

PSIA-AASI Executive Summary

Winter 2016/2017 Survey Wave 1, Year 2

“PROFESSIONAL ISSUES” SURVEY

- 1. Professional identity:** Similar to past waves of the survey, most members consider snowsports instruction to be a hobby, job that earns them extra money, or a secondary career (76%). Fewer consider it to be a primary career (16%). Additionally, most identify their job as instructors to be a part-time position (63%). Almost all find their job to be very or somewhat rewarding (99%), and a strong majority are optimistic about the state of snowsports today (80%). These findings have been consistent through each wave of the survey over the past 12 months.
- 2. On the job – satisfaction continues to lag in 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 (16% and 39% are satisfied, respectively). Also similar to past waves, instructors are generally satisfied with other aspects of their jobs, including their relationship with co-workers (85%), the level of joy and meaning they find in their work (83%), their clients/customers (78%), their job overall (73%), and personal safety (67%).
- 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 skiing/riding skills (57%), expanding their teaching skills/level of expertise (54%) and personal considerations, such as work-life balance, family commitments, etc. (40%). Members also frequently listed the need to keep up-to-date with new developments and trends in snowsports (35%) and to maintain or build their reputation as an instructor (29%). Consistent with these findings, most members identified their reasons for belonging to PSIA-AASI as a desire to enhance skiing or riding skills (42%), enhance their teaching skills (39%), and/or to maintain PSIA-AASI certification (33%).
- 4. Satisfaction with PSIA-AASI benefits:** As in previous waves of the survey, satisfaction is highest with *32 Degrees* (73%), *Pro Deals* (71%), face-to-face educational offerings (61%), and the *Accessories Catalog* (60%). Members have the least amount of satisfaction with promotion to the public about PSIA-AASI members (19%), social media (21%), promotion to resort management about PSIA-AASI members (24%), the PSIA-AASI online community (32%), and online education offerings (40%).
- 5. Member profile:** Most member respondents have worked in snowsports for over 10 years (63%) and are between the ages of 50 – 69 (61%). They have a 4 year degree (43%) or Masters Degree (30%). Membership is less diverse than the country as a whole - most are



look



learn



plan



deliver

Caucasian/White (87%) and male (70%). Thirty-six percent (36%) hold a household income of over \$100,000. They generally instruct in alpine (87%), while significant proportions also instruct snowboarding (37%), and adaptive (26%). Notably, these demographic characteristics trend very closely with past iterations of the Professional Issues surveys.

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 winter 2016/2017 wave of the survey, which included responses from 57 directors.

1. **Characteristics of directors:** Nearly all school directors have worked in snowsports for over 10 years (90%). The vast majority instruct in alpine (94%), while many also instruct in snowboarding (60%), telemark (44%), adaptive (41%) and cross country (37%). A strong majority are either very (23%) or somewhat optimistic (65%) about the state of snowsports today.
2. **PSIA-AASI certification:** Snowsports school directors hold strong, positive opinions towards PSIA-AASI certification. Nearly all agree that schools value the certification (86%), that PSIA-AASI certification and training is valuable and maintains national standards (85%), and that PSIA-AASI certifications are the industry's premier standards of competence (75%). Additionally, most agree that high standards of certification are upheld consistently across the country (58%).
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 credential in distinguishing instructors (82%), making it easier for their employees to be successful (79%), enabling their school to provide better customer service (75%), and the overall success of PSIA-AASI in providing increasing value to their school (73%).
4. **Primary benefit of PSIA-AASI:** When asked an open-ended question regarding the primary value that their school receives from being a Division member, school directors indicated a variety of benefits, including education and training, insurance, certification, and the ability to establish their school's credibility with students.

