



Beyond the Slopes

CSIA's Vision for Growth and Innovation

CSIA Purpose

Train and certify professional ski instructors.

Our vision

Leaders in ski education dedicated to creating passionate lifelong skiers.

Our mission

The CSIA sets Canada's standard for the profession of ski teaching through innovative training and certification programs, contributing to the safety and growth of the industry, and enjoyment of skiing for everyone.

Our values

Learning

Furthering the education of ski instructors and sharing of knowledge.

Community

Built on diversity, inclusiveness, transparency, and accountability.

Integrity

Engaging in honest, ethical, respectful, and professional conduct.

Growth

Continuously advancing excellence in ski teaching and instructional standards.

Our 2024-2027 strategic plan serves not only as a roadmap for the future but also as a commitment to ongoing evolution and adaptability in a dynamic environment, ensuring that the CSIA maintains its leadership in the industry.

Beyond the Slopes

Strategic Pillars

By focusing on these strategic pillars, the CSIA aims to enhance its organizational effectiveness, increase member engagement, and maintain its relevance in the ski industry.



Member Value & Engagement

Enhance member value by offering more events, training opportunities, and professional development programs tailored to members' interests.



Training & Education

Enhance training programs and materials, focusing on standardizing course delivery to meet member and industry demands.



Communication & Outreach

Improve communication and social media presence to engage with our diverse membership and industry partners; updating the brand's profile, website and member benefits.



Partnerships & Collaboration

Broaden relationships with industry partners and like-minded organizations to meet industry needs and demonstrate the benefits of employing CSIA instructors.



Governance & Volunteer Management

Strengthen volunteer management and streamline governance structures, ensuring transparency and effectiveness in roles, by providing training and support for volunteers.



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