



## Strategic Plan

### Strategic Priorities

1. Be an organisation that encourages complete inclusion and diversity in our sport.
  - a. Offer invulnerable value to our Members (reducing churn – especially in Level 1)
  - b. Improve success rate of our educational programs and reduce churn rate
2. Offer educational programming and communication tools that prepares our Members for all the potential opportunities in their future:
  - a. In the Ski Industry
  - b. In their professional lives outside of skiing and;
  - c. For their own personal fulfillment
3. Create leaders in our Ski Industry.
  - a. By using a science-based approach to skiing technique, not representing opinions as facts
  - b. Expand our educational programming that includes aspects that makes us more relevant to the industry we serve
4. Improve the sustainability of the profession of Ski Instruction.
  - a. Be a catalyst to the Snow School Director community – helping to build their businesses through education and advocacy
  - b. Walk in lock step with the industry in the growth of the participation of the sport, maintain our relevancy to the industry at all times
5. Governance.
  - a. Operating the CSIA in a responsible and sustainable financial environment
  - b. Continue to work collaboratively with the Regions and National, looking for the best possible, efficient Governance model