



2024 PSIA-AASI Team Selection

This communication outlines the primary elements of the 2024 PSIA-AASI Team selection and endorsement process including the application process and requirements, schedule, location, logistics, team makeup, and endorsement requirements. Future communications will provide additional detail outlining the registration and application process, guidelines, and requirements.

Introduction/Overview

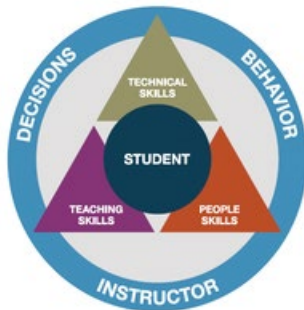
The 2024 selection is a comprehensive process enabling PSIA-AASI to select the nation’s best educators to represent the association at the highest level. The outcome of this process will be a team that embodies attributes highlighted in the Learning Connection.

- Lifelong learners
- Inspirational educators
- Inspirational athletes

Team Mission: Support our membership and member schools as part of the snowsports industry to:

- Develop personally and professionally
- Create and nurture positive learning experiences
- Grow enthusiasm and excitement for our profession

The team mission supports the association vision: “Create lifelong adventures through education.”

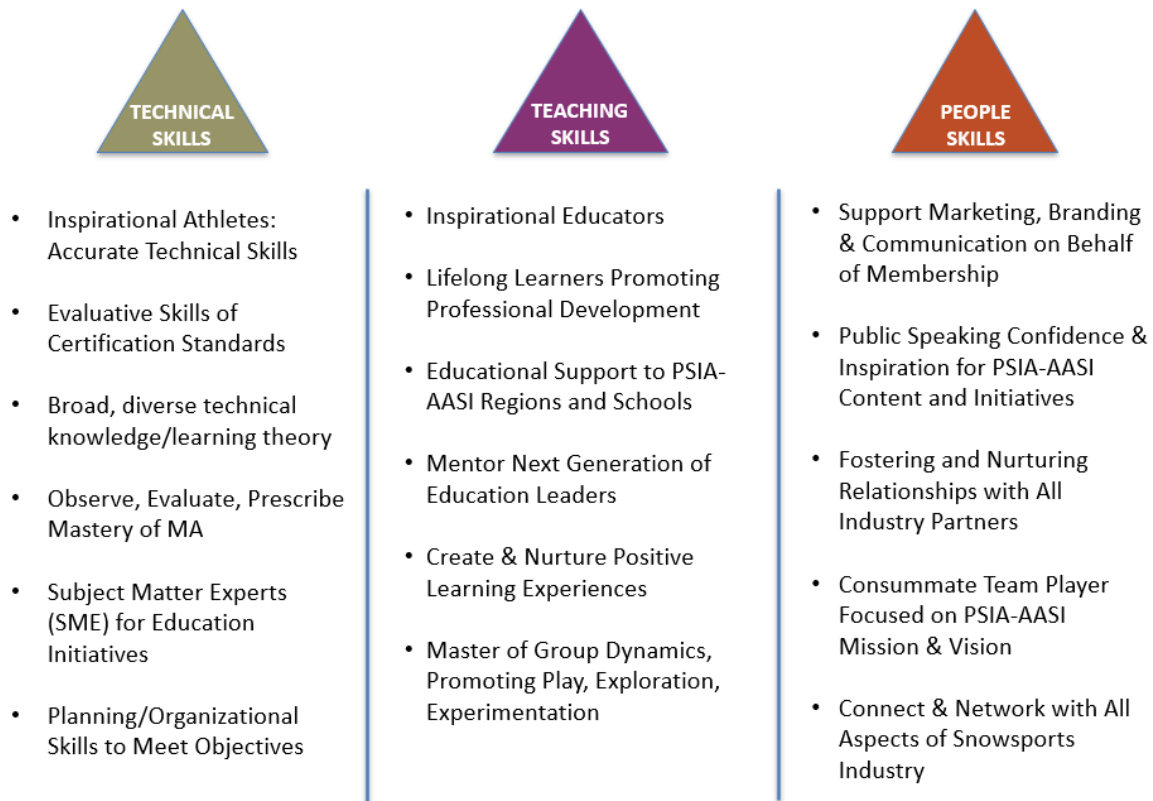


This vision supports the ONE TEAM concept that encourages collaboration through learning and growth across all snowsports disciplines. The outcome of this process will be forming a team that illustrates the absolute best representation of the Learning Connection Model.

Duties: Be an industry leader and educational resource for the association, membership and industry partners by:

- Providing educational support to the PSIA-AASI regions and member schools.
- Assisting in the development of educational content and materials for the association.
- Supporting Marketing, promotion, and communication on behalf of the membership.
- Cultivating and/or maintaining an active leadership role in regional education activities.

- Fostering and nurturing ongoing relationships with industry partners, sponsors, and suppliers.
- Mentoring the next generation of highly qualified industry professionals or notably skilled industry professionals in support of the membership.



Successful team members are individuals who embrace being outside of their own comfort zone when it comes to subject matter, social settings, travel, and varying environments. Prepared candidates will be leaders--and emerging leaders--in the snowsports industry who are already performing similar functions within their home region and are helping them achieve success with their membership.

The selection process will be conducted in three (3) stages:

1. Regional Nomination process

- All candidates will need a regional nomination letter to register for the selection process. Nominations are due by **January 12, 2024**
- Based on the review and success of the nomination processes, the goal of the selection is to invite all nominated candidates to the on-snow event.
- Regional Nomination recommendations are defined in Section 2.

2. Registration and Application

- Registration opens **January 12, 2024**. Registration will be through the www.TheSnowPros.org Events portal.
- Once registered, applicants will receive further directions for submitting application packets. Applicants will submit an electronic application packet. Application packets will be due by 5:00 PM Mountain Time, **February 1, 2024**
- Application review
 - All elements of each candidate's application packet and regional nomination will be assessed and carried forward to the on-site selection event.
 - Incumbent team members will be assessed through the same application process as new candidates. Incumbent Team Members are not required to participate in the Regional Nomination process, however, are highly encouraged to participate.

3. Selection event

- Candidates will demonstrate and be assessed, in a variety of formats, to the attributes of the Learning Connection model. Included will be individual, group, indoor, and on-snow situations.
 - a. All candidates invited to the selection event are expected to be present for all assessment activities.
 - b. The on-snow, in-person selection event will take place at Big Sky, Montana, **April 21-25** (Alpine and Snowboard) and **April 22-25** (Adaptive, Cross Country, Telemark)

The candidates endorsed as members of the 2024 PSIA-AASI Team will be named based on the scoring and ranking done at the in-person selection event combined with their scores from the application process.

Section 1:

PSIA-AASI Team Requirements and Composition

Minimum Professional Requirements and skills:

- PSIA or AASI Level III Certification
- Children's Specialist 2
- Ski or Snowboard Educator and qualified Trainer familiar with and skilled in evaluation of the PSIA-AASI National Certification Standards and Learning Outcomes.
- US Citizen or Permanent Resident
- Encompass a broad, diverse technical knowledge of skiing/riding, teaching, professional development and learning theory relevant to snowsports instruction.
- Superb and inspirational communication skills: On-snow, writing, presentation
 - On-Snow: Master of group handling, creative, innovative and relevant content, accurate demonstrations.

- Writing skills: Skilled in writing and able to contribute relevant ideas for communication projects. Have reasonable command of all communication channels including social media.
- Public speaking confidence and inspiration for education content and association message.
- Connector: High EQ and collaborative skills to unite and inspire.
- Athletic, inspiring, and accurate skier/rider and role model.
- Team Player focused on the mission/vision of PSIA-AASI and its membership.

Additional recommended skills:

- Technical Communication Skills
 - Office Suite or comparable, Google Apps and Basecamp
 - Intimate/extensive knowledge of www.thesnowpros.org
 - Basic photo and video editing
 - Technical editing and contribution to current and future education materials
 - Public speaking, podcasts and presentations for a wide variety of audiences
- Social Media Skills
 - Frequent contributor to technical forum/social media discussions
 - Serve as face of the association on social media initiatives and campaigns; Facebook live, Instagram takeovers, frequent postings, tagging @PSIA-AASI #snowpros etc.
 - Continual interactions with suppliers and industry partners
- Composition Skills
 - Captivate thoughts through engaging articles with solid takeaways for the membership.
 - Capable of juggling multiple deadlines during extremely busy seasons.
 - Creative and inspirational idea generation for future articles, materials, and publications.
- Administrative Skills
 - Fiscal responsibility to serve as an independent contractor including receipt and time tracking, invoice/expense form responsibility, personal insurance, and association tax matters.
 - Ability to personally market and promote yourself to prospective suppliers and recipients of professional services.
- [Additional Position Description Considerations](#)

Team Composition:

The PSIA-AASI Team is selected on a “best in the nation” concept. For 2024, there is no set maximum number of team members. All team members are selected on a four-year cycle and serve a four-year term. The coaching staff will be selected and in place before the Team application review process. The team is composed of the following discipline groups.

1. *Alpine*: Includes technical and development coach
2. *Freestyle Specialist*: At least one of each discipline alpine and snowboard to represent freestyle as members of the alpine and snowboard teams.
3. *Snowboard*: Includes technical and development coach
4. *Telemark*: Includes coach
5. *Cross Country*: Includes coach.
6. *Adaptive*: Includes coach and may include adaptive alpine, snowboard, and cross-country members.

Section 2:

Regional Nomination

To create professional development opportunities and identify a larger pool of future snowsports leaders, the regional nomination process allows aspiring team members to reach toward Team goals regionally, on a continual basis. The nomination process allows the regions to play an active role in the Team selection and ideally eliminate an application cut prior to the on-snow selection.

A formal regional selection process for nomination may not be practical for all regions. Minimum criteria components can be observed in current work functions such as regional staff training settings and other work opportunities. Regardless of the method used, the nomination letter needs to reference how the nomination criteria was assessed throughout the process.

Suggested Nomination Criteria:

1. Review fundamental elements of the application packet and interview potential candidates.
 - Review references, letters of recommendation, event evaluations (if available) and overall experience in the snowsports field.
2. Provide opportunities to be evaluated in the following skill sets
 - Skiing/Riding on-snow performance
 - On-snow teaching/training and clinic leading
 - Indoor presentation skills
3. Format
 - Regions can elect to provide assessment opportunities to candidates seeking nominations in a variety of formats from opportunities during training and member events to formal regional selection processes.
 - Letters of nomination are to be provided by the regional operation leader to all successful applicants to be placed in their national selection application packets.

- Regional nominations are to be completed by **January 12, 2024**.

Current team coaches and team members may be available to assist in regional selection processes. Contact Jeb Boyd at jboyd@thesnowpros.org to make these arrangements. Incumbent Team Members are not required to acquire a regional endorsement but are encouraged to participate in the process.

Section 3:

Application Process and Deadlines:

1. The application process is open to applicants who meet the requirements of section 1.
2. Application registration will open **January 12, 2024**, and close 5:00 PM Mountain Time **February 1, 2024**.
3. All candidates must register; submit applications, required materials on or before the deadline of 5:00 PM Mountain Time, **February 1, 2024**.
4. *PSIA-AASI will not accept incomplete or late application packets.* This applies to all candidates.
5. Registration will be through thesnowpros.org website Event Portal.

Application Packet

This packet is meant to represent the “behind the scenes” role of a Team Member. Each component is purposeful to showcase the versatility required to be successful.

1. To be submitted:
 - a. Registration fee **\$150**
 - i. To be paid at the time of registration
 - ii. Please note: you will not be able to submit an application packet if you have not paid the registration fee.
 - b. Cover letter (≤ 1000 words)
 - i. How will your contributions and experiences benefit the 2024 PSIA-AASI Team, the Association, and its members?
 - ii. In your own professional development, what area of the Learning Connection model are you focused on and why?
 - c. Resume (two pages maximum)
 - i. Indicating professional high points (e.g., presentations, authored materials, relevant activities outside of ski teaching, foreign language competencies, special credentials, etc.)
 - d. References
 - i. Names and contact information, including phone number and email address, of 3 professional and 2 personal references.
 - e. Regional Nomination Letter from region education or operational leadership
 - f. A Video (≤ 2 minutes in length, edited and produced by you)
 - i. Please answer /speak to the following:
 1. Introduce yourself and explain a little about what makes you who you are.

2. Tell us what you believe to be the team's purpose, and how you will contribute on the team to the association's success.
 3. Be creative and engaging to provide insight about your individuality.
 - *Priority is focused more on the content and delivery.
 - ii. Specifications
 1. To be uploaded to YouTube, Vimeo or equivalent and link sent with application.
 2. Please note: The video needs to be of sufficient quality to be viewed comfortably (in focus, clear sound at a sufficient volume) on a desktop computer or laptop. The video is to be edited and produced by the individual applicant.
 - g. Video Tip (≤ 1 minute in length, edited and produced by you)
 - i. Create a professionally branded video tip ready to post on social media.
 1. Can be any tip relevant to snowsports
 2. Incorporate approved association branding found in [Toolkits](#)
 - ii. Specifications
 1. To be uploaded to YouTube, Vimeo or equivalent and link sent with application.
 2. Please note: The video needs to be of sufficient quality to be viewed comfortably (in focus, clear sound at a sufficient volume) on a desktop computer or laptop. The video is to be edited and produced by the individual applicant.
 - h. Writing Sample (≤ 500 words)
 - i. Highlight the application of a specific area of the Learning Connection Model.
 - ii. Provide an outline used to organize your work to include title, description, and learning outcome(s).
 - iii. Submit your final article separate from your outline.
 - iv. Audience: PSIA-AASI membership reading national publications.
 - v. This is to be an original, unpublished work.
 - i. Author agreement
 - i. The author agreement can be downloaded from the PSIA-AASI 2024 Team basecamp.
2. All files are to be named according to the following protocol:
 (member name) _ (member number] _ (file name). (file type)
 example: Jerry McJibbons_110000_Cover Letter.doc

Section 4

Selection Logistics, dates and locations

1. Candidates are invited to register for the on-snow selection event beginning **February 1, 2024**. Registration will close **March 1, 2024**.
2. The 2024 Team selection will take place at Big Sky Montana. The selection process will take up to 4-5 days and will begin Sunday evening **April 21, 2024**, with final endorsements being announced Thursday, **April 25, 2024**.
3. Lift access will be provided during each selection event.
4. Candidates are responsible for their own transportation to and from the selection site(s), plus food and lodging while at the selection. PSIA-AASI will provide information regarding transportation, food and lodging options as it becomes available.
5. On-snow, in-person Selection Event Fees
 - a. Alpine and Snowboard: \$750
 - b. Adaptive, Cross Country, Telemark: \$650
6. The selection logistics are subject to change; however, a candidate should anticipate spending up to 5 days at the selection site. There may be up to two cuts made during the on-snow process prior to naming the new Team.

Section 5: Selection Criteria and Format

- Candidates will demonstrate and be assessed in a variety of formats on the attributes of being an inspirational athlete, educator, and lifelong learner. Included will be individual, group, indoor and on-snow situations.
- Skiing/Riding assessment:
 - Priorities: activity execution, accuracy, technique and speed/performance and inspiration.
 - Perform a variety of challenging activities and identified skiing/riding situations.
 - Ski/ride on any open terrain
 - Activities will be designed to test the candidate's technique, tactics, and versatility, for accuracy and clear visual communication.
- Teaching assessment:
 - Candidates will perform a variety of teaching scenarios of varied length to peer level.
 - Scenarios can range from a prepared segment topic to an impromptu session.
 - Teaching, coaching and clinic leading will emphasize authentic learning experiences with the peers in your group.
- Presentation assessment:
 - Candidates will perform a variety of indoor presentations of varied length to peer level.
 - Scenarios will range from small-group interactive style to large-group presentations.
 - Scenarios can range from a prepared segment topic to an impromptu session.

- Presentations will emphasize authentic learning experiences with the peers in your group.
- People skills assessment:
 - Assessed in a variety of ways throughout the entire selection process.
 - May involve behavioral assessments through different group interactions and exercises throughout the selection process.

Section 6: Team Endorsement Criteria

At the conclusion of the 2024 selection assessment process, the new Team will be required to attend an orientation and training on **April 26**. Additional Team member requirements and expectations will be provided in future communications to include independent contractor information, insurance requirements, Official Supplier expectations, scheduling, communication structure and compensation guidelines.

Future Communications and Questions:

All communication related to the 2024 PSIA-AASI Team will be posted on the PSIA-AASI Team Selection Basecamp. Questions are welcomed by email to the teams@thesnowpros.org address.