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WUF

WORLD UNIVERSITIES FOUNDATION

TAKE YOUR SEAT

Membership in the World University Family.

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BEFORE YOU READ

FROM AN INVITATION TO A SEAT.

An Introduction to WUF explains who the World Universities Foundation is. Re-Imagine the University explains what WUF is for. This document explains how you take part.

Both earlier documents end with an invitation: to speak with WUF and to re-imagine the university together. Membership is how that invitation becomes real. It gives every university, and everyone who shapes the future of universities, a place in one family, a voice in its decisions and a share in its work.

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AN INTRODUCTION TO WUF

Who WUF is: the voice, the mandate, the people it serves.

03

RE-IMAGINE THE UNIVERSITY

What WUF is for: the six shifts universities must make.

04

TAKE YOUR SEAT

How you take part: membership in the World University Family.

IN ONE SENTENCE

The World University Family is the membership of WUF: open to every university and every stakeholder, from every region, so that the voice of WUF is the voice of all of them.

WHY MEMBERSHIP MATTERS

A VOICE IS ONLY AS TRUE AS THE PEOPLE IT SPEAKS FOR.

Many organizations speak for universities. Most of them speak for a few: the largest, the oldest, the highest in the rankings, or the ones in a single region. Their voice is real, but it is not the voice of the university world.

WUF is built differently. Its membership is designed to hold the whole university world: every type of university, every region, and every stakeholder around them. When WUF speaks, it speaks with all of them. That is what makes WUF unique, and it is the reason the World University Family exists.

> Full representation is not a feature of WUF. It is the purpose of WUF.



FULL REPRESENTATION

THREE PROMISES OF REPRESENTATION.

The World University Family is shaped by three promises. Together they mean that no university, no region and no stakeholder is outside the table.

EVERY TYPE OF UNIVERSITY

- Public and private
- Research and teaching
- Technical and professional
- Regional and community
- Large and small
- Old and newly founded
- On campus and online
- Specialized colleges and institutes

EVERY REGION OF THE WORLD

- Africa
- Asia
- Europe
- Latin America and the Caribbean
- The Middle East
- North America
- Oceania
- Small island states

EVERY STAKEHOLDER

- University leaders
- Faculty and staff
- Students and alumni
- Ministries and public bodies
- Associations and networks
- Companies and innovators
- Civil society
- Thinkers and experts

WUF watches the balance of its membership by type, region and stakeholder, and works actively to bring in the voices that are missing. A table where some regions are always empty is not a global table.

HOW WE KEEP THE TABLE OPEN

FOUR PRINCIPLES THAT PROTECT EQUAL STANDING.

A PATH WITHOUT A FEE

Any legitimate university can join as a Delegate and pay through contribution instead of money. Cost never keeps a university away.

ONE FAIR FEE FOR PAID ROLES

Paid roles carry one simple fee for each role, the same in every country. There are no special prices for the powerful and no hidden levels.

EQUAL STANDING

Inside the family, a small college and a famous university sit as equals. Every member is heard, and no member speaks for the others.

BALANCE IN EVERY ACTIVITY

WUF builds balance across regions and types of universities into its gatherings, its panels, its surveys and its recognition.

The current fees for each role are published on W-U-F.org, so that they are always up to date and open for anyone to read.

THE WORLD UNIVERSITY FAMILY

SIX WAYS TO TAKE YOUR SEAT.

Every member of the family has a role. Each role fits a different kind of member, and each brings something the family needs.

DELEGATES

Universities that join through contribution instead of a fee.

AMBASSADORS

Universities and degree-granting institutions that join as full members.

CONVENERS

Associations, networks, public bodies and non-governmental organizations.

SPONSORS

Companies that back the family and its work.

LIAISONS

Smaller companies, education technology firms and innovators.

FELLOWS

Individuals: leaders, academics, experts and thinkers.

The pages that follow describe each role: who it is for, what the member brings, and what the member receives.

UNIVERSITIES · THROUGH CONTRIBUTION

DELEGATES

WHO IT IS FOR

Any legitimate university in the world, of any size and in any region. The Delegate role is open to every university and carries no fee.

A voice for all cannot depend on money. If only universities that can pay were represented, WUF would speak for the fortunate and not for the university world. The Delegate role closes that gap. A Delegate university pays with purpose: it gives time, knowledge and effort instead of a fee.

WHAT THE MEMBER BRINGS

- Answers WUF surveys on the state and needs of universities
- Takes part in polls on global priorities
- Mentors a peer institution, or is mentored
- Shares its research and its experience with the family

WHAT THE MEMBER RECEIVES

- A full seat in the World University Family
- A vote on the global priorities of WUF
- Access to WUF resources, frameworks and data
- A place in WUF gatherings and digital roundtables

DELEGATES

THOUSANDS OF VOICES BECOME ONE STRONG VOICE.

Each Delegate contributes a little. Together, Delegates contribute something no one else has: a living picture of the university world, from every region and every type of institution.

When thousands of universities answer the same questions, WUF can show what universities need, with evidence that cannot be ignored. That evidence is what WUF carries to governments and international bodies. The smallest university in the family helps make that voice strong.

1

CONTRIBUTE

Delegates answer surveys, join polls and share experience.

2

COMBINE

WUF brings the answers together into data on the whole university world.

3

SPEAK

WUF uses that data to speak for universities where decisions are made.

4

RETURN

The results come back to every member as reports and tools.

A Delegate keeps an active seat by meeting a small number of contributions each year. The contributions are simple, and they are designed so that a university with few staff can meet them.

UNIVERSITIES · FULL MEMBERS

AMBASSADORS

WHO IT IS FOR

Universities and degree-granting institutions that want to take a leading part in the family and in the future of higher education.

Ambassadors are the foundation of the World University Family. They carry the agenda of WUF into their own countries and regions, and they bring the needs of their regions back to the global table. An Ambassador university does not only take part in the conversation about the future of universities. It helps lead it.

WHAT THE MEMBER BRINGS

- Leadership in the six shifts on its own campus
- Experience and good practice shared with peers
- Partnership with Delegate universities in its region
- A voice for its country and region at the global table

WHAT THE MEMBER RECEIVES

- Access to WUF grants for its projects
- Leadership certification for its leaders and teams
- Priority places in WUF collaboration groups
- High-level networking with leaders across the world

AMBASSADORS

LEADING BY EXAMPLE, IN EVERY REGION.

An Ambassador is a university that takes responsibility for more than itself. Ambassadors share what works, help newer universities grow, and take part in the international discussions where WUF speaks for the university world.

	WHAT IT MEANS FOR AN AMBASSADOR
Influence	A seat in the discussions where WUF forms its positions on higher education, and a role in carrying them to decision makers.
Visibility	Its work, its leaders and its contribution to society presented across the WUF family and beyond.
Growth	Grants, certification and partnerships that strengthen its people and its programs.
Solidarity	Partnership with universities that are newer or smaller, in its region and across the world.

> An Ambassador university helps lead the future of universities, not only follow it.



ORGANIZATIONS · THE BUILDERS OF BLOCS

CONVENERS

WHO IT IS FOR

Associations and networks of universities, national councils, ministries and public bodies, and non-governmental organizations that work for education.

Higher education is shaped by the organizations that connect universities, fund them, regulate them and speak for them. Conveners bring these organizations into the family. They gather the universities of their country or region, and they turn many separate voices into one shared position.

WHAT THE MEMBER BRINGS

- Their networks of universities and members
- National and regional positions on higher education
- Partnership in WUF gatherings and programs
- A bridge between universities and public policy

WHAT THE MEMBER RECEIVES

- The right to co-host WUF events in their region
- Shared advocacy channels with WUF
- A leading role in building national and regional blocs
- Access to WUF data for their country and region

COMPANIES · STRATEGIC BACKERS

SPONSORS

WHO IT IS FOR

Companies that want to support the future of universities, and to work with universities on the challenges of the age.

The university of the future needs the tools, the investment and the real-world experience of industry. Sponsors back the World University Family and its work. In return, they meet the universities of every region at one table, and they help shape the education of the people they will one day employ.

WHAT THE MEMBER BRINGS

- Support for the work and gatherings of WUF
- Technology, knowledge and experience from industry
- Partnership on innovation with universities
- Opportunities for students and graduates

WHAT THE MEMBER RECEIVES

- Recognition as a backer of the World University Family
- Speaking places at WUF gatherings
- Partnership with universities on innovation
- Direct contact with university leaders of every region

COMPANIES · BRIDGE BUILDERS

LIAISONS

WHO IT IS FOR

Smaller and growing companies, education technology firms, start-ups and innovators that work with universities.

Many of the best ideas for universities come from small and fast-moving companies. Liaisons connect these ideas to the universities that need them. They are the bridge between the classroom and the world of work, and between research and its use in society.

WHAT THE MEMBER BRINGS

- New tools and services for universities
- Projects with students and researchers
- Fresh ideas on learning and technology
- Links between universities and local industry

WHAT THE MEMBER RECEIVES

- Matchmaking with universities that fit their work
- A spotlight for their projects across the family
- A place in WUF gatherings and exhibitions
- A community of peers working in education

INDIVIDUALS · OPEN APPLICATION

FELLOWS

WHO IT IS FOR

Individuals from anywhere in the world: university leaders, academics, researchers, experts, thinkers and others who give their working lives to education. Applications are welcome from all, and every application is reviewed and approved by WUF.

Universities are made of people. Fellows bring the wisdom, experience and ideas of individuals into the family. A Fellow may be the president of a large university or a young lecturer with a new idea. What Fellows share is a commitment to the future of the university and the will to contribute to it.

WHAT THE MEMBER BRINGS

- Expertise and advice to the family
- Ideas and writing for WUF publications
- Mentoring for younger leaders and academics
- Their voice in WUF gatherings and discussions

WHAT THE MEMBER RECEIVES

- The title of Fellow of the World Universities Foundation
- A personal profile across the WUF family
- Access to Fellows forums and discussions
- The right to nominate outstanding academics for WUF awards

FELLOWS

OPEN TO ALL. EARNED BY CONTRIBUTION.

The Fellowship is open. Anyone who works for the future of universities may apply, from any country and at any stage of a career. WUF reviews each application and approves Fellows on the strength of their experience, their contribution and their commitment to the values of WUF.

1

APPLY

Send an application through W-U-F.org.

2

REVIEW

WUF reviews the application and the contribution it describes.

3

APPROVAL

Approved applicants become Fellows of WUF.

4

CONTRIBUTION

Fellows take part in forums, publications and mentoring.

Fellows reflect the family as a whole: women and men, from every region, from every type of university and from every part of the education world.



WHAT EVERY MEMBER RECEIVES

ONE FAMILY, SHARED BENEFITS.

Whatever the role, every member of the World University Family receives the same core benefits.

A SEAT AND A VOICE

A place in the family and a voice in its priorities.

DATA AND INSIGHT

WUF reports, data and benchmarks on the university world.

GATHERINGS

Places at WUF summits, forums, workshops and digital roundtables.

DEVELOPMENT

Frameworks, training and certification for leaders and staff.

RECOGNITION

A stage for achievements, through WUF awards and publications.

CONNECTION

Partners and peers in every region of the world.

Each role then adds its own benefits, as described on its page.

ROLES AT A GLANCE

WHICH SEAT IS YOURS?

ROLE	FOR	JOINS THROUGH	MAIN PART IN THE FAMILY
Delegates	Universities	Contribution, no fee	Voice and data from every region
Ambassadors	Universities and degree-granting institutions	Fee for the role	Leadership in every region
Conveners	Associations, networks, public bodies, NGOs	Fee for the role	National and regional blocs
Sponsors	Companies	Fee for the role	Backing and innovation
Liaisons	Smaller companies and innovators	Fee for the role	Bridges to industry
Fellows	Individuals	Application, approved by WUF	Expertise and mentoring

A university may begin as a Delegate and become an Ambassador when it is ready. An individual may be a Fellow while their university is a Delegate or an Ambassador. The current fee for each role is published on W-U-F.org.

MEMBERSHIP AND THE AGENDA

EVERY MEMBER HELPS RE-IMAGINE THE UNIVERSITY.

Re-Imagine the University describes six shifts that universities must make. Each member of the family has a part in them.

ROLE	PART IN THE SIX SHIFTS
Delegates	Show where universities stand on each shift, through surveys and shared experience, so that the agenda follows real needs.
Ambassadors	Lead the shifts on their own campuses and help peers in their region to follow.
Conveners	Carry the shifts into national and regional policy, and gather universities around them.
Sponsors	Support the shifts with investment, technology and experience.
Liaisons	Bring new tools and ideas that make the shifts possible.
Fellows	Give advice, write and mentor, so that the shifts are guided by wisdom.

> Membership is how the agenda moves from paper into universities.

HOW YOUR VOICE TRAVELS

FROM YOUR CAMPUS TO THE GLOBAL TABLE.

Membership is not only a place in a list. It is a channel through which the experience of each member reaches the places where the future of universities is decided.

1

YOU SPEAK

Members answer surveys, take part in polls and discussions, and share their experience.

2

WUF LISTENS

WUF brings the voices of all members together, by region, by type of university and by stakeholder.

3

WUF SPEAKS

WUF carries the shared positions of its members to governments and international bodies.

4

YOU SEE THE RESULT

WUF reports back to members on what was said, where, and what changed.

This is the mandate of WUF at work. Members are represented, empowered, defended, celebrated and supported as they transform: Represent, Empower, Advocate, Celebrate, Transform.

OUR COMMITMENTS TO MEMBERS

WHAT EVERY MEMBER CAN EXPECT FROM WUF.

INDEPENDENCE

WUF has no political, religious, partisan or national ties. Membership never puts a member on any side.

EQUAL STANDING

Every member is treated with the same respect, whatever its size, wealth or place.

OPENNESS

Fees, roles and benefits are published openly on W-U-F.org.

CARE FOR DATA

What members share is used to serve universities, reported in combined form, and handled with care.

BALANCE

WUF works continuously for balance across regions, types of universities and stakeholders.

DELIVERY

WUF reports to members each year on what the family has achieved together.

HOW TO JOIN

FIVE SIMPLE STEPS.

1 CHOOSE YOUR ROLE

Read the roles in this document and choose the seat that fits you.

2 APPLY ONLINE

Complete the membership form on W-U-F.org.

3 REVIEW

WUF confirms each application. Fellows are reviewed and approved by WUF.

4 WELCOME

New members receive a welcome and an introduction to the family.

5 TAKE PART

Join surveys, gatherings and groups from the first month.

FEES

The current fee for each paid role is published on W-U-F.org. The Delegate role carries no fee.

Questions about membership are welcome at info@w-u-f.org.

QUESTIONS MEMBERS ASK

CLEAR ANSWERS.

Can a small or new university join?

Yes. Every legitimate university can join. The Delegate role carries no fee and is designed for universities with few resources.

Is there a different price for different countries?

No. Each paid role has one fee, the same everywhere. The current fees are on W-U-F.org.

Can we change our role later?

Yes. A university can begin as a Delegate and become an Ambassador at any time.

Who can become a Fellow?

Anyone who works for the future of universities may apply. WUF reviews and approves each application.

Does membership tie us to any government or position?

No. WUF is independent, and membership does not place any member on any side.

In which language does WUF work?

WUF works in English, in plain language that is easy to read for members everywhere.

A SEAT FOR EVERY UNIVERSITY

THE TABLE IS ONLY COMPLETE WHEN EVERYONE IS THERE.

The World University Family grows one member at a time. Each new university brings a region that was missing, a kind of institution that was not heard, or a stakeholder whose experience was absent. With every new seat filled, the voice of WUF becomes more complete, more credible and more powerful.

More than 35,000 universities in more than 200 countries serve humanity today. More than 80 percent of them have never had a seat at the global table. The World University Family is where that changes.



TAKE YOUR SEAT

YOUR SEAT IS WAITING.

Whatever the size of your university and wherever it stands, there is a seat for it in the World University Family. Whatever your work in education, there is a seat for you.

1

Read the roles and choose your seat.

2

Apply at W-U-F.org.

3

Write to us at info@w-u-f.org.

One voice for every university. Take your seat.

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