



Building a Stronger Workforce

Advanced Snow Management Training –
A Guide to Getting Started



SIMA[®]
snow & ice management association

Table of Contents

Advanced Snow Management Overview	3
Advanced Snow Management Courses	5
Advanced Snow Manager Credential	8
Taking the Next Steps.....	10

Advanced Snow Management Overview

This snow-specific, online certificate training program can become a key component in long-term employee development, and was designed to help snow management organizations build a stronger, more stable workforce. The curriculum is focused on snow operations personnel in management and leadership positions.

Here is what the program provides for companies that utilize it:

Verification of training: Via a certificate, it proves that an individual went through each course and can apply the training.

Personalized Training: An in-depth experience for operations managers and key operations personnel.

Marketing Boost: The achievement of having one or more staff who have attained ASM status is a major marketing opportunity and career builder.

Consistency: A standardized method to train, verify skill, and reward an operations team. Many companies are repeat customers for ASM training, using it as a consistent method to engage operations employees and help them become subject matter experts in snow.

TRAINING COURSES

The ASM program has four courses, and participants who complete them all will receive the Advanced Snow Manager (ASM) training credential to help highlight their achievement and make their experience and knowledge highly visible (see the marketing section of this guide for more detail).



Core Principles is a prerequisite course, trainees must complete it prior to the other three courses.

The final three can be completed in any order the trainee chooses. Please note that the training system will not allow trainees to access other courses until Core Principles is complete.

The courses are delivered completely online at [Train.sima.org](https://train.sima.org) and are available 24/7.

The ASM training program *is not a certification program*, but is a high-quality certificate training program that carries similar weight as certification but focuses on training. Certification programs focus on experience-based prerequisites (i.e., 3 years in the industry as an owner, etc.) and assessment, whereas ASM certificates have no experience-based prerequisites, and focus on immersive training and assessment.

See below for the main differences between the ASM program and the SIMA Certified Snow Professional program.



Advanced Snow Management (ASM) program

A core-knowledge program designed for equipment operators and snow event operations managers.

Prerequisites: No

Annual requirements: No



Certified Snow Professional (CSP) program

A certification for owners and executives, focused on the critical elements of running a professional snow business.

Prerequisites: Yes

Annual requirements: Yes



“Partnering SUNY Cobleskill's Landscape programs with SIMA's Advanced Snow Management training program engages students in the professionalism and a systems approach needed to be effective in snow and ice management. The self-paced and modular format of the ASM training system provides depth and breadth for various learning styles and is engaging across experience levels. The ASM toolbox has been a unique and vital aspect of a student's career development path.”

— Timothy Marten - Assistant Professor, SUNY Cobleskill

SNOW MANAGEMENT INDUSTRY OVERVIEW

The private snow and ice management industry, composed of in-house grounds managers and snow removal contractors, is a quickly maturing marketplace with long-term business stability and opportunity.

[Get the full industry report here.](#)

\$18 BILLION

Private US Snow/Ice Industry
estimated market size

22,000+

Estimated commercial-grade
snow contractors in the US

250,000+

Snow and ice management workers
employed each season in US

Source: Snow & Ice Management Industry Impact Report - SIMA/WolfWorks Consulting/Singer Communications - 2016

Advanced Snow Management Courses - An immersive training experience

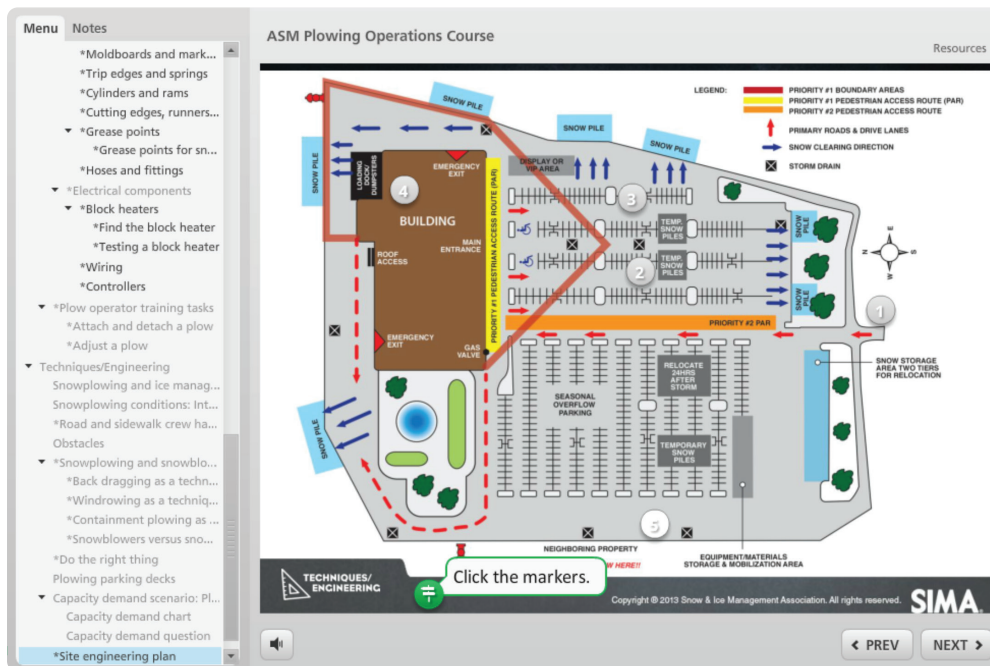
The courses were developed with adult-learning best practices, featuring:

- Content developed with feedback from snow professionals across the United States and Canada.
- Interactive features including video, images, diagrams, and quizzes.
- Alignment with professional training best practices, including all of SIMA's Best Practices and glossary of terms.
- 24/7 accessibility as self-guided online training courses.

SIMA invests resources to ensure that the courses are always:

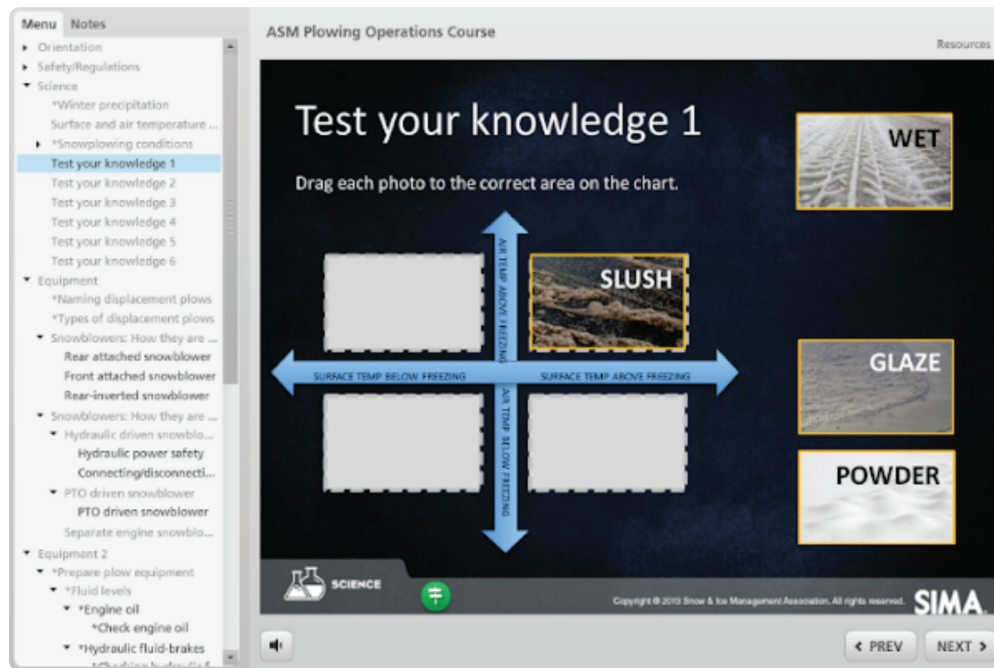
INTERACTIVE:

Visual cues, voice-over, and a focused workflow help learners stay engaged and on-task.



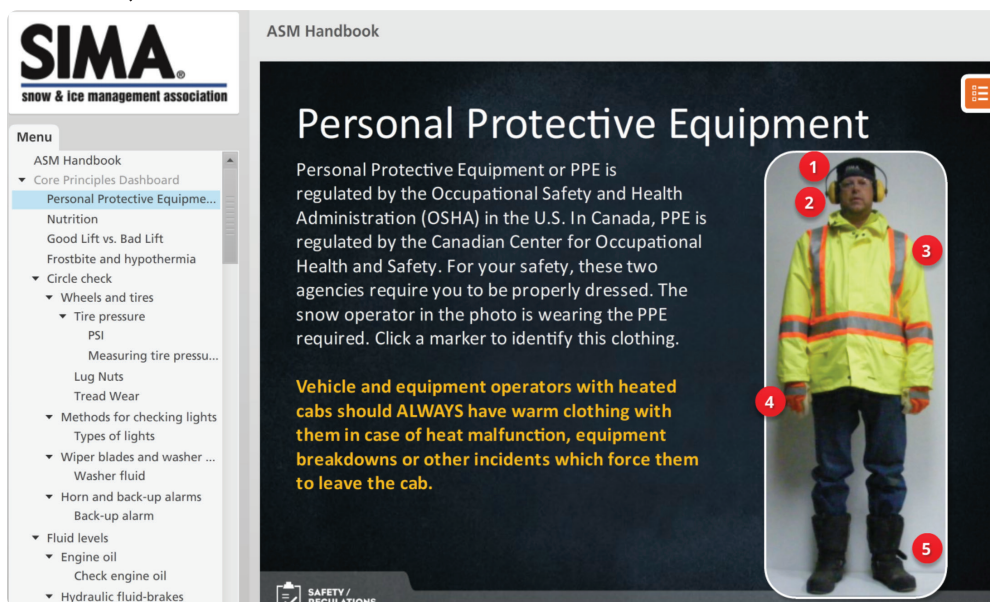
ADULT-LEARNING ENABLED:

Trainees can test their knowledge and visually review and manipulate the course material.



BUILT IN QUALITY CONTROL:

On average, each course takes between 1-3 hours to complete. Trainees must pass all built-in checkpoints in the course before the final assessment is enabled, and the system will save their progress in case they need to tackle courses over a period of time.



COURSE COMPLETION

Individual performance and completion varies greatly from person to person; some individuals can get through all four courses in a week or less; others need more time due to work schedules, comfort with online experience, or other factors. SIMA recommends a training plan that provides at least 3-4 weeks for an individual to complete the four courses, with a goal of completing one course per week.

Assessments are only enabled once the entire course and all of its checkpoints are complete. Trainees get 2 attempts to earn a passing score on an assessment. Passing scores vary from course to course. If they do not pass after two attempts, they must contact SIMA to reset their attempts.



Advanced Snow Manager credential - Benefits and Resources

Once an individual passes all four Advanced Snow Management courses, they automatically earn an additional bonus: The Advanced Snow Manager credential.

This is a visible way to highlight their professionalism and expertise, and includes the following:

- Ability for the person to add 'ASM' acronym after their name (i.e., John Doe, ASM)
- Access to the ASM Marketing Kit
- Access to the ASM Training Handbook

ASM MARKETING KIT

The ASM Marketing Kit is a comprehensive set of materials that helps a company/individual market the achievement to customers, prospects, and the general public. It includes the following:

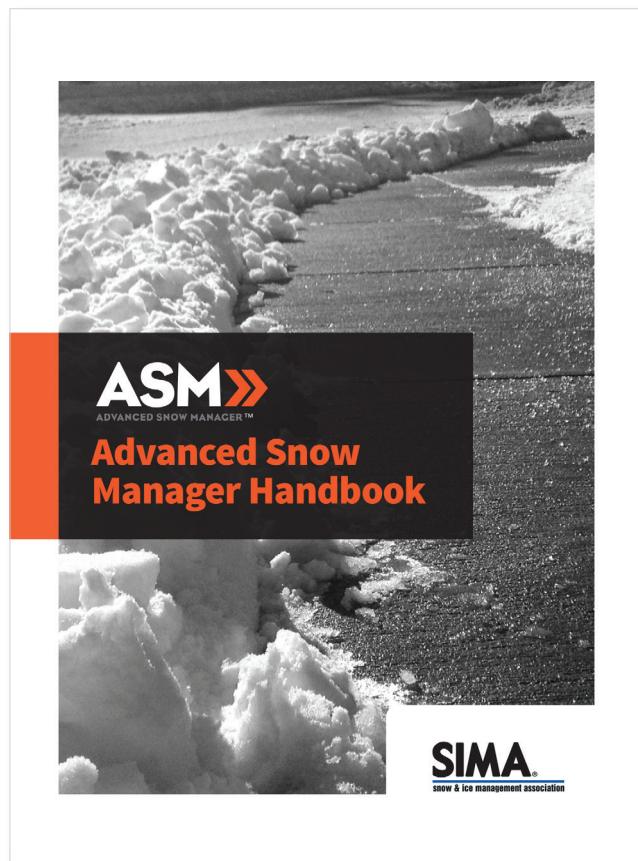
- Implementation checklist for marketing ASM
- Press release
- ASM logo and brand standards
- Social media images
- Website language
- Marketing brochure downloads
- Insurance brochure
- Prospective clients brochure
- Special ASM insert for client brochure



ASM TRAINING HANDBOOK

In addition to the marketing kit, full Advanced Snow Managers are given access to a special training item - the ASM Training Handbook.

This document provides a series of lessons taken directly from the ASM courses, reworked so that they can be easily shared via short training lessons to larger groups of people. The lessons link to a specially-created portion of the ASM training which leverages all the great interactivity without the checkpoints.



LESSON: Personal Responsibility – Personal Protective Equipment

Please have the following on hand for this training session:



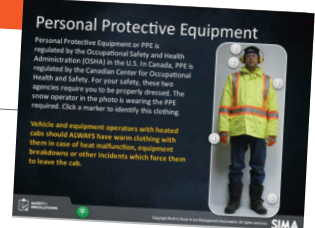
Computer with Internet access

STEP 1

Open training site at www.sima.org/ASMhandbook. Click the Core Principles image and find Personal Protective Equipment.

STEP 2

Click the five areas of PPE and discuss where/when to use each.



Additional Resources

- [Personal Protective Equipment for Snow](#)

Additional Discussion Topics

- What PPE does the company provide?

Taking the next steps

START YOUR ASM JOURNEY

There are several ways to approach purchasing Advanced Snow Management training.

The general pricing for the program is:

Item	Member	Non-member
Advanced Snow Management - Core Principles	\$200	\$259
Advanced Snow Management - Ice Management	\$200	\$259
Advanced Snow Management - Plowing Operations	\$200	\$259
Advanced Snow Management - Sidewalk Operations	\$200	\$259
Total investment for one Advanced Snow Manager credential	\$800	\$1036

The pricing outlined above is available online for any individual to purchase at [Train.sima.org](https://www.train.sima.org). However, discount options for multiple trainees are available to help control costs and maximize the number of individuals you want to put through the program.



OUR COMMITMENT TO MEMBERS

For use toward ASM or CSP training, the \$200 Annual Training Commitment is available each year you renew - use it yourself or award it to an individual employee. [Request it now](#) or we can add it to your Team Plan! Contact Chris@sima.org.

BUILD A TEAM PLAN AND SAVE

Save money when training more than one person and SIMA will handle account management and setup for your team. We can even help you designate a training champion and set completion goals, including reminders to team members and more.

Save between 10-30% on the program by creating a custom training plan with us.

Other training options can also be added, including Certified Snow Professional (CSP). Contact Chris@sima.org to get started.