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The Pipeline Project Partners with Coenvision to Launch The Pipeline Passport and the Ski Career Exploration Experience, Workforce Development Platforms for the Ski Industry

New platform connects students, educators, and ski resorts to build structured career pathways into lift maintenance, snowmaking, grooming, and mountain operations

New Hampshire, August 13th 2026: The Pipeline Project, an organization building career pathways into the ski industry, today announced a partnership with Coenvision LLC to develop and deliver The Pipeline Passport, a software platform that connects students, educators, and ski resorts in one place to track student learning, credentials, and pre-apprenticeship progress. The partnership also delivers an interactive online Ski Career Exploration Experience, which introduces students to the full range of careers a resort offers.

The ski industry faces a persistent challenge: students and educators are often unaware that resort careers extend far beyond seasonal work. Long-term, skilled roles in lift maintenance, snowmaking, grooming, and mountain operations frequently go unseen by the very students who could fill them. The Pipeline Passport addresses this gap by giving resorts, schools, and students a shared platform for career exposure, work-based learning, and industry-recognized credentials.

With The Pipeline Passport, educators can guide students through structured pathways from classroom to mountain, resorts gain visibility into a developing talent pipeline, and students carry a professional record of their skills and pre-apprenticeship milestones as they move toward full-time careers in mountain operations. The skills and hours students build are designed to carry forward and apply toward a registered apprenticeship later, which the platform tracks separately for adult participants on the resort side.

The interactive, online-based Ski Career Exploration Experience turns a working ski mountain into a map of what students could become, opening up the breadth of jobs a resort depends on and sending each participant home with a shortlist of their own. Designed for educators and workforce facilitators to run with minimal setup, it broadens participation across schools and career events and gives the ski industry wider visibility for the year-round skilled roles most people never see.

“Partnering with Coenvision to bring The Pipeline Passport and interactive Ski Career Exploration Experience to life was a natural fit. With a creative approach to solving the ski industry’s workforce challenge, I had a vision in my mind that I had no idea how to start. Working with Coenvision helped turn my vision into a reality. Their ability to break down my vision and walk me through each step made the process not only seamless but truly exciting,” said Tiffany Whitcomb, former educator and founder of The Pipeline Project.

“Working with mission-driven organizations like The Pipeline Project is extremely rewarding,” said Ben Johnson, founder of Coenvision LLC. “Seeing our solutions drive growth in their business, and open real career opportunities for students, is exactly why we do what we do.”

The Pipeline Project is supported by resorts and industry leaders across the country, including Leitner-Poma of America, Prinoth, along with resorts throughout New England and gaining momentum out west. Both platforms will be available to member resorts and partner schools beginning with the 2026-2027 season, supporting The Pipeline Project as it grows its network and the industry as it builds the workforce it depends on.

Resorts, schools, and industry partners interested in joining The Pipeline Project can learn more at thepipelineproject.ski.

About The Pipeline Project

The Pipeline Project connects ski resorts with K-12 schools to build awareness of skilled mountain careers, create hands-on learning experiences, and develop long-term pathways into critical roles such as lift maintenance, snowmaking, grooming, and mountain operations. Learn more at thepipelineproject.ski.

About Coenvision LLC

Coenvision LLC is a business solutions firm that helps owners build more valuable companies through strategy, systems, and technology solutions. Founded by Ben Johnson, a Certified Exit Planning Advisor with more than 20 years of business experience, Coenvision partners with growing organizations to turn vision into results. Learn more at coenvisionllc.com.

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