2014 Membership Survey Results

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Survey Responses:

If you did not respond to this past summer's membership survey, we encourage you to make your opinion known in the upcoming 2015 survey.

We collected member demographics this year so we can look at preferences more closely. 2.7% of the responses were from under 20 year old members and they were split 55% alpine and 45% snowboard and there were more females than males. There were also more females (53%) in the 20 to 30 year old grouping but most women responding (60%) were in the 51 to 70 year group. Most snowboarders are male (77%) and their opinions compare closely with the majority of responses to all questions. In the responses from 16 to 20 year members, most are male and are 51 to 70 years old.
Question #1:
What are your PSIA-AASI snowsport disciplines and certifications? Check all that apply for which you have been certified.

2.4% fewer alpine instructors responded to the survey
2% more snowboarders responded to survey
Continuing rise in Nordic and Telemark instructor responses
15.3 % instructors responding certified in more than one discipline
2% increase in Registered instructors
Question #2:
What is your primary snowsports responsibility? (All snowsports disciplines)

Snowsports Responsibility Comparison

Key
#1 Snow sport Instructor
#2 Snow sport School Trainer
#3 Assistant manager
#4 Director
#5 Race Coach
#6 PSIA/AASI Education Staff
#7 Ski Patrol Trainer
#8 Adaptive
#9 Private (no school affiliation)
#10 Not Teaching (Inactive, Alumni, Retired)
#11 Other

2014 is shown in the rear most position
The number of respondents categorizing themselves as just instructors rose 1.3%
All other categories remained about the same.
Question #3:  
How long have you been a PSIA-AASI member?

**Membership Time**

New question 20014  
Most respondents have been members either 6 to 10 years or 21 to 30 years

Question #4:  
What is your age?

**Member Ages**

New question 2014  
62.5% of responding members are between 51 and 70 years old  
Only 6.3% of responding members are under 30 years old.
Question #5:
What is your gender?

Membership Gender

- Male: 77%
- Female: 23%

3.2% skipped this question.
I don't know why.
Doesn't seem like this should have been a mandatory response question.

Question #6:
In what manner would you like to receive information from PSIA-AASI Central? Please indicate all preferred communication methods and leave blank those that are not preferred.

Communication Preference
Informational Articles

- Central Line Magazine
- E-Mail
- PSIA/AASI-C Web Site
- Social Web Site
- Text Message
- Direct Mail

- 2011
- 2012
- 2013
- 2014

40.9% of respondents prefer to receive informational articles via Central Line Magazine.
Down 2% from last year but still almost double any other communication source.
31.8% of respondents prefer Central Line for Organizational news. Down 1.8% from last year. 2.5% increase in Social Media.

Respondents prefer to see the event schedule in the Central Line Magazine, by E-Mail and by PSIA-AASI Central Web Site. Web site is gaining popularity by 1.6% increase over last year.
E-Mail communication is preferred by 44.3% of respondents but is down 6% from last year. Text message at 17.6% increased 4.4% over last year.

Question #7:
Your Central Division magazine, Central Line, is available in printed form and as a PDF online at the web site. If all of the choices below were available to you, which one would you choose?

74.8% of respondents want a printed version of the Central Line magazine. 25.3% of respondents are willing to option out of the printed version. Under 20 year olds and 21 to 30 year olds would prefer the printed version and will view it as a PDF on-line and only a few (6 people total) said they would option out of the printed version.
Question #8:
Your PSIA-AASI National organization provides educational materials, books and videos, pro-priced products, National web site at www.thesnowpros.org, membership and registration services, discipline specific National Teams, 32 Degrees Magazine and a headquarters office in Lakewood, Colorado. Are you satisfied with the services National provides?

88.8% of the respondents in 2013 were satisfied with National to a degree above neutral. This compares with 88.3% last year and greatly improved from only 37.8% at the start of our Central Division survey in 2009.

All under 20 year old responses are satisfied with national and most are "Very Very Satisfied" but the majority of responses in the 21 to 30 age group fell to "Somewhat Satisfied".
Question #9:
Your PSIA-AASI Central Division provides regional and local educational events, education examiners, certification exams, certificate event evaluations, membership services, Central Division web site at www.psia-c.org and the Central Line magazine. Are you satisfied with the services PSIA-AASI Central provides?

83.9% of the respondents in 2014 were satisfied with Central Division to a degree above neutral. This is down 0.5% from last year's high of 84.4% and highly improved from 37.8% in 2009 when the survey began.

Responses from under 20 year old members showed all were very satisfied and most were "Very Very Satisfied" while responses in the 21 to 30 year old group had a broader range of responses.
Question #10:
Excluding travel, meals and lodging for an away event, do you feel the cost of a PSIA-AASI Central Division educational event with the Education Staff is a good value when compared to the cost of a visitor's lesson at your area?

Education Event Value Perception Comparison

Over 50% of the 53.2% of the respondents continue to feel the cost of a Central Division Education Event is a good value. This year's response was 53.2% which is slightly down from last year's 55.2%. Over one quarter, 28.0%, of the respondents believe the cost is high for the value received which is up 2.5% from last year and way above 19.8% in 2009. Only 12.7% of the respondents believe the cost is low or very low for the value received. 70% of the under 20 year old responses feel cost is high whereas the 21 to 30 year old responses indicate it is a good value.
Question #11:
When choosing an education event to attend, what are the criteria you use to select that event and how would you rank them?

"Education event offered" is consistently the highest priority at 45.4% up from 44.1% in 2013. "Distance from home" and "Fits my schedule" continue to be next in priority followed by overall cost of attending in 3rd priority.

70% of the under 20 year old respondents said "Distance from home" was most important and the 21 to 30 year olds agree with the majority of the membership.

Notably, the responses from people that have been members from 16 to 20 years (lowest per Q-3) are more evenly split between event offered (45.5%) and distance from home (37.5%).
Question #12:  
Do the educational programs offered by PSIA-AASI Central Division meet your needs?

There was a statistically significant shift in opinion of respondents this year in the "Occasionally" and "Most of the Time" categories. 60.4% felt that the Education Events offered by Central Division meet their needs "Most of the Time" which is down 7.4% from 2013. Conversely, the "Occasionally" responses went up to 27.2% from 18.5% in 2013 so there was movement from "All the time" and "Most of the time" categories. However, 66.6% of the respondents still are satisfied either "Most of the Time" or "All the Time".

Question # 13: 
In the previous question, you indicated that the educational programs offered by PSIA-AASI Central Division meet your needs "occasionally". Would you please explain your answer?

Respondents were occasionally disappointed because event descriptions didn't match what was presented and they didn't like combining events or cancelled events. Respondents would like to see more location choices, more mid-week events and more event subject matter choices.

Question #14: 
In the previous question, you indicated that the educational programs offered by PSIA-AASI Central Division met your needs "rarely". Would you please explain your answer?

Events rarely met the needs of respondents who commented on event descriptions, combined events, cancelled events and Ed Staff personnel. These respondents wished for more adaptive events and more subject matter choices in events.
Question #15:
What is the primary thing PSIA-AASI Central Division could do to increase attendance at educational events?

Respondents in 2014 are evenly split between lower prices (25.7%) and event content changes (24.9%). This is followed closely by locations closer to home at 22.9%.
Question #16:
Would you to take a combination event which would include two different courses, possibly with a common theme, over the same weekend? Exams and Certification events would be excluded.

Comments Summary:
Interesting idea
Two aggressive events could be too much
Could ala carte be available?
Don't choose at last minute, has to be planned when signing up
You missed the word "like" in the question
No, I would not sign up for this.
93% of snowboarders would take combination events.

Question #17:
If you could choose or create an education event, regardless of your discipline, what would it be? Please offer some description.

This question was intended to solicit ideas for future education events.
We received exactly 200 comments.
They will all be evaluated by our Education Staff.
Thank you for the strong response.
Question #18:
The PSIA-AASI Central web site (www.psia-c.org) continues to be updated with new features and content. How would you rate the web site?

![Central's Web Site Rating Comparison](image)

Web site was redesigned in October 2013
Respondent opinions continue to reflect an average to above average rating.
49.1% of the responses believe the web site is above average or excellent but the younger members did not rate it as high.
46 Suggestions were submitted and will be evaluated by the Communications Committee and Web Site administrators.

Question #19:
Member satisfaction is a primary goal of PSIA-AASI Central. Are there other comments you would like to record? Are there other questions we should include in future surveys?

Every year one third of the respondents to our survey offer comments to this question.
All comments are circulated and reviewed by your BOD.