

W W E S T

PSIA



AASI

MEMBER FORUM | 11.1.2024



WELCOME TO THE MEMBER FORUM

1. Please ensure that your zoom profile shows your name.
2. Please enter your **name and member number in the chat** when you arrive.
3. If you would like to speak or ask a question, you may **raise your hand, submit your comment** in the chat, or **ask to speak** in the chat.
4. Questions and comments should be **limited to 2 minutes** per member to allow time for everyone.

We kindly ask that everyone contribute their thoughts and concerns in a respectful and professional manner, individuals struggling to adhere to this, or providing comments that disparage other members and staff, will be muted.



AGENDA

5:00 pm | Arrival + Housekeeping

5:05 pm | New Website: Resource Library

5:10 pm | Western Associate Member Program

5:15 pm | New: Financial Aid + Scholarships

5:20 pm | Women and Families Task Force

5:25 pm | Board Service

5:35 pm | Ownership Linkage Committee: Ambassador Program

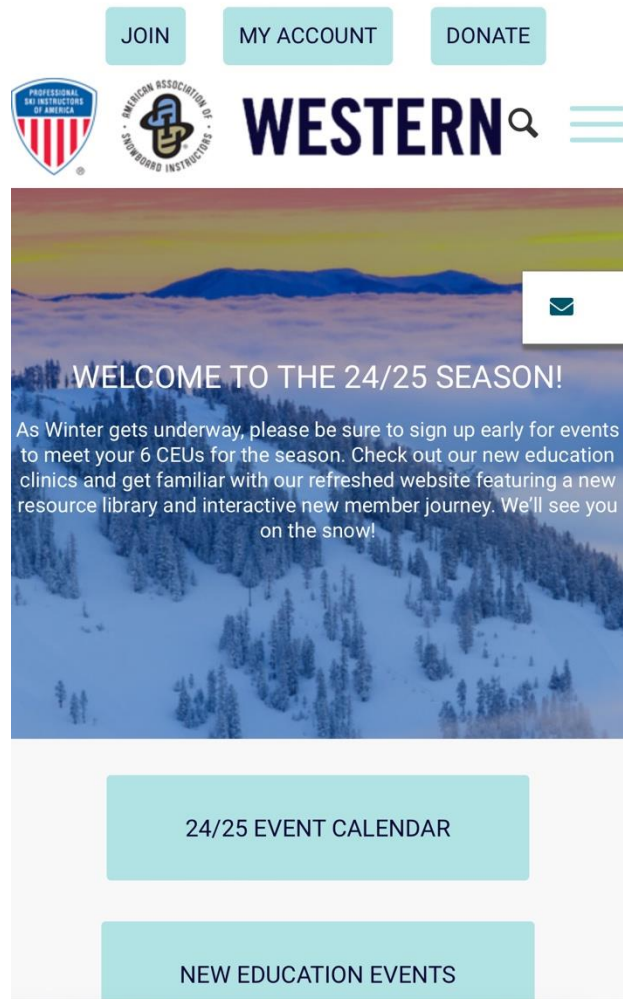
5:50 pm | Open Discussion

6:00 pm | Meeting Close

All questions and suggestions are welcome.



NEW WEBSITE: psia-w.org



- + Year long usability study exploring how members use the current site.
- + Design refocused on functional UI/UX and improved SEO.
- + Branding tells the story of what it means to be a member of the West.

NEW SITE HIGHLIGHTS INCLUDE:

[RESOURCE LIBRARY](#)

[NEW MEMBER JOURNEY](#)

[ONLINE MERCH STORE](#)

[GOVERNANCE](#)



WESTERN ASSOCIATE MEMBER PROGRAM

UNAFFILIATED BECOMES ASSOCIATE

Policy: Across all 8 regions of PSIA-AASI, registered and certified members who do not currently and have never worked or volunteered at a snowsports school delivering resort approved lessons will be additionally classified as Associate Members.

Previous Resort Employees: “Western Prior Affiliated Member School”

526 Western Associate Members - highest % nationwide



WESTERN ASSOCIATE MEMBER PROGRAM

PROGRAM HIGHLIGHTS

- + Clear commitment to access and equity while maintaining professional excellence and upholding the integrity of our exams.
- + Program focus is on opportunities for engagement, mentorship, and building connections with professional stakeholders.
- + Required exam prerequisites, suggested exam prerequisites, monthly forum exploring industry topics, and access to additional training opportunities.

Full Program Details Available [HERE](#)



NEW: \$ FINANCIAL AID \$

As a policy, PSIA-AASI West keeps prices as low as possible to ensure members remain engaged and certification remains accessible. From time to time, we do increase prices in order to cover our rising expenses and remain a stable business.

As prices rise, we are continuously developing new avenues to ensure all members, regardless of their financial position, can train and certify with the Western Region.

FINANCIAL AID: We are pleased to be piloting a program to provide financial aid to Western Members. In the 24/25 season, there is dues assistance available to support up to 15 individuals. **APPLICATIONS DUE BY: 1.15.25** [**LINK**](#)

SCHOLARSHIPS: Increased access for regional scholarship through foundation partnership (+25%). **APPLICATIONS DUE BY: 2.1.25** [**LINK**](#)



WESTERN WOMEN + FAMILIES TASK FORCE

MISSION: Foster a sense of belonging and equity in an underrepresented demographic. Through programs, training, and initiatives, this Task Force will explore ways to positively impact women's access to snowsports instruction. *We're not here to point out the problem, we're focused on finding workable solutions that better address it.*

GOALS:

1. Ensure the presence of clinics that support our members in better engaging women and families in effective snowsports instruction beyond traditional affinity programming.
2. Develop new programs that work to increase access for members in the industry who identify as women and/or are raising families, regardless of gender.
3. Facilitate discussion around how to better support women working in the industry (both as member school instructors and as regional ed staff).



BOARD SERVICE

A SOUND AND FUNCTIONAL BOARD:

- Provides the region with much needed stability.
- Fosters our ability to evolve to meet the changing needs of our industry.
- Contributes productively to our nationwide alignment.
- Effectively uses the regions resources (especially the time and energy of our leadership).
- Empowers the delivery of a premier member experience across the region.



BOARD SERVICE

WHAT **DOES** A GOVERNANCE BOARD DO?

- Establishes our long-term strategy and monitors our ongoing growth towards those goals.
- Forms key subcommittees to manage the organizations strategic needs.
- Monitors its own performance and adherence to regional policies and bylaws.
- Represents the region in national initiatives like awards and alignment, collaborating with regional counterparts through councils and foundation activities.
- Collaborates with key stakeholders regionally to gauge the organizations success and opportunities for continued growth.



BOARD SERVICE

WHAT **DOESN'T** A GOVERNANCE BOARD DO?

- Dictate the implementation of strategy and initiatives.
- Manage or oversee regional operations and administration.
- Control regional hiring, training, and staffing decisions.
- Influence assessment or certification standards.
- Establish regional policies or pricing.
- Determine or affect resort operations or school practices like wages, benefits, advancement, hiring, or staffing.



BOARD SERVICE

WHAT SKILLS MAKE FOR A **GREAT** BOARD MEMBER?

- Highly collaborative and an effective communicator.
- Ability to listen intently and observe thoughtfully.
- Operates with a high degree of professionalism.
- Interested in learning about unique perspectives and willing to change their mind.
- Is emotionally intelligent and empathetic to the needs of diverse stakeholders.
- Knows how to work with a group of peers, as a productive part of a team.
- Capable of staying laser focused on the boards' responsibilities.



BOARD SERVICE

WHAT QUALITIES MAKE FOR AN **INEFFECTIVE** BOARD MEMBER?

- Thinks they have all the answers and fails to ask questions.
- Can't build productive relationships with our leadership and stakeholders.
- Is there to punish or “put a stop to” the current leadership.
- Puts their own needs or personal agendas ahead of the members needs.
- Doesn't adopt our board governance practices and is not interested in learning.
- Wants to take things back to the way they used to be or is anti-alignment.
- Needs to be in charge, not capable of collaborating.
- Holds their own opinions higher than the boards decisions.



BOARD SERVICE

WHAT **CAN** YOU DO?

Use your member voting privileges to elect folks who display the skills of a **great** board member, avoid electing those with the qualities of a problematic or **ineffective** board member.

Stay tuned for board election announcements in January, learn who the candidates are if you are interested in voting.

Attend this years **Member Forum Townhall**

Meet the candidates, ask questions, and decide for yourself.

FEB 1, 2025 | 5:00 pm – 7:00 pm PST

Register [HERE](#)



OWNERSHIP LINKAGE COMMITTEE: Who is Who?



Julie Matises



Paul Mundy



John Lira



Marisa Cooper

Reach us at:
ownerslink@psia-w.org



Caleb Lee



Sowmya



greg felsch



Lynnea Anderson



OWNERSHIP LINKAGE: The Why?

Enable the board to create a strong and consistent two-way channel to **listen** to the membership and **action** to further amplify member-value



OWNERSHIP LINKAGE: The What?

When done effectively, we will see:

- Increase in membership happiness in survey results
- Increase in membership participation in events & learning opportunities
- Increase in collaboration across member schools + ed staff + examiners + members

Our first priority focus is:

- Member Schools
- Ed Staff & Examiners
- Inclusive: women & family, XC, ski & riders



OWNERSHIP LINKAGE COMMITTEE: The How?

- Committee members representing the board and resorts from across the region (Tahoe, E Sierra, SoCal).
- Attend existing stakeholder forums to engage with Member School Directors, Resort Trainers, Ed Staff and General Western Membership.
- Provide quarterly updates to be published in the regional e-newsletter.
- Oversee agenda of Fall and Spring online Member Forum.
- Seek feedback, provide updates and gauge growth and need in representation, accessibility and inclusion.



OWNERSHIP LINKAGE COMMITTEE: The How?

Stakeholder	Meeting Name	OLC Attendees
General Membership	Member Forum	Greg + Paul
Member School Directors	Member School Directors Meeting	Caleb + Greg + Paul
Ed Staff	Ed Staff Training	Julie + Greg
Resort Trainers	Resort Trainers - On-Hill + On-Line Training	Paul + John
Unaffiliated Members	Cohort Meeting	Caleb + Marisa + John
Disciplines	9 Taskforce Meetings - <i>Priority FY25: XC + WF</i>	Marisa + Lynnea
	XC	Lynnea + Marisa
	WF	Sowmya + Julie
New Members	New Pro Rally	Julie + Sowmya



STAKEHOLDER GROUP GOALS + VALUES

Approach per stakeholder group:

- Define a clear goal that OLC will drive for the stakeholder group
- Build goal to amplify core values specific to the stakeholder group
- Action to socialize the goal, the values and execute on the goal

Current Status:

- Goals socialized & finalized
- Actions socialized & finalized
- Details next slide



STAKEHOLDER GROUP GOALS + VALUES

Stakeholder	OLC Leads (ownerslink@psia-w.org)	Goals	Values
General Membership	Greg + Paul	Amplify membership engagement in events and surveys, outside of only engaging for certification; *particular focus on 5-11 year membership tenure	See the value, Be Engaged
Member School Directors	Caleb + Greg + Paul	Provide agency and training access to effectively support their instructors	Strengthen their staff, Effective Training
Ed Staff	Julie + Greg	Empower EdStaff to deliver high-quality, objective and awesome assessments and training that adhere to national standards, by providing them needed resources, support, tools and continuous learning opportunities.	Professionalism, Objectivity, Continuous Learning
Resort Trainers	Paul + John	Consistent access to education regardless of resort location. Develop leadership and people skills, and leverage their different knowledge set. Follow national standards.	Access, Education, Consistency
Associate Members	Caleb + Marisa + John	Establish Associate Member Program, increase productive and supportive Associate Member engagement, ensure access to up-to-date information and mentorship	Equity and Inclusion
Disciplines	Marisa + Lynnea	Align exam processes, best practices, and daily outlines across modules, disciplines, and regions.	Transparency and Integrity
XC	Lynnea + Marisa	Create a supportive and inclusive environment, to continue to drive excellence in the discipline and be integrated with the broader snowsport community	Innovation and Inclusion
Women and Family	Sowmya + Julie	Support women and families to shape their careers in snowsports as they go through different stages in their life and as demands of them change	Be Supported, Learn The Possibilities
New Members	Julie + Sowmya	Help new members understand the value of PSIA-AASI beyond joining to get certified and feel welcomed + belonging	Be Seen, Feel Belonging



STAKEHOLDER GROUP GOALS + VALUES

Actions In The Work

- Targeted surveys to each group
- Pins & certificates celebrations
- Member Schools: OLC Pop-Ups @Orientation + Ambassadors
- Increase nominations for **AWARDS**: **Nov 30** deadline
- ... Many more ...



AMBASSADOR PROGRAM

Goal: Build a proactive and strong two-way conduit between member schools and OLC, to increase membership engagement and happiness.

1. Each Member School Director Selects 2 ambassadors by Dec 1
2. Skills Needed: strong communicator + good listener + driven
3. Time commitment: 30 mins every week + once a month email report
4. Earn: 2 CEUs for contributions
5. Training + Development: OLC will provide support to be an ambassador, and role enables leadership + impact + visibility growth

Why will it work this time?

- Changed selection process
- Changed support for ambassadors via OLC
- Changed execution focus in close partnership with regional leadership



AMBASSADOR PROGRAM

Summary Of Actions Ambassadors To Perform:

1. Have up-to-date information on PSIA-AASI W key events & updates.
Cheatsheet to be provided to the ambassadors
2. Be present in member school to elevate understanding of PSIA resources:
 - a. Each Member School Orientation - give a 5-10 min overview
 - b. Member School regular forums - morning circle, lunch, other touch points
 - c. Announce / share out upcoming training, clinics, certification, scholarships, awards
3. Share back feedback and concerns:
 - a. Monthly report back to OLC to share what is working, what can be improved, anything we need to know to act on



AMBASSADOR PROGRAM: What We Need From You

1. 2 Ambassadors per Member School **no later than Dec 1** from each Member School Director
2. Nominations For PSIA-AASI Awards: **Deadline Nov 30** for submissions.
Details here:

PSIA-AASI's Award Program recognizes its members' achievements as instructors, leaders, and collaborators in the industry. Know a member who deserves recognition and honors? Review the award categories, then submit an application. Or, email memberservices@thesnowpros.org to learn more. Never underestimate the power of a gift!

Awards (Nominations due by Nov. 30 at 11:59 p.m. MT*)

- [Distinguished Service Award](#)
- [Educational Excellence Award](#)
- [Lifetime Achievement Award](#)
- [3 C's Award](#)
- [Angus Graham Rising Star Award](#)
- [Top of the Course Award](#)



MEMBER COMMENTS

Member Requests For Discussion:

+

+

+

THANK YOU FOR PARTICIPATING!





STAY IN TOUCH

Parry Kring: pkring@thesnowpros.org

Lynnea Anderson: landerson@thesnowpros.org

Marisa Cooper: mcooper@thesnowpros.org

OLC: ownerslink@psia-w.org

Board of Directors: WesternBOD@psia-w.org

www.psia-w.org

[@psiaaasiwest](https://twitter.com/psiaaasiwest)

