

Membership Report

1. Membership growth remains elusive despite our collective efforts particularly over the last two years. These include:
 - a. Improvements in the Global Secretariat’s membership database, renewal, and communication processes
 - b. Identification of membership liaisons in most regions
 - c. Offer of one year free membership to university students and staff (to be promoted primarily in the regions)
 - d. Free access to Just Digital online course and other resources
 - e. Targeted mailings for members, including “Reaching Out”
 - f. Global Secretariat offering free “trial” memberships (with no vote)
 - g. Regional visibility and engagement efforts still having difficulty attracting new members.

WACC is not alone in wrestling with membership numbers and engagement. Just within our networks, a number of membership organizations are reporting decreases due primarily with the increasing financial insecurity facing many institutions and individuals.

After two membership renewal messages, current WACC membership numbers per region as of 12 February 2026* (membership expiring 2024 or later):

Region	Individual	Institutional	Honorary	Total
Africa	11 (4 students)	6*	2	19
Asia	4 (1 student)	11	3	18
Caribbean	19 (8 students)	2	4	25
Europe	14 (1 student)	10	7	31
Latin America	4	6	9	19
Middle East	1		1	2
North America	20 (4 students)	6	6	32
Pacific	1	1	1	3
TOTAL	74	42	33	149

*One trial membership

Regional staff liaisons have recently sent the respective membership lists to regional officers and membership liaisons as appropriate to encourage personal followup on renewals. From our experience, it is the personal approach that is most effective.

We are also aware that most regional associations are preparing for assemblies in 2026 or early 2027 – when most the rate of renewals and new memberships are at their highest.

2. As part of the Strategic Development efforts:

- a) We have held two online meetings for regional associations to share best practices and activity ideas, which have been very well received, with 7 regional associations involved. We will be scheduling at least two more over the year to support cross-regional sharing and activities.
- b) We are working on ways to support WACC Middle East and WACC Pacific to increase networking, visibility and membership.
- c) We will hold an online discussion of members later in the year (possibly two, to meet different time zones). We anticipate the topic to focus on WACC's name and strategic plan during a time of global uncertainties.
- d) We are extending the offer of one year free university membership.
- e) Based on feedback from regions which have requested closer contact with organizations supported by the CAP, **we propose to offer project partners a free institutional membership – without voting rights – covering the year(s) of their project.** This would mean they would be on the global and regional mailing lists, be able to access the global resources such as Media Development and Just Digital, and be informed and connected to global and regional activities. They would not be able to serve as directors or on regional executive committees. Our hope is that they would continue their membership after their project concludes.
- f) Staff have also found that the offer of a free one-year “trial” membership to organizations and individuals we encounter in our work may help, at the minimum, to expand our outreach and networking, and at the maximum, could encourage them to stay engaged and become full members of WACC. **We propose to continue the option of offering a free, one year “trial” membership to institutions and individuals, dependent on approval in each case by the general secretary. Such members would not have voting rights**