We filled our 2020-21 season with many firsts. It was our first year with a female chair of the Board of Directors, the first season of navigating a pandemic, and the first year your board approved national standards that incorporate consistent teaching and people skills across the snowsports disciplines. We planned for some firsts, like updates to our national standards developed around the Learning Connection Model that would align our processes to create a clearer pathway to certification. Others, like the COVID-19 pandemic, we clearly weren’t expecting.

Through each of these firsts, our members and leaders collaborated across the country to bring everyone closer together and to provide you increased value as a member. For example, it was important to find ways for us to safely come together while keeping a focus on education. So, PSIA-AASI created more digital learning resources. Other initiatives, like the creation of a Diversity, Equity, and Inclusion Task Force (now Equity and Inclusion Advisory Group), guided our efforts to use training and people skills to make snowsports a welcoming place for everyone.

Challenges we faced together highlighted our strengths as a community and an education association. One metric indicating our success is member retention, which dipped only .6% – a strong showing in a season full of unknowns.

Your commitment to helping others learn, and participating in continuing education for your own learning, has helped our tight-knit community endure – and thrive – during a unique season. Thank you for being a member and part of our community – we’re committed to your continued success.

MESSAGE FROM CHAIR AND CEO

71% OF NEW MEMBERS LEARNED ABOUT PSIA-AASI FROM ANOTHER INSTRUCTOR.

WHY DO YOU TEACH SNOWSPORTS? HERE IS WHAT YOU HAD TO SAY…

Information in this report was collected from the 2021 PSIA-AASI Member Survey, which was sent to more than 30,000 members.
The organization navigated the 2020-21 fiscal year in an amazing way to provide ever-increasing services to our members AND improve its financial health! The graph below shows our continued commitment to building investments and reserves for the long-term fiscal health of the organization. The 2020-21 season kicked-off with an uncertain start due to the pandemic, but rallied toward the end of the season as more of the economy opened up, allowing many of the organization’s events and programs to occur. PSIA-AASI remains poised for a healthy financial future, while continuing to develop exceptional education and certification resources.

John May
PSIA-AASI Treasurer

**INCOME**

- **Dues** 54%
- **Courses & Seminars** 9%
- **Sponsorships & Publications** 16%
- **Sales** 12%
- **Investments** 9%

**EXPENDITURES**

- **Salaries** 43%
- **Cost of Sales** 12%
- **Depreciation** 4%
- **General & Administrative** 15%
- **Marketing & Publications** 8%

**COVID-19 RESPONSE**

In response to the COVID-19 pandemic, PSIA-AASI released *Navigating the 2020-21 Snowsports Season*. This is a resource that member schools and our community used to help keep instructors and guests healthy.

**Many of you were highly satisfied with PSIA-AASI’s overall response to the COVID-19 pandemic.**

**FAVORITE MEMBER BENEFITS:**

- 32 Degrees magazine
- Pro Deals
- PSIA-AASI Catalog
- In-person educational events

**FIRST CHAIR PODCASTS**

PSIA-AASI produced over 80 podcasts, with more than 127,300 total plays.

The top tracks:

- Part 1 – Family Group Lesson Strategies with Brian Smith (2,202 plays)
- Nick Herrin Chats COVID & Reopening the Ski Season (1,784 plays).

Listen now!
PSIA-AASI worked with 50 Official Suppliers, who represent more than 70 brands.

**OFFICIAL SUPPLIERS WHO JOINED LAST SEASON**

**PSIA-AASI OFFICIAL SUPPLIERS**

The partnership gives you — and your family — access to memberspecific pricing on our industry’s most innovative performance apparel and gear. The North Face is committed to introducing the next generation of athletes to snowsports safely and responsibly, and the partnership supports PSIA-AASI’s education initiatives.

**THE NORTH FACE: NEW OUTERWEAR/BASELAYER OFFICIAL SUPPLIER**

**MAKE SNOWSPORTS MORE INCLUSIVE AND WELCOMING**

Diversity, Equity, and Inclusion Task Force

As an organization, employer, and leader in the snowsports industry, it’s imperative PSIA-AASI lead the way in fostering a safe, joyful, and accessible mountain environment. We created a DEI Task Force (now named the Equity and Inclusion Advisory Group), which is committed to addressing barriers to access, inclusion, and leadership. Efforts on this front are ongoing with continued education for leaders and staff through webinars and follow-up training opportunities.

Visit tiny.cc/DiversityEquityInclusion to learn more about:

- PSIA-AASI’s Commitment Statement
- Actions Taken
- Plans Underway
- Education Resources
- How to Get Involved

**Women Belong on the Mountain Report**

The Women Belong on the Mountain Report was released in Spring 2021 and details how the snowsports industry can support women’s professional development.

**MOVE UNITED PARTNERSHIP**

PSIA-AASI joined Move United as an Inclusion Champion. Move United is a leader in community adaptive sports. This partnership helps us provide more access and inspiration to adaptive athletes across the country. It also directly supports PSIA-AASI’s commitment to equity and inclusion.

**PROTECT OUR WINTERS PARTNERSHIP**

PSIA-AASI partnered with Protect Our Winters (POW) to drive climate advocacy education initiatives. This means you have more access to POW’s education programming that focuses on sustainability topics in the snowsports industry.

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UPHILL TRAVEL VIDEOS

PSIA-AASI partnered with REI Co-op to create a series of videos on uphill travel that featured alumni team members Grant Bishop (telemark) and Brennan Metzler (snowboard).

Watch videos on the Uphill Travel Tips page!

NEW EDUCATION RESOURCES

Certification Standards Update

PSIA-AASI rolled out new certification standards for the alpine, cross country, and snowboard disciplines and Children’s Specialist credential standards. Updated certification standards assess for the same teaching and people skills fundamentals for increased consistency and alignment across disciplines.

Webinars

Online learning – including webinars, online clinics, and e-learning courses – took off and many instructors shifted to digital learning last season. In addition to division webinars – PSIA-AASI National hosted over 75 webinars.

Kids’ Activity and Coloring Book

PSIA-AASI released the Kids’ Activity and Coloring Book to help you teach kids how to be safe and have fun learning to ski and snowboard AND provide families tips to show them the value of signing their kids up for a lesson. PSIA-AASI sold over 1,700 copies of the book.

New website (May 2020) makes it easier for you to find education events and webinars to meet your education goals.

NEW MEMBER PORTAL

Your new member portal makes it easy for you to view your education and event history, invoices, and digital membership card. You can also update your contact information including email, phone number, or mailing address, and change your communication preferences.

You can make a gift to the Education Foundation general fund or specific scholarships: The Certification Specialist Track Scholarship, The Nancy Oakes Hall Women’s Scholarship, the Small Schools Scholarship, the Veterans Workforce, and the Women of Winter Scholarship. Learn more at tiny.cc/EdFoundation.
NEW PSIA-AASI NATIONAL TEAM!

After a one-year delay due to COVID-19 restrictions, PSIA-AASI selected a new national team. These members represent our association at the highest level and serve you and member school’s educational goals. Use this code to meet the team.

MEMBER DEMOGRAPHICS

Learn more about other members to see who makes up the PSIA-AASI community.

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<th>AGE</th>
<th>2018</th>
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LENGTH OF MEMBERSHIP

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<tr>
<td>11 to 20 years</td>
<td>15%</td>
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<tr>
<td>21 or more years</td>
<td>33%</td>
<td>34%</td>
<td>31%</td>
<td>30%</td>
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PROFESSIONAL DESIGNATION

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<th>2021</th>
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<tr>
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<td>FS1</td>
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<tr>
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<td>Alpine Adaptive II</td>
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CONNECTING WITH PSIA-AASI

PSIA-AASI continues to engage members through many communication channels. Here are how many people followed PSIA-AASI on social media in the 2020-21 season... if you don’t already follow PSIA-AASI on social, follow to get real time updates and giveaways! And thank you for following.

- 6,697 (11% ↑ from last season)
- 12,051 (29% ↑ from last season)
- 16,586
- 5,013