



**Who We Serve: The Eastern Division of PSIA-AASI serves two types of members:**

- 1) Individual member snowsports instructors
- 2) Snowsports schools and resorts

**Organizational Ends** (Desired outcomes for our membership as determined by the Eastern Division Board of Directors and approved February, 2020)

**1.0 Broadest End**

PSIA-AASI Eastern Division exists so that all current and prospective members will experience high-value education and opportunities for professional development, personal growth and community engagement. These Ends will be achieved at a level that justifies the resources invested.

**1.1 – 1.5 Individual Members**

**1.1 Members have access to, utilize and receive value from relevant and inspirational education.**

**1.2 Members' skill sets are validated through consistent and equitable assessment, certification and credentialing that meet the national standards.**

**1.3 Members benefit from participation in a diverse, supportive and nationally recognized professional community.**

**1.4 Members and the certifications they earn will receive recognition, reward and respect.**

**1.5 Individual members will experience and realize high perceived value through communication, collaboration and consolidation between PSIA- AASI Eastern Division and our PSIA-AASI National and divisional partners.**

**2.1 – 2.3 Snowsports Schools and Resorts**

**2.1 Member snowsports schools & resorts will have access to, utilize and receive value from relevant and inspirational education and training opportunities from the engagement, assistance and resources provided by PSIA-AASI Eastern.**

**2.2 Member snowsports schools & resorts will experience efficiencies and enhanced operating success from the engagement, assistance and resources provided by PSIA-AASI Eastern.**

**2.3 Member schools and resorts will experience and realize high perceived value through communication, collaboration and consolidation between PSIA-AASI Eastern Division and our PSIA-AASI National and divisional partners.**