

**National
Office
Memo # p11-06**

**Education
Dept.
Memo #p11-01**

DATE: February 25, 2011

**TO: ASEA Board of Directors
Division Presidents
Division Executives
2012 Team Taskforce
ASEA Teams and Coaches**

INFORMATION COPIES TO: PSIA-AASI Membership via web posting

FROM: ASEA Education Department

SUBJECT: 2012 PSIA-AASI Team Update

This communication is to provide information for those interested in the 2012 PSIA-AASI Team selection process. This document provides an overview of the Team Member role, areas that a team member functions in, and requirements for candidates and those selected as a team member. Further information regarding the selection process and team agreements will be released as they are ready.

**Professional Ski Instructors of America-American Association of Snowboard Instructors
TEAM MEMBER DESCRIPTION**

SUMMARY: This is a skilled educational role focused on meeting the objectives and priorities for the Education, Marketing, and Communications departments of PSIA-AASI. The primary audience for the materials, products, training and information delivered by the team will be the PSIA-AASI membership. Following are priority outcomes for team member activities:

- Improve and inspire members by delivering high quality, engaging training and feedback.
- Strengthening of the personal and professional connection and engagement between the individual(s), or organization, and PSIA-AASI.
- Improve and inspire members and those around them indirectly through leading by example and encouraging improvement and personal development.

Following are functional areas a team member will operate in:

Education: The PSIA-AASI Team will assist the Education Department in the development and delivery of high quality snowsports education materials, products and training

Marketing: The PSIA-AASI Team will assist the PSIA-AASI Marketing Department in communicating, promoting and supporting the association's message, value, and initiatives to a variety of audiences.

Communications: The PSIA-AASI Team will serve as a conduit for information to, and between, the PSIA-AASI staff, leadership, divisions, members, and other stakeholder groups and individuals.

QUALIFICATIONS / REQUIREMENTS: Candidates for the team must meet the following criteria prior to the selection process:

- U. S. citizenship prior to attending the selection.
- PSIA or AASI Level III certification.
- Specialized children’s education as evidenced by participation in an approved divisional children’s program, or by evidence of an equivalent credential, prior to participation in team selections.
- Ski or snowboard educator, coach, or engaged in an occupation requiring advanced professional education, daily engagement in snowsports as a profession, and the depth of experience that comes with many seasons of devotion and dedication to the profession of snowsports teaching and coaching.

Candidates are expected to meet the criteria indicated in this section prior to submission of their application.

QUALITY EXPECTATIONS: Team members will demonstrate a commitment to delivering high quality service in all functional areas including the ability to perform independently in these areas. This will include pursuit of activities to enhance personal and professional growth for self and others; demonstrating a commitment to learning and improvement; is organized, efficient, and effective; is responsive, flexible, reliable, and dependable.

ESSENTIAL FUNCTIONS & COMPETENCIES:

Education

- Deliver and present materials, products, training, and information through in-person training sessions, written and multimedia materials and training, and formal and informal communication with the membership.
- Identify potential volunteers and future leaders; assist in leadership development, and in communicating volunteer and development opportunities to the membership.
- Align training, information, and communication from the team with the Education department’s goals of quality improvement and quality assurance to:
 - Maintain and strengthen the value and credibility of PSIA-AASI’s snowsports education and credentialing programs, products, and services.
 - Improve the PSIA-AASI membership’s perception of a unified organization.
 - Provide members with information and tools they need, when they need it, in the format that they need it in.
 - Develop, increase, and reinforce stakeholder relationships with PSIA-AASI.

- Collaborate with the PSIA-AASI Education Department, PSIA-AASI and snowsports industry leaders and subject matter experts to:
 - Review and recommend revisions to PSIA-AASI snowsports education resources during the development, review, and revision processes.
 - Research and develop new snowsports instruction resources.
 - Develop and implement shared snowsports education initiatives with PSIA-AASI industry partners.

Marketing

- Team members will be an advocate for the association through promotion of PSIA-AASI's values, value, resources, and member benefits to the membership, member schools and divisions for the purpose of member recruitment and retention.
- Promote and support PSIA-AASI's value to official suppliers, industry partners, and the greater snowsports industry.
- Promote and communicate the value of the snowsports lesson experience driving snowsports guest recruitment and retention initiatives.

Communications

- Contribute to 32 Degrees, the www.TheSnowPros.org website, division and other snowsports publications.
- Participate in The PSIA-AASI Community and other online social media outlets.
- Production of written and multimedia content for PSIA-AASI partners.
- Serve as technical reviewer.
- Serve as content expert knowledgeable about industry trends, international snowsports instruction, and general adult learning principles.
- Be available for media requests.
- Seek out and develop relationships with the international snowsports instruction and coaching community.

Thank you for your interest in the 2012 PSIA-AASI Team. Please contact the PSIA-AASI Education Department by email with any questions at education@TheSnowPros.org We look forward to selecting an exciting, high quality team in 2012!