

A group of hikers with large backpacks are on a rocky mountain trail. In the background, there are steep, rugged mountains under a clear blue sky. The hikers are wearing various outdoor gear, including hats and trekking poles.

MAST MOUNTAIN ADVENTURE SKILLS TRAINING PROGRAM

COLLEGE OF THE ROCKIES, FERNIE CAMPUS

ESTABLISHED IN 1995



VOCATIONAL TRAINING ADVENTURE TOURISM INDUSTRY

- ❖ 9 MONTH COLLEGE CERTIFICATE PROGRAM
- ❖ 40% INDOORS 60% OUTDOORS
- ❖ 6 UNIVERSITY COURSES
- ❖ 7 INDUSTRY CERTIFICATIONS
- ❖ 800 HOURS ADVENTURE SKILLS
TRAINING
- ❖ 14 YEARS IN OPERATION



NINE MONTHS OF

EXTREME EDUCATION

**Standardized Core Curriculum is
Supported By BC Tourism Industry**



REAL

**GUIDES
LEARNING ENVIRONMENTS
JOBS**





LET THE
MOUNTAINS SPEAK FOR THEMSELVES

A photograph of a massive, snow-covered mountain peak. The mountain's surface is rugged, with sharp ridges and deep crevasses, all partially covered in white snow. At the base of the mountain, four climbers are visible, standing on a snowy ledge. They are wearing colorful climbing gear, including helmets and backpacks. The climbers are positioned at the bottom of the frame, looking up at the towering mountain. The overall scene conveys a sense of scale and the challenges of high-altitude mountaineering.

WELCOME TO YOUR CLASSROOM

GOALS

OF THE MAST PROGRAM

- ❖ INCREASE EMPLOYABILITY
- ❖ ENHANCE FURTHER EDUCATION
- ❖ THE PROGRESSION WORKS
- ❖ CERTIFIED GUIDES SELECTED FOR THEIR TEACHING SKILLS

What makes **MAST** work?



**Real Learning
Environments**



Real Guides



Right Courses

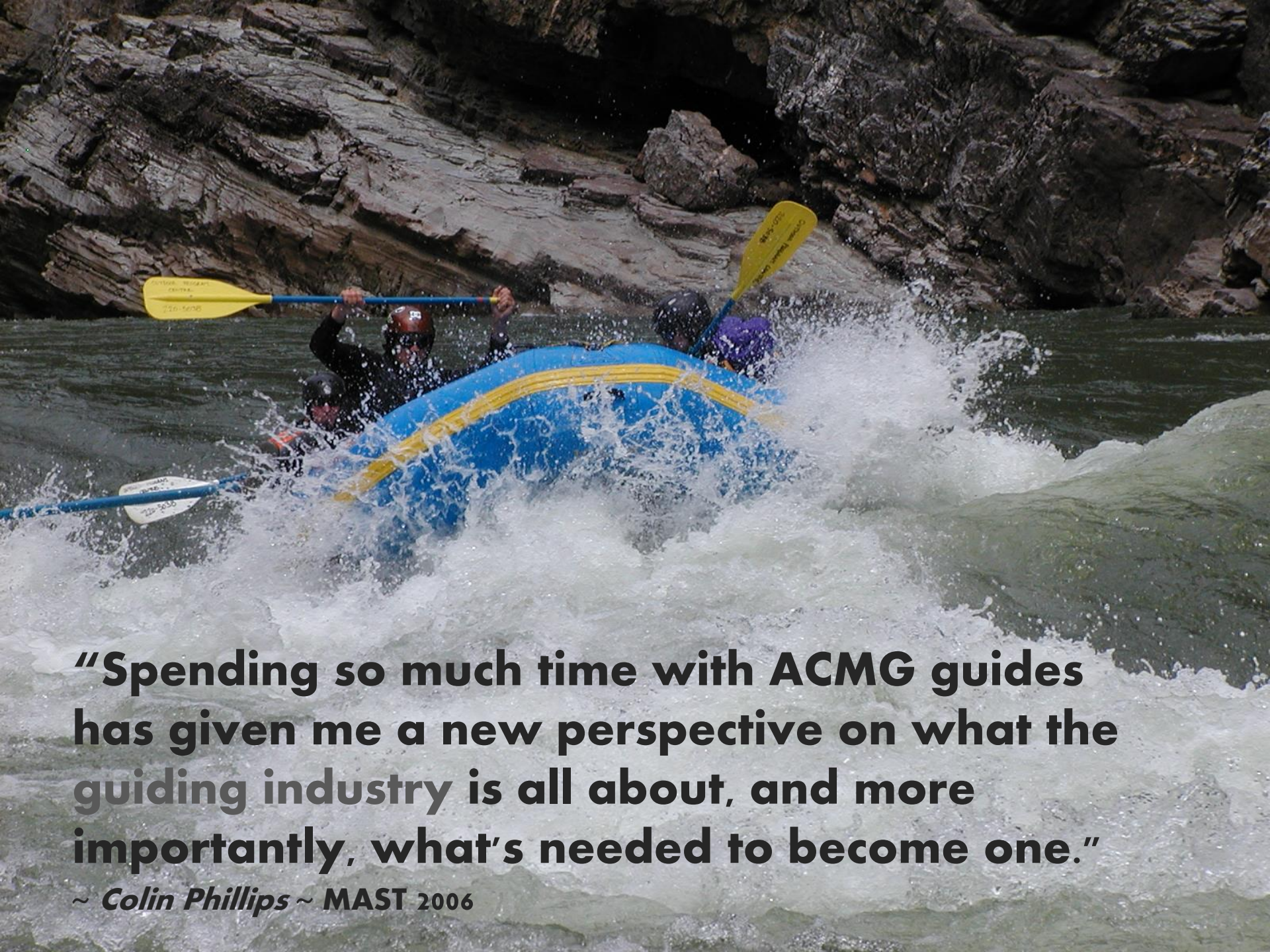
= Real Jobs

REAL

LEARNING ENVIRONMENTS

SKI MOUNTAIN RIVER

- ❖ Physically demanding
- ❖ Real risk to manage
- ❖ Real skills to learn
- ❖ Apply learning right away



“Spending so much time with ACMG guides has given me a new perspective on what the guiding industry is all about, and more importantly, what’s needed to become one.”

~ Colin Phillips ~ MAST 2006



REAL GUIDES

- ❖ **Focus on Mentorship**
- ❖ **Working in the industry**
- ❖ **Enjoy MAST groups**
- ❖ **Familiar with terrain**

The Association of Canadian Mountain Guides (ACMG) has been a member of the IFMGA since 1972.

IFMGA : The International Federation of Mountain Guides Associations



RIGHT COURSES

Committed to :

- ❖ The growth of a healthy industry
- ❖ The careers of program graduates
- ❖ High-standard adventure training
- ❖ Careful risk management standards



MAST COURSES



ACADEMIC



CERTIFICATIONS



SKILLS

ACADEMIC COURSES

- ❖ **Risk Management**
- ❖ **Guiding and Leadership**
- ❖ **The Adventure Tourism Industry**
- ❖ **Wilderness Travel Theory**
- ❖ **Natural History**
- ❖ **Entrepreneurship**



45 hours, university transferable, relevant to real jobs

TRANSFERABLE CREDITS

**MAST
Certificate**

**2 year
Diploma**

**4 year
Degree**



INDUSTRY **CERTIFICATIONS**



- ❖ **Avalanche Skills Training II**
- ❖ **Ski or Snowboard Instructor**
- ❖ **Swiftwater Rescue Technician**
- ❖ **Raft Guide Training**
- ❖ **Canoe Instructor**
- ❖ **Advanced Wilderness First Aid**
- ❖ **Mountain Bike Guide/Inst.**

What the Adventure Tourism Industry Wants

SKILLS COURSES



SKI



MOUNTAIN



RIVER

Guide / Student Ratio : 1 / 6



SKILLS COURSES

SKI

Avalanche Skills Training
Ski or Snowboard Instructor
Ski Tour 1 – Local Day Tours
Ski Tour 2 – Hut Based Glaciated
Ski Tour 3 – Glacier ski Traverse



SKILLS COURSES

MOUNTAIN

Hiking

Rock Climbing 1 & 2

Mountaineering

Ice Climbing



SKILLS COURSES

RIVER

**Swiftwater Rescue Technician
Canoe Instructor Certification
Raft Guide Training
Whitewater Kayaking**

Safety and Risk Management



PROGRAM TRAINING STANDARDS

- ❖ Risk management focused
- ❖ Set by industry associations
- ❖ Proper management procedures in regards to occupational health and safety.

TOLERANCE FOR **RISK**

Is the exposure to a given risk necessary to achieve an **educational outcome**?

OPERATIONAL RISK BAND





***"I am getting the training I need to make
a **career** out of doing what I love."***

~ Stephanie Sorensen ~

THE STUDENTS



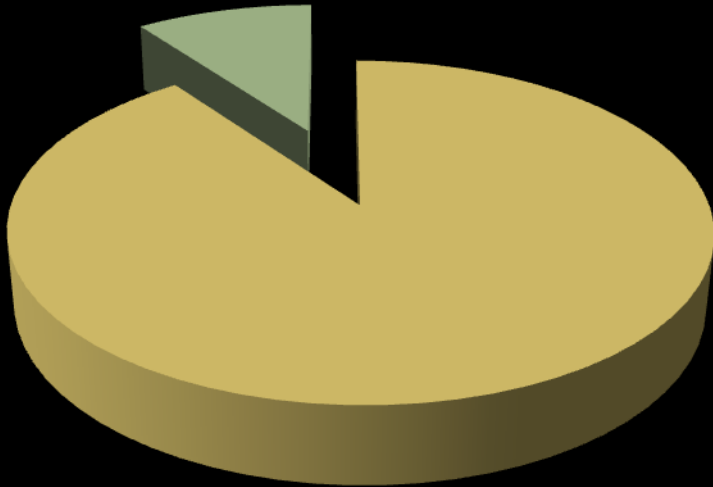
Love adventure, being with people, love to ski and snowboard.


THE **STUDENTS?**

- ❖ **Ages 19 – 50 years old**
- ❖ **Strong Intermediate Skiers**
- ❖ **Capable Swimmers**
- ❖ **From Lithuania, Slovakia,
Norway, Chile, Switzerland,
England, Japan, USA, Spain,
Canada, Sweden**



90% of the Adventure
Tourism businesses in
the Fernie area
employ a MAST
Graduate



A person in dark winter gear is seen from behind, ascending a steep, snow-covered mountain slope. They are using ski poles and appear to be in motion, kicking up a small cloud of snow. The sky is a deep blue with some wispy clouds, and a bright light source, likely the sun, is visible on the right side, creating a strong glow and lens flare effect.

***"Most of all the MAST
program has given me
direction and the means
to achieve my goals in
the industry."***

~ J. Oliver Noble ~

MAST **GRADUATES ARE WORKING...**



ACMG Assistant Alpine Guide
Cat Ski Tail Guide
Banff Hiking Guide Services
Rafting Industry - Guiding and Operations
Guide Book Research
Environmental Centre Instructor
Fly Fishing Guide - international
Municipal Recreation Centres
Ski and Snowboard Instructor
National Youth Services Programs
BC Parks Ranger
Summer Mountain Sport Camps
Instructor/Guide
BC Coastal Eco Tourism Guide
Professional Ski Patrol
Ambulance Attendant
Retail Gear Sales
Canoe Instructor
Interpretive Guide
Sea Kayak Guide
Mountain Bike Guide and Repair Specialist

“I’ve always hoped to find a job that would allow me to work, play and live in the mountains and after these nine months the possibilities seem endless.”

***~ Kaleigh Fendley ~ MAST
2008***





Mountain High Rafting is owned and operated by MAST graduates

MOUNTAIN HIGH RAFTING

Our guides are fully licensed through the [BCROA](#), a not-for-profit association that exceeds in river safety and certification in British Columbia. We are certified to the highest potential and are the leading end not only for BC but for the entire country. All of our guides are certified in Swift Water Rescue, First Aid, and are experienced paddlers. As a company we strive to give you the best day of your summer, and keep you safe at the same time.



River Guides



Mountain High River Adventures
2485 Lizard Creek Rd, Fernie, BC V0B-1M1
Local call: 250-423-5008 Long distance: 1-877-423-4555
info@raftfernie.com

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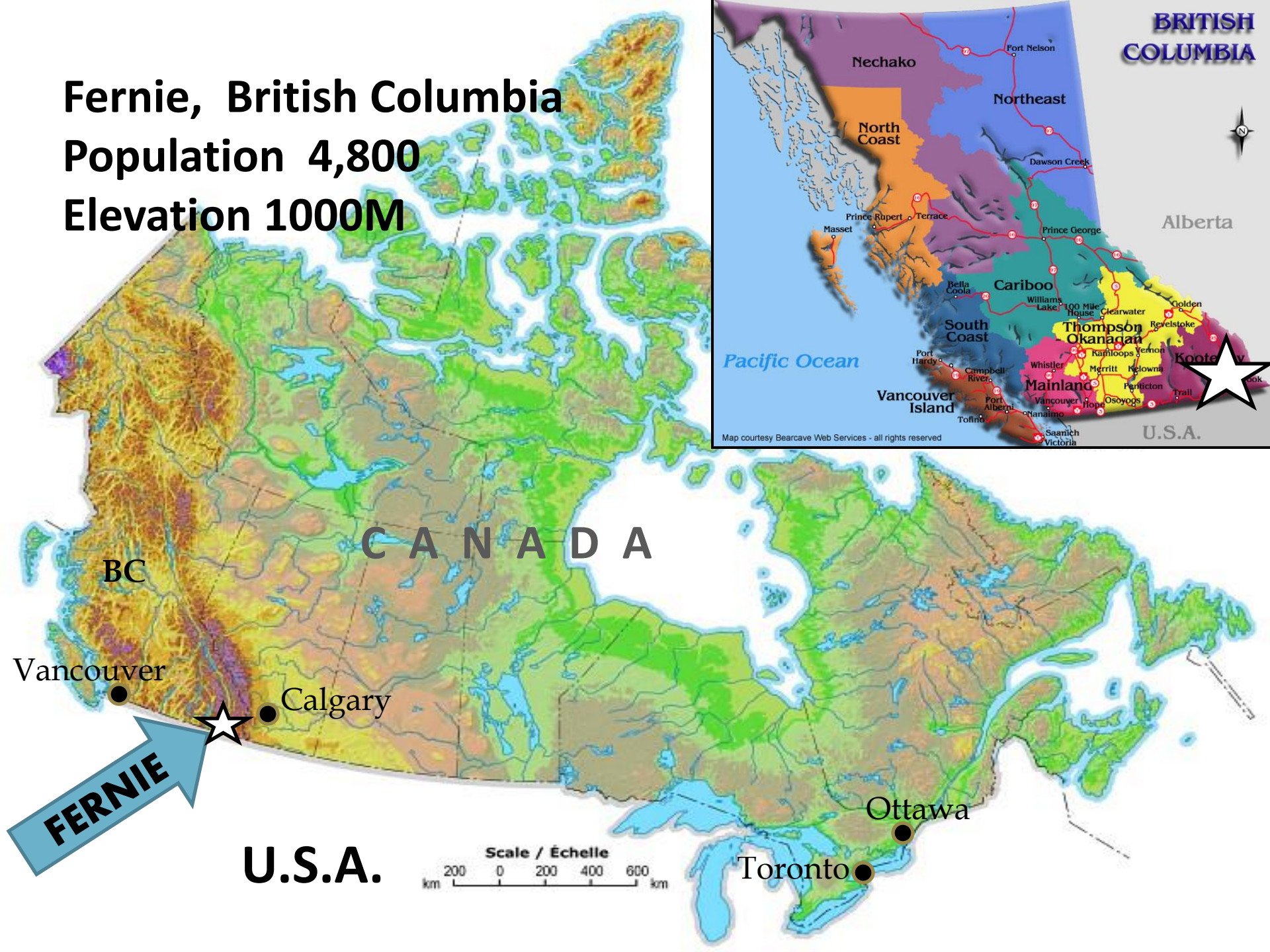
Surfin the Raging Elk

"The MAST program gives students solid skills to go into the backcountry with comfort and confidence. My future looks up and forever changed because of the MAST program."

Ryan Angus – Mast 2008



Fernie, British Columbia
Population 4,800
Elevation 1000M



Fernie Alpine Resort

- ❖ Best ski town, Best powder *Ski Canada Magazine (2006)*
- ❖ Top 20 Dream towns *Outside Magazine (2004)*
- ❖ Top 6 powder destinations on the planet” *Fall Line Skiing Magazine*



"North America's Coolest Town"

Rolling Stone Magazine



FERNIE CAMPUS









CHALLENGES

A person in winter gear is ice climbing a steep, icy mountain face. They are wearing a green jacket, brown pants, yellow gaiters, and a pink beanie. They are using ropes and ice axes to ascend. The background shows a clear blue sky and a rugged, snow-covered mountain peak.

Land Use Issues
Liability
Marketing
Similar Products
Budget

QUESTIONS?

WWW.COTR.BC.CA/MAST



QUESTIONS?

