

PSIA-AASI Executive Summary

Fall 2016 Survey Wave 4

"PROFESSIONAL ISSUES" SURVEY

1. **Snowsports instruction seen as a hobby or secondary career:** Consistent with all previous waves, the majority of PSIA-AASI members consider snowsports instruction to be a hobby, job that earns them extra money, or a secondary career (72%). Fewer consider it to be a primary career (16%). They also identify their job as instructors to be a part-time position (58%). However, almost all members consider snowsports instruction to be very or somewhat rewarding (98%), and most are optimistic about the state of snowsports today (80%).
2. **Satisfaction levels in snowsports is low in the areas of compensation and recognition, but high in personal satisfaction towards instruction.** Satisfaction lags in terms of compensation from lessons, opportunity for growth and recognition for the work they do (17%, 39% and 48% are satisfied, respectively). However, instructors are generally satisfied with other aspects of their jobs, including their relationship with co-workers (83%), the level of joy and meaning they find in their work (82%), their clients/customers (78%), their job overall (70%), personal safety (66%), work/life balance (57%), and the amount of authority they have in their jobs (53%).
3. **Greatest challenges focus on improving teaching and skiing/riding skills.** Consistent with past waves of the study, most members identified their greatest challenges as expanding their teaching skills/level of expertise (54%), expanding their skiing/riding skills (52%), and personal considerations, such as work-life balance, family commitments, etc. (39%). Members also identified the need to keep up-to-date with new developments and trends in snowsports (37%) and maintain or build their reputation as an instructor (28%). Not surprisingly, most members identified reasons for belonging to PSIA-AASI that directly relate to these challenges. These include the goal to enhance their teaching skills (38%), enhance skiing or riding skills (37%) and to maintain PSIA-AASI certification (37%).
4. **Members most satisfied with tangible benefits of PSIA-AASI; however, "good of the order" benefits lag slightly:** When asked about specific PSIA-AASI benefits, members indicated the highest degree of satisfaction with *32 Degrees* (72%), Pro Deals (70%), the *Accessories Catalog* (58%), and face-to-face educational offerings (60%). They have the least amount of satisfaction with promotion to the public about PSIA-AASI members (20%), promotion to resort management about PSIA-AASI members (22%), social media (23%), and the online community (34%).



look



learn



plan



deliver

5. **PSIA-AASI members tend to prefer active hobbies and interests:** PSIA-AASI members were asked to identify hobbies in which they participate. Not surprisingly, the most popular hobbies were active/outdoors hobbies/interests and included biking/mountain biking (63%), camping/hiking (62%), exercise – walking (39%), domestic and international travel (36% and 35%, respectively), and boating/sailing (33%).
6. **Member profile:** Most member respondents have worked in snowsports for over 10 years (66%) and are between the ages of 50 – 69 (61%). They have a 4 year degree (46%) or Masters Degree (28%). Membership is less diverse than the country as a whole - most are Caucasian/White (86%) and male (68%). Twenty-nine percent (32%) hold a household income of over \$100,000. They generally instruct in alpine (86%), while significant proportions also instruct snowboarding (35%) and adaptive (31%). Notably, these demographic characteristics trend very closely with past iterations of the Professional Issues surveys.

LAPSED MEMBER SURVEY

1. **Reasons joined PSIA-AASI:** Lapsed PSIA-AASI members that declined to renew membership with the association initially joined for many of the same types of tangible benefits that appeal to members, including education, training and professional development opportunities (66%), certification/credentialing (66%), Pro Deals and member discounts (53%), and for manuals, guides and videos that would help them in their work (25%).
2. **PSIA-AASI performance in meeting expectations:** Despite their decision to decline renewal of their membership, a majority of lapsed members felt that PSIA-AASI met or exceeded their expectation for each of the core reasons they had joined the organization: education, training and professional development opportunities (68%), certification/credentialing (74%), Pro Deals and member discounts (75%), and for manuals, guides and videos that would help them in their work (74%).
3. **Benefits usage:** Lapsed members were asked to indicate which PSIA-AASI benefits they had participated in, or utilized, within the past 12 months. The most commonly utilized benefits were readership of *32 Degrees* (71%), usage of educational tools or materials (e.g., manuals, guides, videos) (53%), and/or participation in PSIA-AASI certification (53%). Also popular were member discounts (36%), participation in the PSIA-AASI online community (35%), and attendance at a Division meeting or event (27%).
4. **PSIA-AASI brand image:** Lapsed members were asked to select from a list of terms that they may or may not associate with PSIA-AASI. The most commonly selected positive terms included “helpful” (26%), “competent” (17%) and “effective” (14%). The most common negative brand terms included “expensive” (44%), “cliquey” (32%) and “out-of-touch” (23%).



5. **Likelihood to renew with PSIA-AASI:** About two-third of lapsed members (67%) have plans to either definitely (39%) or probably (28%) renew their membership in the future. In fact, only 28% indicated they will definitely (5%) or probably (23%) not renew. Four-percent (4%) indicate that renewal is not applicable to them, suggesting that they may have retired or left their role as snowsports instructors.
6. **Lapsed member profile:** Most lapsed member respondents have worked in snowsports for over 10 years (49%); however, the group is slightly less-tenured than PSIA-AASI members as a whole (66% of whom have worked in snowsports for over 10 years). They are most commonly between the ages of 50 – 69 (41%). Similar to members of PSIA-AASI, they tend to have a 4 year degree (43%) or Masters Degree (27%). Most are Caucasian/White (82%) and males (64%). Twenty-six percent (26%) hold a household income of over \$100,000. They generally instruct in alpine (80%), while significant proportions also instruct snowboarding (45%), and adaptive (39%).

