



## 2020 PSIA-AASI Team Selection

This communication outlines the primary elements of the 2020 PSIA-AASI Team selection process including; the application process and requirements, divisional nomination criteria, schedule, location, logistics, team makeup, and team member expectations. Future communications will provide additional detail outlining the registration and application process, guidelines, and requirements.

### Introduction/Overview

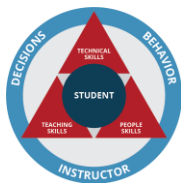
The 2020 selection will be a comprehensive process enabling PSIA-AASI to select the nation's best instructors to represent the association at the highest level. The outcome of this process will be a team that embodies three attributes outlined by the Teams Taskforce:

- Lifelong learners
- Inspirational educators
- Inspirational athletes

**Team Mission:** Support our membership and member schools as part of the snowsports industry to:




- Develop personally and professionally
- Create and nurture positive learning experiences
- Grow enthusiasm and excitement for our profession

The team mission supports the association Ends and overall vision: "Create lifelong adventures through education."



This vision supports the ONE TEAM concept that encourages collaboration through learning and growth across all snowsports disciplines. The outcome of this process will be forming a new team that illustrates the absolute best representation of the Learning Connection Model, as highlighted in the *TEACHING SNOWSPORTS Manual*.

A team member exemplifies the absolute best of the following as duties performed at the highest level:

 <b>TECHNICAL SKILLS</b>	 <b>TEACHING SKILLS</b>	 <b>PEOPLE SKILLS</b>
<ul style="list-style-type: none"> <li>• Inspirational Athletes: Accurate technical demonstrations</li> <li>• Skilled in evaluation of the PSIA-AASI Certification Learning Outcomes</li> <li>• Encompass broad, diverse technical knowledge/learning theory.</li> <li>• Observe, evaluate, prescribe mastery of MA</li> <li>• Subject Matter Experts (SME) for Education projects</li> </ul>	<ul style="list-style-type: none"> <li>• Inspirational Educators</li> <li>• Lifelong learners to promote professional development.</li> <li>• Educational support to PSIA-AASI divisions and member schools.</li> <li>• Mentor next generation of education leaders.</li> <li>• Create and nurture positive learning experiences</li> <li>• Master of group handling, creative, innovative and relevant content, accurate demonstrations.</li> </ul>	<ul style="list-style-type: none"> <li>• Support marketing, promotion and communication on behalf of the membership.</li> <li>• Public speaking confidence and inspiration for education content and association message.</li> <li>• Fostering and nurturing ongoing relationships with industry partners, sponsors and suppliers.</li> <li>• Team Player focused on the mission/vision of PSIA-AASI and its membership.</li> <li>• Connect with all aspects of the snowsports industry.</li> </ul>

Successful team members are individuals who are comfortable and adaptable in a variety of situations when it comes to subject matter, social settings, travel, and varying environments. Prepared candidates will be leaders--and emerging leaders--in the snowsports industry who are already performing similar functions within their home schools and division.

**Section 1:**  
**PSIA-AASI Team Requirements and Composition**

Minimum Professional Requirements and skills:

- PSIA or AASI Level III Certification
- Children’s Specialist 2 (Cross Country will have equivalency guidelines)
- Ski or Snowboard educator skilled in training, assessment and evaluation of the PSIA-AASI National Certification Standards and Learning Outcomes.
- Encompass a broad, diverse technical knowledge of skiing/riding, teaching, professional development and learning theory relevant to snowsports instruction.
- Superb and inspirational communication skills: On snow, writing, presentation
  - On Snow: Master of group handling, creative, innovative and relevant content, accurate demonstrations.
  - Writing skills: Skilled in writing and able to contribute to relevant ideas for communication topics. Have reasonable command of all communication channels including Social Media.
  - Public speaking confidence and inspiration for education content and association message.
- Athletic, inspiring and accurate skier/rider and role model.

- Team Player focused on the vision and organizational Ends/Objectives of PSIA-AASI and its membership.

Additional recommended skills:

- Technical Communication Skills
  - Office Suite or comparable, Google Apps and Basecamp.
  - Intimate/extensive knowledge of [www.thesnowpros.org](http://www.thesnowpros.org)
  - Basic photo and video editing.
  - Technical editing and contribution to current and future education materials.
  - Public speaking, podcasts and presentations for a wide variety of audiences.
- Social Media Skills
  - Frequent contributor to technical forum/social media discussions.
  - Serve as face of the association on social media initiatives and campaigns; Facebook live, Instagram takeovers, frequent postings, tagging @PSIA-AASI etc.
  - Continual interactions with suppliers and industry partners.
- Composition Skills
  - Captivate thoughts through engaging articles with solid takeaways for the membership.
  - Capable to juggle multiple deadlines during extremely busy seasons.
  - Creative and inspirational idea generation for future articles, materials and publications.
- Administrative Skills
  - Fiscal responsibility to serve as an independent contractor including receipt and time tracking, invoice/expense form responsibility, personal insurance and association tax matters.
  - Ability to personally market and promote yourself to prospective suppliers and recipients of professional services.

Team Composition:

The PSIA-AASI Team is selected on a “best in the nation” concept. For 2020, there is no set maximum number of team members. All team members are selected on a four-year cycle and serve a four-year term. Incumbent Team members will go through the same selection process for additional terms. The team is composed of the following discipline groups. The team manager and coaching staff will be selected and in place before the Team application review process.

- *Alpine*
- *Freestyle Specialist:* At least one of each discipline alpine and snowboard to represent freestyle as members of the alpine and snowboard teams.
- *Snowboard*
- *Telemark*
- *Cross Country*
- *Adaptive:* May include adaptive alpine, snowboard, and cross-country members.

**Section 2:**  
**Division Nomination**

To create professional development opportunities and identify a larger pool of future snowsports leaders, the divisional nomination allows aspiring team members to reach toward Team goals regionally, on a continual basis. The nomination process allows the divisions to play an active role in the Team selection and eliminate an application cut prior to the on-snow selection.

A formal divisional selection process for nomination may not be practical for all divisions. Minimum criteria components can be observed in current work functions such as divisional staff training settings and other work opportunities. Regardless of the method used, the nomination letter needs to reference how the nomination criteria was assessed throughout the process.

**Suggested Nomination Criteria:**

1. Review the fundamental elements of a typical job application
  - Examples include resume, references, letters of recommendation, event evaluations (if available) and overall experience in the snowsports field.
2. Provide learning experiences as to criteria outlined in Section 1 and Section 5.
  - Skiing/Riding on-snow performance at or above the LIII standard
  - On-snow teaching/training and clinic leading at or above the LIII standard
  - In-door presentation skills
3. Format
  - Divisions can elect to provide assessment opportunities to candidates seeking nominations in a variety of formats such as opportunities during divisional trainings, education staff selections and member events, or a formal selection process.
  - Letters of nomination are to be provided to all successful applicants to provide in their national selection application packets by division Operation Leader.
  - In case of injury or validated unforeseen circumstance, an applicant may still earn a nomination at the division's discretion based on experience and past performance.

Current team coaches and team members may be available to assist in divisional nomination processes. Contact Jeb Boyd at [jeb@arc2arc.com](mailto:jeb@arc2arc.com) to make these arrangements. Incumbent Team Members are not required to acquire a divisional nomination but are encouraged to participate in the process.

### **Section 3:**

#### **Application Process and Deadlines:**

1. The application process is open to applicants who meet the requirements of section 1.
2. Application registration will open October 1, 2019 and close 5:00 pm MST January 10, 2020. The association web site will be updated periodically with application and selection event information.
3. All candidates must register; submit applications, required materials on or before the deadline of 5:00 pm MST, January 10, 2020.
4. *PSIA-AASI will not accept incomplete or late application packets.* This applies to all candidates.
5. Registration will be through the [www.TheSnowPros.org](http://www.TheSnowPros.org) website Event-Meeting Registration portal.

#### **Application Packet**

1. To be submitted:
  - a. Registration fee **\$125**
    - i. To be paid at the time of registration
    - ii. Please note: you will not be able to submit an application packet if you have not paid the registration fee.
  - b. Cover letter (≤ 1000 words)
    - i. Share how you see your contributions and experience will benefit the team and association.
  - c. Resume (two pages maximum)
    - i. Indicating professional high points (e.g. presentations, authored materials, relevant activities outside of ski teaching, foreign language competencies, special credentials, etc.)
  - d. References
    - i. Names and contact information, including phone number and email address, of 3 professional and 2 personal references.
  - e. Division Nomination Letter from Operational Leader
  - f. A video (≤ 5 minutes in length, edited and produced by you)
    - i. Please answer /speak to the following:
      1. Introduce yourself and explain a little about what makes you who you are.
      2. Tell us about your commitment to snowsports instruction and why you want to serve on the national team.
      3. Tell us what you believe to be the team's purpose, and how you will contribute on the team to the association's success.
      4. What does a successful team member look like?
    - ii. Specifications
      1. To be uploaded to YouTube unlisted and link sent with application
      2. Please note: The video needs to be of sufficient quality to be viewed comfortably (in focus, clear sound at a sufficient volume) on a desktop computer or laptop.

- g. Writing sample of one instructional tip ( $\leq 500$  words)
    - i. Highlight the application of a specific technique, movement, or teaching strategy
    - ii. Audience: PSIA-AASI membership reading divisional or national publications.
    - iii. This is to be an original, unpublished work
  - h. Author agreement
    - i. The author agreement can be downloaded from the PSIA-AASI 2020 Teams community.
2. All files are to be named according to the following protocol:  
(member name) \_ (member number] \_ (file name). (file type)  
example: Jerry McJibbons\_110000\_Cover Letter.doc

#### **Section 4**

##### **Selection Logistics, dates and locations**

1. Applicants will receive communication by email on or before February 15, 2020 to register for the on-snow selection event. Registration will close March 1, 2020. Registration fee will range from \$400-\$550.
2. The 2020 Team selection will take place at Breckenridge, Colorado. The selection process will take up to 5 days and will begin Sunday evening April 12, 2020, with final endorsements being announced Thursday, April 16, 2020. The selection process will take up to 3-5 days depending on the number of participants per discipline.
3. Lift access will be provided during each selection event.
4. Candidates are responsible for their own transportation to and from the selection site(s), plus food and lodging while at the selection. PSIA-AASI will provide information regarding transportation, food and lodging options as it becomes available.
5. The selection logistics are subject to change; however, a candidate should anticipate spending up to 5 days at the selection site. There may be up to two cuts made during the on-snow process prior to naming the new Team.

#### **Section 5**

##### **Selection Criteria and Format**

- Candidates will demonstrate and be assessed in a variety of formats on the attributes of being an inspirational athlete, educator, and lifelong learner. Included will be individual, group, indoor and on-snow situations.
- Skiing/Riding assessment:
  - Priorities: task execution, accuracy, technique, speed/performance and inspiration.
  - Perform a variety of challenging tasks and identified skiing/riding situations
  - Ski/ride on any open terrain
  - Tasks will be designed to test the candidate's technique, tactics, and versatility, for accuracy and clear visual communication.

- Teaching assessment:
  - Candidates will perform 2-4 teaching scenarios of varied length to peer level.
  - Scenarios can range from a prepared segment topic to an impromptu session.
  - Candidates are to prepare one 30-45-minute clinic topic with stated learning outcomes.
- Presentation assessment:
  - Candidates will perform 2-3 in-door presentations of varied length to peer level
  - Scenarios will range from small group interactive style to large group presentations.
  - Scenarios can range from a prepared segment topic to an impromptu session.
  - Candidates are to prepare one 30-minute presentation related to snowsports industry topics with stated learning outcomes.
- People skills assessment:
  - Assessed in a variety of ways throughout the entire selection process.
  - May involve behavioral assessments through different group interactions and exercises throughout the selection process.

### **Section 6: Team Expectations**

At the conclusion of the 2020 selection process, the new Team will be required to attend an orientation and training days on April 17<sup>th</sup> and 18<sup>th</sup>. Additional Team member requirements and expectations will be provided in future communications to include: Independent Contractor information, Insurance requirements, Official Supplier pool expectations, scheduling, communication structure and compensation guidelines.

### **Future Communications and Questions:**

All communication related to the 2020 PSIA-AASI Team will be posted on the 2020 PSIA-AASI Team Selection Basecamp. Questions are welcomed by email to the [teams@thesnowpros.org](mailto:teams@thesnowpros.org) address.