this section should be interpreted as **directional rather than definitive**. The overall trends remain clear and helpful, while recognizing that a few responses may reflect broader member sentiment instead of the official position of a school director.

**When comparing Director/Manager responses with the larger sample set, employees of PSIA-AASI:**

Directors and Managers expressed a strong and generally favorable opinion of PSIA-AASI.

**Demographic Information:** Please share the following information to help us determine if we are meeting your needs as a member and to help us plan for the future.

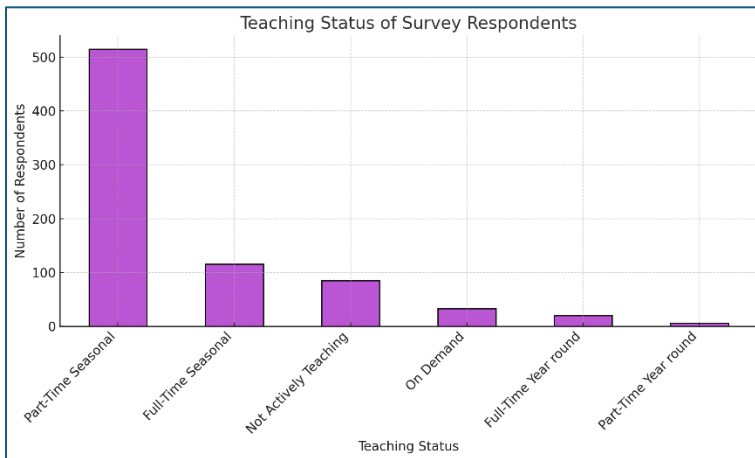
**1. Highest Level of PSIA-AASI Certification obtained (level I, II, III)**

- **Level I:** 305 respondents
- **Level II:** 249 respondents
- **Level III:** 201 respondents
- **No response:** 20 respondents

**2. Primary Discipline**

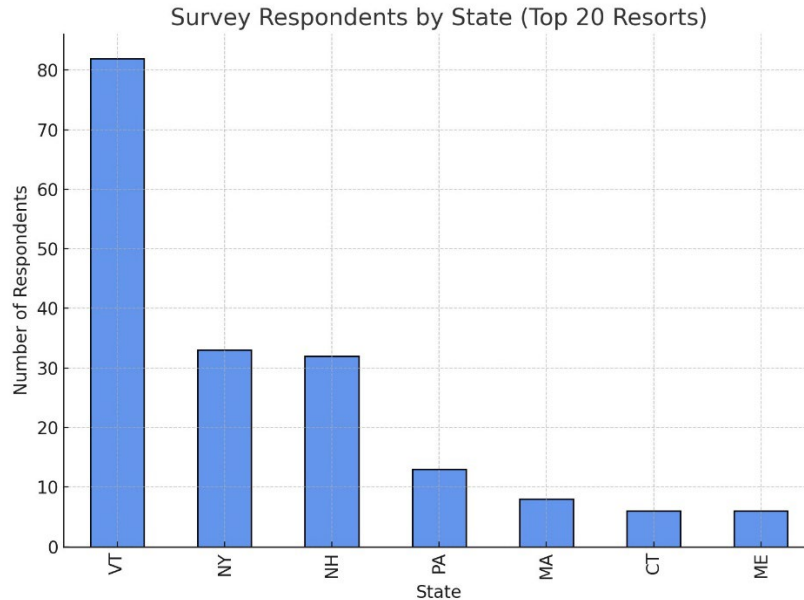
- **Alpine:** 638 respondents (approximately 82%)
- **Snowboard:** 80 respondents
- **Adaptive:** 34 respondents
- **Telemark:** 19 respondents
- **Classic/Skate - Cross Country:** 4 respondents

**3. Teaching Status (full time, part-time, on-demand, not actively teaching)**



**4. Name of your home resort**





Here's a bar chart showing survey respondents by state (based on the top 20 resorts we mapped):

- Vermont (VT) dominates responses, with strong representation from Mount Snow, Okemo, Killington, Stowe, Sugarbush, Stratton, and Hermitage.
- New York (NY) is also significant, with Windham, Belleayre, Hunter, and Kissing Bridge.
- New Hampshire (NH) contributes a solid group with Pats Peak, Gunstock, Loon, and Waterville Valley.
- Massachusetts (MA), Pennsylvania (PA), Connecticut (CT), and Maine (ME) round out the rest.

## Home Resort and Member Experience

When we correlate respondents home resort to certification we see a clear divide: larger destination resorts tend to have higher certification penetration, while smaller/local areas have much lower levels.

Survey results show that a member's home resort influences how they experience and value PSIA-AASI. Resorts with a higher percentage of certified instructors, such as Stowe and Belleayre, tend to report stronger satisfaction with resources, events, and community. Other resorts with moderate certification levels, like Mount Snow, Pats Peak, and Windham Mountain Club, also demonstrate strong member satisfaction—highlighting that a positive culture and strong local leadership can be just as important as certification density.

At the same time, some resorts with comparable certification rates, such as Whitetail, report lower satisfaction, suggesting that other factors—such as access to events, school

practices, or communication—also play a critical role in shaping how members perceive their relationship with the organization.

Overall, while certification levels appear to support satisfaction, the data suggests that **local context matters**: members' connections to PSIA-AASI are shaped by a combination of professional development opportunities, the strength of their school community, and the accessibility of Eastern Region resources and events.

Looking at the responses from leaders at some of these resorts we see clear trends are validating those patterns:

- At high-performing resorts, both members and managers describe strong support, culture, and satisfaction.
- At more challenged resorts, managers and members both highlight barriers (cost, time, retention).

Further looking at Ed Staff responses they tend to amplify the patterns we see from members at the same resorts:

- At strong, supportive resorts, both groups are very positive.
- At resorts with lower satisfaction, Ed Staff still rate things a bit higher, but they echo some of the same concerns.

This reinforces that the Ed Staff subset, while small, provides valid directional insights that are consistent with the broader membership base at their home resorts.

## 5. Estimate the total number of days you ski/rode this season?

- **Number of respondents:** 775
- **Average (mean):** 51 days
- **Median (50th percentile):** 49 days
- **25th–75th percentile range:** 30 to 65 days
- **Maximum reported:** 150 days
- **Minimum reported:** 0 days

## 6. Estimate how many days you taught this season?

- **Number of respondents:** 775
- **Average (mean):** 30 days
- **Median (50th percentile):** 26 days
- **25th–75th percentile range:** 15 to 40 days
- **Maximum reported:** 350 days
- **Minimum reported:** 0 days

**7. How many days did you participate in PSIA-AASI Assessments (Exams) this season?**

- **Number of respondents:** 775
- **Average (mean):** 0.71 days
- **Median:** 0 days
- **75% of respondents:** participated in 0 days of assessments
- **Maximum reported:** 28 days

**8. How many days did you participate in PSIA-AASI Education Events this season?**

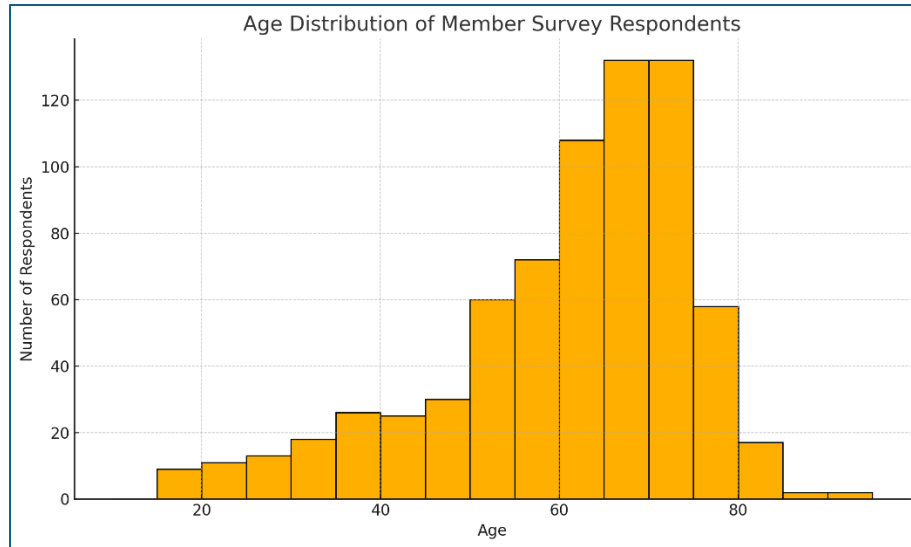
- **Number of respondents:** 775
- **Average (mean):** 2.87 days
- **Median:** 2 days
- **25th–75th percentile range:** 0 to 4 days
- **Maximum reported:** 52 days

NOTE: These numbers include our Ed Staff which would explain the maximum reported of 52.

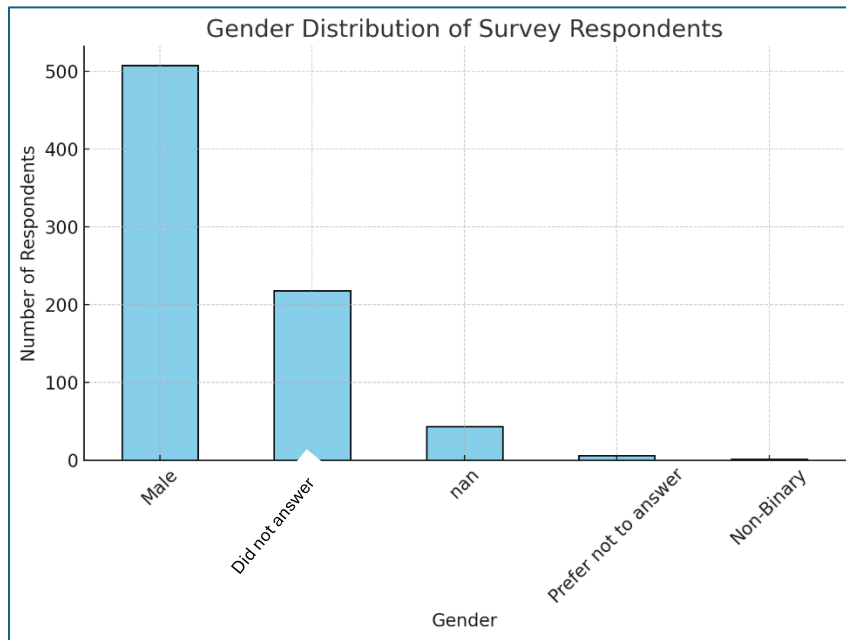
**9. Estimate how many HOURS you participated in other (non PSIA-AASI) training this season?**

- **Number of respondents:** 775
- **Average (mean):** 21.5 hours
- **Median:** 12 hours
- **25th–75th percentile range:** 3 to 25 hours
- **Maximum reported:** 700 hours

**10. What is your age?**



**11. What is your gender?**



**12. Which race/ethnicity best describes you?**

- **White / Caucasian:** 648 respondents (approximately 84%)
- **Prefer not to answer:** 34
- **Asian / Native Hawaiian or Pacific Islander:** 12
- **Other:** 6
- **Hispanic or Latina:** 5
- **American Indian or Alaskan Native (alone or in combination):** 8

- **Black or African American:** 2
- **No response:** 41

**13. If you would like, please provide any additional information for how we may increase our value to you.**

**Key Themes & Representative Quotes**

**1. Event Access & Policies**

- More refund flexibility when illness prevents attendance.
  - *“During events, allow those who have to cancel due to illness to receive a refund, even if it requires a note from a doctor.”*
- More geographic access to higher-level assessments.
  - *“Please provide more Alpine Level 3 preparation and/or exam opportunities in the PA/MD area.”*
- Additional evening/weekend events for working parents.

**2. Certification & Assessment Process**

- Concerns about assessments being too rigid or shifting standards.
  - *“I believe you can be a VERY good instructor and not pass the Level II assessment. To me, this means there’s something missing from the process.”*
- Interest in new specialties.
  - *“I would love a teaching seniors certification.”*
- Suggestions like banking portions of assessments to ease retesting.

**3. Cost, Support, & Reimbursement**

- Requests for lower costs on assessments and preps.
- More school reimbursement options (not all schools cover dues or events).
- Financial strain cited for younger and part-time instructors.

**4. Awareness & Promotion**

- Better promotion of PSIA-AASI credentials to the public.
  - *“Make the general public more aware of certifications and standards and why it would be beneficial to have a certified instructor.”*
- More promotional materials for schools.

**5. Inclusivity & Culture**

- A handful of comments highlighted frustration with DEI language (e.g., “non-binary”), showing resistance among a minority.

- Others praised personal connections and staff responsiveness.
  - *“Melissa Skinner is the most amazing person in the Eastern Region in making personal connections to all members who reach out to the office.”*

## **6. Praise & Positive Feedback**

- Some thanked the organization for opportunities.
  - *“Thank you for trying to be better today than yesterday.”*
  - *“Great job on the survey and thanks for all the opportunities you provide.”*

## **Member Kudos from Survey Responses**

- *“The most amazing person in the Eastern Region in making personal connections to all members who reach out to the office.”*
- *“Kudos — you’re crushing it.”*
- *“Rocks!”*
- *“I appreciate the increased communication and reach out since new leadership stepped in.”*
- *“The leadership team in the Eastern Region is doing a fabulous job!”*
- *“Great job on the survey and thanks for all the opportunities you provide.”*
- *“Keep up your great work! We love PSIA! We’re always trying to recruit new members and instructors.”*