Policy 1.0 Ends/Priority Results
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1.0 Brodest End:

PSIA-AASI exists so that members enjoy circumstances that enhance their success as professional instructors. These ends will be achieved at a level that justifies the resources invested.

Priority Results:

1.1. PSIA-AASI and division strategic goals align

1.2. Members experience relevant and meaningful professional development
   A. Members have access to, and use, evolving resources and educational content
   B. Members receive expanded professional benefits

1.3. Members, the industry, and the public recognize and value PSIA-AASI education, training, and credentials as a premier standard
   A. Standards evolve and are applied with consistency
   B. The public values PSIA-AASI instruction and guest experience
   C. Snowsports school directors and resort management benefit from credentials, competence, and skill set instructors gain through PSIA-AASI

1.4. PSIA-AASI and divisions use available resources and economies of scale
   A. Revenue streams allow creation of resources
   B. Common systems, tools, and back office efficiencies are developed and implemented
   C. Communication tools and messaging are shared

1.5. Members benefit from participating in a diverse professional community
   A. PSIA-AASI and divisional programs and services complement each other
   B. Professional networking and mentoring provides inspiration and personal fulfillment
   C. Members identify as part of the profession globally, nationally, regionally, and locally