



2021 Eastern Division Membership Survey

Executive Summary & Observations

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The 2021 Eastern Membership Survey was distributed via broadcast e-mail and web link to 9,257 members on Friday, April 2. It was also promoted on Eastern social media sites and pages to more than 4,000 followers and a reminder broadcast e-mail was sent to members on April 9.

In addition to questions designed to help measure our effectiveness in achieving or making measurable progress with Organizational Ends, for the first time our Eastern survey also included an official Net Promoter Score assessment as provided by SurveyMonkey.

At the survey close-out date of midnight on April 15 we had 1,294 completed surveys for a response rate of 13.9%. That response rate is in line with previous Eastern surveys dating back to 2013.

Of the 1,294 completed surveys:

- 73.9% of respondents were Alpine members.
- 57% of respondents were members 50 - 69 years old.
- Only 5.1% of respondents were members 15 - 29 years old.
- 44% of respondents were members of 11 - 30 years experience.
- 38.6% of respondents were Level I cert members.
- 20.7% of respondents were Level III members.
- 58.4% were part-time in snowsports (3 or less days per week).
- 19% were full-time in snowsports (4 or more days).
- 22.8% were not active in snowsports in 2020-21.

One of the misnomers of this annual exercise is that it is our "Eastern membership survey." In fact, it is our "survey of Eastern membership segments." We don't actually have "a membership" in the traditional singular sense.

Unlike a membership association with a singular type of member (e.g. architects) in a singular location (New York), we have the following under the umbrella of PSIA-AASI Eastern membership:

- Members that live and practice snowsports in at least 14 states stretching from northern New England to North Carolina and eastern Tennessee.

2021 Eastern Division Membership Survey – Executive Summary

- Members that are non-active, part-time instructors and full-time professionals in the snowsports industry.
- Members in Alpine, Adaptive, Nordic and Snowboard disciplines
- Members with a focus on children's education, racing and freestyle
- Members that have earned one of three certification levels
- Non-certified members
- Alumni members

In addition to the membership types, we serve members across a broad spectrum of personal, economic and political segments.

- Young and old
- Rich and poor
- Urban and rural
- Conservative and Liberal
- Athletes and intellectuals (and yes, often they are combined)

As such, the aggregate results of our Eastern Membership Survey only tells a partial story and does not reveal the more impactful data and trends of the segment break-outs. And it is the data trends in the SEGMENTS that need to be recognized in order for the organization to respond with adjustments to the Organizational Ends determined by the Board and the supporting initiatives, programs and actions developed by the CEO and staff to generate positive change where needed.

One-minute "elevator ride" summary

The majority of new and younger members begin their PSIA-AASI Eastern experience with enthusiasm, positivity and a strong endorsement for becoming a member. There is a definitive drop-off in satisfaction and endorsement as age and experience continue. In many areas, the middle "core years" (30 - 69 and 11 - 30 years of membership) show the lowest degree of satisfaction and endorsement. That said, our most satisfied and strongest promoters are our members of 30 or more years, 70 or older in age or that have attained Level III certification.

Bottom line: We need to do a better job of sustaining the enthusiasm, engagement and positive experience of new and younger members beyond their first few years as a member. It's not enough to attract; we need to engage and provide benefits, incentives and rewards and meet the needs of our variety of member segments throughout the entire lifespan of the membership experience or we risk that our "promoters" become our "detractors."

Key Findings

Net Promoter Score

Net Promoter Score (NPS) is a measure used to gauge customer loyalty, satisfaction, and enthusiasm with a company that's calculated by asking customers one question: "On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?" In our case, the question is: "How likely is it that you would recommend membership in PSIA-AASI to a friend or colleague based on your experience in the Eastern Division?"

NPS is calculated by subtracting the percentage of members who answer the NPS question with a score of 6 or lower (known as 'detractors') from the percentage of customers who answer with a 9 or 10 (known as 'promoters'). Scores of 7 and 8 are considered "passive" - that is, they have both the opportunity to become promoters but also the risk of becoming detractors. This is the "one the fence" group.

In our last three National surveys (2018, 2019, 2020) our overall NPS was 35, 38 and 39 (not great but improving each year).

- Net Promoter Score of all respondents is 43 – up 4 points from the national survey 2020 NPS score of 39. That said, the NPS varies dramatically by age group and years of membership.
- **Key stat: Overall Promoter to Detractor ratio is 4.3 to 1.**
- Promoters (score 9 - 10) cite COVID responses and precautions, value of educational experience, programs and materials, increased online options, member service, education staff and strong community support as positives.
- Detractors (score 0 – 6) cite cost vs. value (expense of membership vs. pay as an instructor), access to events, inconsistency in exams, lack of public awareness or reward from schools/resorts, involvement in social issues (i.e. diversity and environment) and (conversely) lack of diversity (too male/older oriented) as negatives.
- **Key stat: Converting the 19.8% that selected the "high passive" score of 8 to "promoter" and preventing the 12.3% that selected the "low passive" score of 7 from becoming a detractor is a key to our future progress in NPS scores.**
- **Key stat: A category-high 35.7% of new members in their first five years gave a passive NPS score of 7-8 as did a category-high 43.4% of young members 15-29. As this is the "on the fence" score between becoming a "promoter" or falling to a "detractor" it is a very important set of numbers (and group of members) to address.**
- The highest NPS scores were given by Level III members (56), members of 30 or more years (NPS 51.6) or 70-years and older (NPS 49.1).
- **Key stat: One finding of concern was that new members of five or less years gave a relatively strong NPS score of 43.7 but the dropped dramatically by 10 points to 33.7 for members in years 6 - 10. This fall-off is a big concern as it is also the time period most challenging for retaining members.** The NPS then gradually climbs to 41.8 for members in years 11 - 30 and again to 51.6 for members of 30 or more years.

2021 Eastern Division Membership Survey – Executive Summary

- **Key stat: The combination group of 15-29 members in their first five years of membership gave one of the highest NPS scores (50) and promoters outnumbered detractors by almost 13 to 1. Sustaining that positive "early impression" as these members progress in age and membership years is vital. See yellow tab - Column P.**
- NPS for Level I members was extremely low at 31. It improves considerably with Level II members at NPS 48 and up another 12 points to 56 for Level III members (the highest NPS score of any measured member sub-sets).
- **Key stat: Getting members to Level II dramatically improves both NPS score (by 17 points) and member retention (by 15 points).**
- Related to member disciplines, NPS was highest for Alpine members at 48 but dropped dramatically to 38 for Snowboard, 28 for Nordic and 25 (the lowest of all member sub-sets) for Adaptive.

B	C	D	E	F	G	H	I	J	K	L	M	N
Spring 2021 Eastern Division Membership Survey - Comparison of Net Promoter Scores by Category		All Responses (1,294)		First 5 Years (267)	6 - 10 Years (175)	11 - 30 Years (522)	30 or More Years (222)		15-29 (60)	30-49 (216)	50 - 69 (675)	70 - plus (233)
		100% of responses		22.5% of responses	14.8% of responses	44% of responses	18.7% of responses		5.1% of responses	18.2% of responses	57% of responses	19.7% of responses
		Aggregate		Results by Experience Level					Results by Age Group			
Q22. How likely is it that you would recommend membership in PSIA-AASI to a colleague based on your experience in the Eastern Division?												
Answer Options		Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent	Response Percent
Promoter (9 - 10)		55.2%	54.0%	50.3%	55.3%	61.6%	51.7%	54.2%	54.7%	60.3%		
Passive (7 - 8)		32.1%	35.7%	33.1%	31.3%	28.3%	43.3%	35.1%	30.9%	28.6%		
Detractor (0 - 6)		12.7%	10.3%	16.6%	13.5%	10.1%	5.0%	10.8%	14.5%	11.2%		
Promoter to Detractor Ratio		4.3 to 1	5.2 to 1	3 to 1	4.1 to 1	6.1 to 1	10.3 to 1	5 to 1	3.8 to 1	5.4 to 1		
Net Promoter Score		43	43.7	33.7	41.8	51.6	46.7	43.4	40.2	49.1		

P	Q	R	S	T	U	V	W	X	Y	Z
Combo of 15-29 age group and first 5 years (48)		Level 1 (500)	Level II (403)	Level III (268)			Alpine (956)	Snowboard (128)	Nordic (32)	Adaptive (68)
3.7% of responses		38.6% of responses	31.1% of responses	20.7% of responses			73.9% of responses	9.9% of responses	2.5% of responses	5.2% of responses
							Results by Discipline			
Key Positive Stat										
Response Percent		Response Percent	Response Percent	Response Percent			Response Percent	Response Percent	Response Percent	Response Percent
54.2%	Promoter (9 - 10)	47.5%	58.1%	66.3%			57.1%	52.0%	43.8%	47.1%
41.7%	Passive (7 - 8)	36.1%	32.2%	23.3%			31.4%	33.9%	40.6%	30.9%
4.2%	Detractor (0 - 6)	16.4%	9.6%	10.5%			11.6%	14.2%	15.6%	22.1%
12.9 to 1	Promoter to Detractor Ratio	2.9 to 1	6.1 to 1	6.3 to 1			4.9 to 1	3.7 to 1	2.8 to 1	2.1 to 1
50.0	Net Promoter Score	31.0	48.0	56.0			46.0	38.0	28.0	25.0

COVID-19 Response

- 82.4% of all respondents agreed/strongly agreed that Eastern "provided timely and comprehensive communication to members regarding the impact of the COVID-19 pandemic on Eastern events and programming." (Question 1)
- 68.1% of all respondents agreed/strongly agreed that Eastern "provided and applied appropriate safety protocols for on-site events." This compares to only 1.6% that disagreed/strongly disagreed. (Question 2)
- The variance was considerable between age groups with 90% of 15-29 age group agree/strongly agree vs. only 61.6% for respondents in the 70-plus age group.
- Only 15% of members 15-29 and 15.1% of members in their first five years "did not attend an Eastern Division event this season specifically due to pandemic-related concerns." This increased steadily by age group to 36.5% "not attending" in the 70-plus age group. (Question 4)
- Conversely, 75% of respondents in the 15-29 age group DID attend an event vs. only 51% of members in the 50 - 69 age group and 30% for members 70-plus.

Membership Value & Experience

- Between 88 and 93% of all respondents agree/strongly agree that "have access to relevant and valuable education." (Question 5)
- Between 82 and 92% of all respondents agree/strongly agree that they "utilize and receive value from the educational programs and resources provided." (Question 6)
- **Key state: While 83.2% of all respondents agree/strongly agree that they "feel motivated and inspired by the educational resources I have utilized and events that I have attended" the numbers decrease steadily from a high of 90% for members in the 15-29 age group to 83.9% for members 50 - 69, 82.1% for members of 11 - 30 years of experience and only 79.7% for members age 70 and older. Inspiration and motivation are shown to decrease with age and experience in PSIA-AASI.** (Question 7)
- The percentage of respondents that agree/strongly agree with the statement, "I feel my teaching, skiing and (or) riding skills are validated through consistent and equitable assessment" falls dramatically from a peak of 93.3% for the 15-29 age group to only 77.2% for the 30-49 age group and 76.6 for the 50-69 age group. (Question 8)
- Overall, 81.3% of all respondents agree/strongly agree with the statement, "I feel that I am a part of a supportive and nationally recognized professional community." That said, the percentage drops measurably from members in their first 5 years (86.9%) to members of 11 - 30 years (80.3%) and even further for members of 30-plus years (78.3%). (Question 9)
- On the question of improvement in diversity and inclusion, only 49.9% of agreed/strongly agreed that "we are making positive strides toward the creation of a more diverse and inclusive culture." Once again, the most positive responses came from the 15-29 age group and the "first five years" respondents. As documented in the comments, this was a polarizing question as

there were a number of comments that we are not doing enough but also several comments that PSIA-AASI should not be involved in social issues. (Question 10)

- A somewhat disappointing 73.3% of all respondents agreed/strongly agreed with the statement, "I receive recognition from the organization for the certifications and accreditations I earn." And again, the data trend showed a strong start with younger members (85%) that decreased significantly in "current core" members 30-49 at 72.2% and 50 - 69 to 73.6%. (Question 11)
- 81.6% of all respondents agreed/strongly agreed that "I am respected by my peers in the snowsports community for the certifications or accreditations I earn." That said, the trend of diminishing agreement with age and experience continued. While 88.3% of our youngest (15-29) members agreed/strongly agreed it dropped by 7 percentage points for members 30-49 and 50-69 and 10 points for members 70-plus. (Question 12)
- **Key stat: The data trend continues with the statement, "I feel rewarded for my efforts to achieve PSIA-AASI certifications and accreditations." While 86.7% of young members 15-29 and 80% of "first five years" members agreed/strongly agreed, the numbers dropped significantly with members of 11 - 30 years to only 64.6% and to 67% for members in the 50-69 age group. Part of this downward trend seems tied to younger members perceiving attainment of certification as "reward" whereas older members and members of longer tenure equate "reward" with "pay." (Question 13)**

Member Priorities

- Overall, respondents scored "consumer awareness" as their top priority with "recognition of PSIA-AASI certification in the industry" and "improvement of value" as very close second and third priorities. "Diversity/inclusion and climate change/environment" - while expressed as "important" in numerous comments - were not judged to be as important for organizational focus as core membership needs.
- Age group and years of membership demonstrated different leading priorities and lowest priorities for organizational focus. Both 15-29 age group and "first five years" respondents as well as 30-49 age group and 6-10 year members scored "improvement of value" as their highest priority and "diversity/inclusion" as their lowest priority while members 50-69 and 70 plus and members of 11-30 years and 30-plus years scored "consumer awareness" as their highest priority and "climate change/environment" as their lowest priority for the organization. (Question 15)

Member Services, Education Staff and Communications

- "The service and assistance provided to you by the Eastern Division office staff" earned a strong overall score of 8.33 out of 10. Scores ranged from 8.17 for "first five years" members to 8.54 for members of 30-plus years and 7.86 for members 15-29 to 8.41 to members in the 50-69 age group.

2021 Eastern Division Membership Survey – Executive Summary

- "The educational experience provided to you by members of the Eastern education staff" earned a strong overall score of 8.42. Conversely with member service ratings, ed staff ratings were strongest with the youngest (8.56) and newest (8.61) members will decreasing slightly to 8.36 for members of 11-30 years and 8.26 for members 70 years and older.
- Earning lower (but still overall good) ratings from respondents was "the communications provided to you via broadcast e-mails, the SnowPro newsletter, social media postings and the division website." Overall, respondents scored this at 7.93 out of 10. Some members criticized the lack of a published SnowPro in the comments - not surprising given that 908 of the 1,294 total respondents (70%) are age 50 or older and prefer printed to digital.