

ACCESS + REPRESENTATION

Western is making the organization more welcoming and representative; this is the future of our industry.

Western excels in expanding access through carefully designed programs that serve members who have historically faced barriers to entry and advancement. The region has moved beyond broad statements of inclusion and built real structures that directly affect participation. We're diligently tracking cohort representation, inclusive practices, and member perceptions because a strong future depends on more instructors feeling welcome, supported, and able to see a path forward.

68% of Western Members report the region is a welcoming and inclusive community with an additional **70%** reporting they see the regions efforts to work towards being more welcoming and inclusive.

Source: Regional Member Survey

Western was an early adopter of the new **Senior Certification** and continues to deliver strong Senior programming, more than any other region of comparable size, including our incredibly popular **Silver Socials**.

Western launched the first **Women + Families Task Force** in the nation and has seen women's share of the membership grow from **21%** in 20/21 to more than **30%** today. Women are participating more, with women's event registrations increasing from **412** in 22/23 to **747** in 25/26.

Western led the nation piloting a comprehensive program for **Associate Members**, who make up roughly **20%** of the region, balancing a commitment to professionalism with targeted support to improve exam readiness for members without resort-based training.

Western is delivering the only regional **Financial Aid** program which provides dues assistance to members in need, ensuring cost never prevents participation.

Western is the only region with an **ESG Policy**, tying access and ethics into one public framework, committing us to representation, anti-harassment, member-centered decision making, and transparent reporting.

WHY THIS MATTERS

This work is about expanding excellence, not diluting it. Western is working to ensure more members can access a high-quality professional association without unnecessary barriers.

A stronger Western Region is a more welcoming Western Region, and the organization's own data shows that real progress is underway.