



Employee Education Program

Goal(s):

- 1) To enhance MMSA's demonstrated commitment to core value Environment;**
- 2) To increase employees' knowledge of relevant environmental subjects;**
- 3) To increase employees' awareness of, and participation in, ongoing environmental programs.**

Objective:

To educate all MMSA staff about environmental subjects relevant to Mammoth Mountain and establish the Environmental Programs Department as a resource for support and information.

Story:

The Environmental Framework identifies employee education as one of the primary goals of the Strategic Alliances initiative. Two key components of employee education are 1) staff awareness of company philosophy to ensure acceptance of the core value of "Environment;" and 2) employee training to provide consistent knowledge of relevant environmental subjects, issues, goals, and efforts. EOS scores measure both components.

The winter 2002-2003 EOS scores indicate that the core value "Environment" has relatively low recognition among employees (71 overall, low of 20 and high of 100). Misinformation and lack of information, apparent throughout comments in the EOS, demonstrate a need to educate staff about environmental issues and raise the prominence of the Environmental Programs Department. The recent addition of an Education Coordinator (Wendy Fujikawa) to the Environmental Programs staff provides the necessary resources to initiate a comprehensive employee environmental education program for the 2003-2004 season. The program will consist mainly of meeting with staff in each department during fall orientation sessions to provide information on relevant environmental issues and facilitate open dialogue. Topics include an introduction to the Environmental Programs Department (who we are and what we do), how we can be a resource, employee responsibilities at an environmentally aware resort, and how to contact us. Additional measures include revised environmental literature for new hire employee packets, on-hill ski/snowboard naturalist clinics, and on-going training throughout the season.

Initial discussions with 2003 summer staff on the Mountain have been positive. Department heads have been highly cooperative by providing time for Wendy to meet with staff, and the staff has been receptive to talking about environmental issues.

Initial contacts with winter department heads have also been positive, with most returning phone calls or emails quickly and offering 15-20 minutes of presentation time during fall orientation sessions. Current information for staff on Environmental Programs is limited to three slides during the general orientation session given by Tim Vadheim.

In addition to initial education efforts during fall orientation sessions, ongoing training is targeted for weekly safety meetings and ski school clinics. Safety meetings provide an opportunity to contact departments that were initially missed, and to continue dialogue with specific departments that need more information or have issues to discuss. As a Level III certified alpine ski instructor and part-time trainer, Wendy also has the capacity to offer morning hour and off-hour naturalist clinics through ski school that can potentially be available to ski patrol and host naturalist guides.

