

CANSI National Report

CANSI Ontario AGM – June 2, 2018

Rob Henderson, National Representative

The National Board's strategic direction remains focused on membership retention and new member attraction with a goal to grow our membership from 727 in 2016 to 900 members by 2020. As of April this year our membership has reached 874 members.

Two major initiatives were undertaken to support this direction:

1. Website Improvement Project – this project will improve how we provide technical information, articles of interest and video to our members and simplify registering for courses. We expect this will provide a better vehicle to provide with greater access to information of interest to them, beyond course or association business. We are attempting to create an on-line magazine format where members will receive monthly newsletter highlighting events, articles or videos about ski technique, teaching tips, equipment and other subjects of interest.

The last 12 months have been spent defining our needs, securing a sponsor for the development – our thanks go to MEC for their support, and sourcing a website developer – we have selected Creative Elements Consulting Inc located in Calgary.

Currently we are in the development phase with Creative Elements starting last week and the new site will be up and running in the fall for the start of our 2018-19 ski season.

2. Technical Committee Project – this project will improve how we communicate and keep our national course conductors current with common standards across Canada. One strategy is to move toward on-line sessions that will cut down costs, provide a clear record of current standards and enable people from remote regions to participate. A pilot ran last fall with good success and lots of feedback from participants and next season we will see the next rendition of this approach.

The Technical Committee will also be supporting our move to providing more information to our members. Through the National Technical Committee and regional technical members we plan to harness their expertise to generate the information provided through the Website Improvement project.

The Technical Committee is also working to create an improved national seminar process. Each year a national seminar is held alternating between Western Canada and Eastern Canada. This year it was held in Quebec and next season it has already been set for Silver Star Resort in BC on March 4-8, 2019.