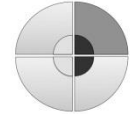

Policy 1.0 Ends/Priority Results

Date of adoption / Last revision: *August 15, 2018*



Ends

1.0 Broadest End:

PSIA-AASI exists so that members enjoy circumstances that enhance their success as professional instructors. These ends will be achieved at a level that justifies the resources invested.

Priority Results:

1.1. PSIA-AASI and division strategic goals align

1.2. Members experience relevant and meaningful professional development

- A. Members have access to, and use, evolving resources and educational content
- B. Members receive expanded professional benefits

1.3. Members, the industry, and the public recognize and value PSIA-AASI education, training, and credentials as a premier standard

- A. Standards evolve and are applied with consistency
- B. The public values PSIA-AASI instruction and guest experience
- C. Snowsports school directors and resort management benefit from credentials, competence, and skill set instructors gain through PSIA-AASI

1.4. PSIA-AASI and divisions use available resources and economies of scale

- A. Revenue streams allow creation of resources
- B. Common systems, tools, and back office efficiencies are developed and implemented
- C. Communication tools and messaging are shared

1.5. Members benefit from participating in a diverse professional community

- A. PSIA-AASI and divisional programs and services complement each other
- B. Professional networking and mentoring provides inspiration and personal fulfillment
- C. Members identify as part of the profession globally, nationally, regionally, and locally