

## WESTERN BY THE NUMBERS

### Western is growing and delivering record member impact.

PSIA-AASI Western is a thriving organization with a membership that is active, engaged, and participating at record levels across education, certification, leadership, and community-building opportunities. Through changing snow conditions, hiring cycles, and industry volatility, Western has sustained strong membership, expanded programming, and grown member participation in ways that show real organizational health.

**Satisfied members:** Western members give PSIA-AASI a mean score of **8.62** on a 0-10 scale, including **38% who give a perfect 10**, while **91%** say they plan to renew their membership.

*Source: National Member Survey*

**Record membership:** Western reached its highest membership total in the region's history (**3,716** in 23/24) and continues to sustain pre-pandemic totals in both record snowfall years and challenging seasons.

**More opportunities than ever:** Western offered **347** regional events in the 25/26 season, the largest seasonal calendar to date up from **197** events in the 21/22 season.

**Rising event registrations:** Total event registrations are climbing and more members are participating: **2,094** in 20/21 → **2,409** in 21/22 → **3,212** in 23/24 → **3,341** in 25/26.

**Growing engagement:** The number of unique members participating in at least one event rose from **40%** in 20/21 to **48%** in 25/26. During that same time, the number of inactive members decreased from **967** in 2021 to **440** in 2026.

**Education outweighs exams:** As the calendar has shifted to provide **2/3rds education** to **1/3rd exams**, education event registrations have doubled from **1,264** in 20/21 to **2,413** in 25/26.

**Strong industry collaboration:** **100%** of Western Member Schools reported a positive relationship with their regional leadership, significantly higher than the national survey average.

*Source: National Member Survey*

## WHY THIS MATTERS

These numbers tell a clear story: the region is not standing still. It is growing membership, broadening participation, improving access, and sustaining a stronger experience for members, schools, and partners. When members ask whether Western is moving in the right direction, the answer is yes, and the record makes that visible.