WHO WE ARE:
MEMBER DEMOGRAPHICS
Who we are

February 2020 Demographics

# of Members

- 1467
- 1515
- 1137
- 1987
- 741
- 1375
- 896
- Other: 164

Total: 9,282

This Eastern Division Snowsports School & Resort Directory is offered as a service to our division members & snowsports schools. If you are looking for information, please choose one of the links below.

Region 1 – Maine & New Hampshire

Region 2 – Vermont

Region 3 – Connecticut, Massachusetts & Rhode Island

Region 4 – New Jersey & Pennsylvania

Region 5 – Western New York

*Region 5 has been designated as including the New York counties of Oswego, Madison, Chenango, Broome and those counties to the west of that point.

Region 6 – Eastern New York

*Region 6 includes all New York counties to the east of those aforementioned counties.

Region 7 – States south of New Jersey & Pennsylvania
Who we are
June 2019

- 9,815 active certified
- 67% Male; 33% Female (70/30% in 2007)
- 79% Alpine, 14% Snowboard, 4% Adaptive, 3% Nordic
How we are changing - Demographics

<table>
<thead>
<tr>
<th>% Change</th>
<th>19.5</th>
<th>(37.5)</th>
<th>(19.3)</th>
<th>(53.9)</th>
<th>(33.7)</th>
<th>62.6</th>
<th>170.1</th>
<th>242.4</th>
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**BREAKDOWN OF ACTIVE MEMBERS INTO AGE GROUPS:**

<table>
<thead>
<tr>
<th></th>
<th>Teen's</th>
<th>20's</th>
<th>30's</th>
<th>40's</th>
<th>50's</th>
<th>60's</th>
<th>70's</th>
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<td>452</td>
<td>1042</td>
<td>794</td>
<td>1002</td>
<td>2052</td>
<td>2654</td>
<td>1161</td>
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<td>Jun-18</td>
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<td>1278</td>
<td>794</td>
<td>981</td>
<td>2201</td>
<td>2306</td>
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<td>1266</td>
<td>839</td>
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<td>2376</td>
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<td>745</td>
<td>91</td>
<td>9220</td>
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<tr>
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<td>419</td>
<td>1531</td>
<td>889</td>
<td>1179</td>
<td>2605</td>
<td>2335</td>
<td>703</td>
<td>100</td>
<td>9786</td>
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<td>Jun-14</td>
<td>394</td>
<td>1514</td>
<td>868</td>
<td>1266</td>
<td>2691</td>
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<td>504</td>
<td>1491</td>
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<td>429</td>
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Note: Change values indicate the percentage change from the previous period.
How do we compare?
Challenges in the coming decade

- Aging division demographics.
- Attraction and retention of new and younger membership base.
- Lack of motivation for young people to become an instructor if not from within the Snowsports culture.
- Talent drain to the West (train them & lose them.)
Challenges in the coming decade

- Recognition and relevance to the Snowsports industry.
- Climate inconsistency throughout Division.
- Maintaining a “value balance” in an organization of 3,500 serious instructors, 3,000 hobbyists and 3,000 non-teaching but dues paying members.
- Overall attraction and retention of Snowsports instructors at resorts (membership is based on the total pool available).
EASTERN DIVISION

WHAT WE ARE DOING ABOUT IT?
Governance Evolution

- Added two at-large Board members in June 2019 (Dave Isaacs, Katie Brinton) based on experience, skill set and demographics.

- Began transition to Governance Policy model for Board to focus on strategic outcomes vs. operations.
Organizational Ends
(i.e. desired outcomes)

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.
Organizational Ends
(i.e. desired outcomes)

1.1 – 1.5 Individual Members

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.
1.1 – 1.5 Individual Members

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.
2.1 – 2.3 Snowsports Schools and Resorts

2.2 Member snowsports schools & resorts will experience efficiencies and enhanced operating success from the engagement, assistance and resources provided by PSIA-AASI Eastern.
2.1 – 2.3 Snowsports Schools and Resorts

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.
EASTERN DIVISION

INITIATIVES & EFFORTS
• Established in November 2018 with 14 members and another 40 in the Facebook group.
• Held it’s first event and open forum at Spring Rally in April 2019.
• Started “Women of the East” FB posts April 2019.
• Started PSIAEast FB group spring 2019 (now 900-plus members).
On February 2-4, 2020, NC reps met with the National & Eastern Board of Directors to present ideas, discuss issues and suggest areas for improvement in reaching and retaining young instructors.
50/50 Drawing raised $2,210 at the 2019 ProJam Banquet to support future NextCore initiatives.
Quarterly Dues Auto-Pay Option

- Pursued by Eastern since June 2011.
- Quarterly checking debit or CC charge of $35.25 on June 30, September 30, December 30 and March 30 for renewing 2019-20 members.
- 715 members opted in for this season.
- All new members joining in 2019-20 can renew for only $35.25 in June 2020 (vs. full payment).
- Eastern is the only division offering this option.
Quarterly Dues Auto-Pay Option
Positive Impact to Date

- 192 more Eastern members have renewed this year vs. at this point last season.
- Overall retention up 1.7%
- Retention of our “NextCore” demographic (16-29) is up 4.6%!
Eastern Division Social Media

Eastern-affiliated Facebook pages


PSIAEast: https://www.facebook.com/groups/PSIAEast/ NextCore initiative and moderated closed FB group; 953 members since start-up on March 31, 2019).

AASIEast: https://www.facebook.com/groups/AASIEast/ AASI ed staff initiative and moderated closed FB group; 838 members since start-up in December 2013.

234 posts on Eastern FB page since April 1, 2019 (average of 27 per month)!
First Chair Intro Event

• “First Chair” – a special educational and inspirational event for new members.
• 63 members attended the program in a combination of 9 in-house and scheduled events.
Member Customized Events (MCE Program)

- Member picks the event, date & group size
- $1990 for up to 10 participants
- Any event except L II & III exams
- Counts for 12 CEU credits!
2014-15: 0 registrants
2015-16: 126 registrants
2016-17: 331 registrants
2017-18: 269 registrants
2018-19: 400 registrants + 17 webinars
2018-19 E-Learning Revenue: $46,330
National-Eastern Member School Program

Greetings Eastern School Directors!

Announcing an exciting new partnership opportunity from PSIA-AASI:
The National-Eastern PSIA-AASI Member School Program

- Introduced the first National-Eastern PSIA-AASI Member Snowsports School Program in 2019.
- Doubled the number of member schools in the first year of the program from 28 to 70.
Member School Program

Announcing exciting new options in the National-Eastern PSIA-AASI Member School Program for 2019-20!

Last year we invited you to become a National-Eastern PSIA-AASI Member School and 70 schools and resorts joined the new program! This summer we asked what elements and options would make the program better for YOU; you answered and we are now happy to present you with a new...

Multi-Tier Membership Program for Eastern Snowsports Schools!

- Expanded program to offer three tiers of membership at $150, $750 and $1,500 that include on-site training and SSM Seminar attendance.
- To date for 2019-20: 71 member schools including 11 Tier 3 and 9 Tier 2 schools.
- This means 31 NEW days of on-site training will be delivered to (mostly smaller) member schools in 19-20.
Eastern Snowsports Management Basecamp site established. 120-plus school directors opted in.
Providing a “Head Start” Membership to Young Instructors

15-year-old Registered Members now Welcomed to PSIA-AASI Eastern
## Eastern Website Upgrades

Old School & Resort Listings

### Region 1 – Maine & NH

<table>
<thead>
<tr>
<th>Info on Lessons</th>
<th>Click for Resort Main Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>AbilityPlus at Attitash</td>
<td>Attitash Mountain Resort</td>
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<tr>
<td>Adaptive Sports Partners of the North Country</td>
<td>Cannon Mountain</td>
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<tr>
<td>Attitash Ski &amp; Snowboard School</td>
<td>Attitash Mountain Resort</td>
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<tr>
<td>Bethel Village Trails</td>
<td>Bethel Inn</td>
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<td>Bigrock Snowsports School</td>
<td>Bigrock Ski Area</td>
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<tr>
<td>Black Mountain NH Snowsports School</td>
<td>Black Mountain, NH</td>
</tr>
<tr>
<td>Bretton Woods Ski &amp; Snowboard School</td>
<td>Bretton Woods Mountain Resort</td>
</tr>
</tbody>
</table>
Eastern Website Upgrades

New School & Resort Listings
Eastern Website Upgrades

New School & Resort Listings

Available Member Discounts

Lift Ticket Offer: PSIA Members: with current membership card and picture ID
* Level 3 Certified receive Full Discount; all others receive Half Price Discount
* No more than two Complimentary Tickets per week
* Not valid on Saturdays or Holidays
* Home ski area must be open

Notes

Event Meeting Location: Granite Room in Main Lodge
• Estimated operational savings of $45,000-plus over the next ten years.
• Created profit for boosting the Education Foundation by $58,000.
Growing our EF Scholarship Funds

Scholarships

Thank you for your interest in PSIA-E Education Foundation scholarships. The PSIA-E Education Foundation provides support to members in their endeavors to further their education and certification.

EF Member Scholarship Fund

• 2017-18: 65 awards, $6,600 total
• 2019-20: 55 awards, $9,735 total
• 2020-21: Projected at 135 awards; $20,000 available
Growing our EF Scholarship Funds

Scholarships

Thank you for your interest in PSIA-E Education Foundation scholarships. The PSIA-E Education Foundation provides support to members in their endeavors to further their education and certification.

2020-21 Breakout of Member Scholarships

• $10,000 general awards
• $5,000 NextCore “Next Steps”
• $3,000 Late Season awards (12/31)
• $2,000 “Promising Snow Pro” awards for LI exams
Russell Fleming Memorial Scholarship to Support Diversity in Snowsports Education

The award will begin with the 2020-21 season and offer five $200 event fee scholarships for members of our racially diversity community. Eastern and National are sharing the funding of the scholarship.
Thank you Eastern Members!
$5,540 raised for the EF & Eastern Teams!
National – Divisional Collaboration

• Monthly “Op Leader” calls.
• Operations Leader Basecamp site
• Two face to face meetings each year.
• Achieved consistency in all policies (e.g. transfer, “First Chair” – a special educational and inspirational event for new members.
• Achieved consistency in member categories.
• National provision of marketing and educational subsidies.
2019 National Membership Survey

Eastern Division Net Promoter Score
(Up 15 points and 65.2% since 2014)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2016</th>
<th>2018</th>
<th>2019</th>
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<tr>
<td></td>
<td>23</td>
<td>29</td>
<td>35</td>
<td>38</td>
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Eastern Ranking amongst 8 Divisions in Member Satisfaction

1. On-hill Education Programs
1. Division publications
1. Division events
1. Broadcast e-mail updates
1. Division website (tied with Northwest)

1. Social media (tied with Central)
1. Quality of Pre-Req courses
1. Quality of examiners
1. Quality of exams
1. Consistency of exams
1. Fairness of exams
MAINTAINING THE BALANCE:
INTEGRITY, FAIRNESS, VALUE, FUN!
Integrity, Fairness, Value, Fun

- **Integrity**: National Standards, Continuing Education requirements (6 credits per year), Certification levels
- **Fairness**: All members receive the same benefits and opportunities; pay the same dues ($72).
- **Value**: All members have opportunities for personal and professional growth and engagement in community at the level they are most able and comfortable (e.g., quarterly dues option, Alumni or Registered membership categories).
- **Fun**: Otherwise, why do it?!
THANK YOU FOR YOUR DEDICATION TO PSIA-AASI EASTERN AND SNOWSPORTS!