



# ANNUAL REPORT

2021 • 2022



# NATIONAL PANHELLENIC CONFERENCE MEMBER ORGANIZATIONS

Alpha Chi Omega  
Alpha Delta Pi  
Alpha Epsilon Phi  
Alpha Gamma Delta  
Alpha Omicron Pi  
Alpha Phi  
Alpha Sigma Alpha  
Alpha Sigma Tau  
Alpha Xi Delta  
Chi Omega  
Delta Delta Delta  
Delta Gamma  
Delta Phi Epsilon  
Delta Zeta  
Gamma Phi Beta  
Kappa Alpha Theta  
Kappa Delta  
Kappa Kappa Gamma  
Phi Mu  
Phi Sigma Sigma  
Pi Beta Phi  
Sigma Delta Tau  
Sigma Kappa  
Sigma Sigma Sigma  
Theta Phi Alpha  
Zeta Tau Alpha

## OUR MISSION

The National Panhellenic Conference is the premier advocacy and support organization for the advancement of the sorority experience.

## OUR VISION

Advancing the sorority experience together.

## OUR VALUES

We are committed to relationships built on trust through transparency, accountability and mutual respect. Innovation and our core values of friendship, leadership, service, knowledge, integrity and community guide us in fulfilling our mission.



# A MESSAGE FROM THE NPC CHAIR



“

*NPC completed a significant amount of work in alignment with our 2019-22 strategic plan. We are pleased to present a report of those efforts here.*

Three years ago, the National Panhellenic Conference (NPC) put forth a new strategic plan that was developed as a road map to ensuring sorority communities stay vibrant and healthy now and into the future. The plan, which was set to run from 2019 to 2022, encompassed three priorities that broadly defined the key approaches for NPC volunteers and staff to use to accomplish our mission and drive toward our vision of Advancing the Sorority Experience Together. By fostering strategic growth of Panhellenic communities, championing the sorority experience and leveraging the collective strength of our member organizations, NPC was poised to embrace the challenges of new technologies, social media, changing societal norms and an altered educational system, all of which have undeniably changed the life of today's collegian.

As you will read in this annual report, NPC volunteers and staff accomplished a significant amount of work in alignment with the 2019-22 NPC strategic plan, despite the challenges of the COVID-19 pandemic and the disruption it brought to Panhellenic and member organization operations. We are pleased to present the final report on that plan herein.

In addition to what we are sharing about the strategic plan, this report also looks back at other important work of the Conference during our fiscal year 2021-22, from our pipeline marketing efforts to reach the next generation of sorority women to our work to increase access to the sorority experience and equity within it with the completion of five recruitment reform projects.

We also are sharing our latest research efforts regarding the sorority experience and recapping our Annual Conference, held in late spring 2022, that included our biennial awards program.

Page 19 also contains the annual report of the NPC Foundation whose mission is to visibly and collaboratively support NPC priorities and initiatives to enhance the sorority experience.

As I look back at another year, the NPC Board of Directors and I give heartfelt thanks to all of our supporters who make all of this work possible as we continue to provide a transformational and meaningful sorority experience for our members and future members.

Interfraternally,

A handwritten signature in dark ink, reading "Cheri M. De Jong".

Cheri M. De Jong  
NPC Chair



# OUR LEADERSHIP



## 2021-23 NPC BOARD OF DIRECTORS

### **Cheri M. De Jong**

Chair

### **Leslie Williams**

Treasurer and Finance Committee Chair

### **Patty Purish O'Neill**

Director and Board Governance and Education Committee Chair

### **Laura Sweet**

Director and NPC Foundation Liaison

### **Jennifer Daurora**

Director

### **Laura Doerre**

Director

### **Helen Lahrman**

Director

### **Dani Weatherford, J.D.**

Chief Executive Officer and Corporate Secretary

## 2020-22 STANDING COMMITTEE CHAIRS

### **Donna Larson**

Alumnae Panhellenics

### **Linda Henderson**

College Panhellenics

### **Mary Ann Stark**

New College Panhellenics

### **Shaun Young**

Panhellenic Extension

### **Julie Lambert**

Panhellenic Judicial Appeals

### **Mary Barlow**

Panhellenic Recruitment

### **Julie Johnson**

Panhellenic Release Figure Methodology

## COUNCIL OF DELEGATES\*

**Lynne Herndon**  
Alpha Chi Omega

**Erin Killingsworth**  
Alpha Delta Pi

**Deborah Friedman**  
Alpha Epsilon Phi

**Lee Woodham Langub**  
Alpha Gamma Delta

**Jenna Lutz**  
Alpha Omicron Pi

**Laura Malley Schmitt**  
Alpha Phi

**Kelly McGinnis Beck**  
Alpha Sigma Alpha

**Jamie Jones Miller**  
Alpha Sigma Tau

**Micaela Isler**  
Alpha Xi Delta

**Laura Miller**  
Chi Omega

**Megan James**  
Delta Delta Delta

**Wilma Wilbanks**  
Delta Gamma

**Nicole DeFeo**  
Delta Phi Epsilon

**Christie Phillips-Brown**  
Delta Zeta

**Autumn Hansen**  
Gamma Phi Beta

**Mandy Wushinske**  
Kappa Alpha Theta

**Julie Johnson**  
Kappa Delta

**Beth Black**  
Kappa Kappa Gamma

**Frances Mitchelson**  
Phi Mu

**Katie Vlietstra Wonnemberg**  
Phi Sigma Sigma

**Lisa Scott**  
Pi Beta Phi

**Lynn Marano**  
Sigma Delta Tau

**Ann Adams**  
Sigma Kappa

**Linda Manley-Kuitu**  
Sigma Sigma Sigma

**Tracey Liphardt**  
Theta Phi Alpha

**Katie Zamulinsky**  
Zeta Tau Alpha

## 2021-22 NPC FOUNDATION BOARD OF TRUSTEES

**Barbie Chadwick**  
President

**Carol Helmus**  
Treasurer

**Sarah Hughes**  
Secretary

**Cindy Jarboe**  
Trustee

**Diane Straker**  
Trustee

**Laura Sweet**  
Trustee, NPC Board of  
Directors Liaison

**Dani Weatherford, J.D.**  
Chief Executive Officer

## NPC STAFF

**Dani Weatherford, J.D.**  
Chief Executive Officer

**Jenny Greyerbiehl, M.Ed.**  
Chief Operating Officer

**Loretta Good, M.A.**  
Chief Marketing Officer

**Amanda Faulkenberg**  
Chief Administrative Officer

**Gretchen Foran, M.S.**  
Director of Panhellenic  
Education & Support

**Jamison Carson, M.A.**  
Panhellenic Support Specialist

**Julie Goldberg, M.Ed.**  
Panhellenic Support Specialist

**Hannah Meador, M.A.**  
Panhellenic Support Specialist

**Megan Anderson**  
NPC Intern

**Hannah Semler**  
NPC Intern

*\*As registered for the 2022 Annual Membership Meeting.*



Despite the challenges of the COVID-19 pandemic, the strategic plan work completed during 2019-22 significantly moved the Conference and its member organizations forward.

# 2019-22 NATIONAL PANHELLENIC CONFERENCE STRATEGIC PLAN REPORT

## During the 2018-19 fiscal year for the National Panhellenic Conference (NPC),

the Strategic Planning Committee, chaired by Jamie Gray Light (Alpha Epsilon Phi), developed a new strategic plan for the Conference. This effort would support NPC's new structure and governance model to take effect on July 1, 2019.

As Light said in 2019, "While we were developing a strategic plan for NPC, we wanted to make sure the member organizations were at the heart of it and that the plan was addressing their needs and expectations for the work of the Conference."

The Strategic Planning Committee led the way to develop the priorities and strategies within the plan, and the NPC staff worked with the NPC Standing Committees to develop the objectives and tactics. Together, these elements formed the 2019-22 NPC Strategic Plan.

## Working the Plan

Beginning with the 2019-20 fiscal year, NPC committees and staff began carrying out the work in the plan. Much was accomplished during the first two-thirds of the fiscal year as the committees and staff began to work under the new NPC structure and governance model.

Then, in March 2020, the world was hit by the COVID-19 pandemic. NPC quickly shifted operations to pause much of the work in the plan and instead support Panhellenic operations in a virtual world.

“

“We always remained committed to the important work in the strategic plan to advance NPC and the sorority experience.”



*“Even at the height of the pandemic, when our attentions were turned to addressing so many crises, we never fully halted our work on the strategic plan,” said Dani Weatherford, J.D., NPC chief executive officer (pictured above). “We always remained committed to the important work in the strategic plan to advance NPC and the sorority experience.”*

During 2021-22, NPC committees and staff were once again able to focus on the work of the strategic plan. The pages of this article provide an accounting of the highlights of the work completed during 2019-22. ...



# 2019-22 STRATEGIC PLAN

## Priority 1: Cultivate strategic growth of Panhellenic communities

### Strategies

- Develop and support Panhellenic efforts to increase outreach to prospective members, with focus on encouraging diversity in concert with changing demographics.
- Assess and implement alternative membership models, recruitment models and growth opportunities for member organizations.
- Provide opportunities to engage potential new members in the sorority experience.
- Enhance College and Alumnae Panhellenic programming and initiatives that create transformational experiences.

## Priority 2: Champion the sorority experience

### Strategies

- Optimize an all-encompassing advocacy plan that preserves the value of the women's-only sorority experience.
- Develop a dynamic and integrated marketing and communications plan advocating for the sorority experience.
- Create and leverage partnerships to improve fraternity and sorority relevance and brand.
- Actively engage members of the Conference to assist in protecting the rights of single-sex organizations.

## Priority 3: Leverage the collective strength of our member organizations

### Strategies

- Serve as a convener for member organizations to foster collaboration and share best practices with each other.
- Invest in staff and volunteer development.
- Grow relationships with interfraternal partners and external stakeholders.
- Serve as a conduit for stakeholders in an effort to build collaboration and grow sorority membership.
- Share information and data to better support Conference member organizations and their strategic goals.

**CULTIVATE. CHAMPION. LEVERAGE.**

National Panhellenic Conference | [npcwomen.org](http://npcwomen.org)

*continued on page 8*



## Priority 1: Cultivate strategic growth of Panhellenic communities

This work focused on fostering vibrant, healthy College and Alumnae Panhellenic communities that are primed for growth.

### ADAPTING POLICIES TO REDUCE BARRIERS AND SUPPORT GROWTH

**35** NPC Unanimous Agreements, policies and best practices were added, amended or removed to expand access to and improve equity within the sorority experience, with a particular focus on reducing barriers to participating in recruitment and joining a sorority.

### ATTRACTING MORE WOMEN TO THE SORORITY EXPERIENCE THROUGH MARKETING INITIATIVES

**Fall 2019:**  
TheSororityLife.com  
Relaunch

**Summer  
2020:**  
“Join a Sorority  
Week,” a new twice-  
annual marketing  
campaign begins

**Summer  
2020 & 2021:**  
Engagements with  
Her Campus Media  
to market to  
Generation Z

**Summer  
2021:**  
Digital marketing  
campaign to promote  
joining a sorority  
to high school  
women

### PROVIDING RECRUITMENT AND MARKETING TRAINING & TOOLS FOR COLLEGE PANHELLENICS

**4**  
Webinars for  
College Panhellenics  
regarding virtual  
recruitment  
and changing  
recruitment styles

**3**  
Webinars from  
Phired Up focused on  
recruitment marketing

**Many**  
Updates to the  
Marketing and PR  
Track in College  
Panhellenic Academy  
and the creation of the  
College Panhellenic  
Marketing Toolkit

### DELIVERING TRAINING TO VOLUNTEERS AND ALUMNAE



**25+** in-person or webinar-style trainings for NPC College Panhellenic Area Advisors. Topics included the College Panhellenic Judicial Process, Governing Document Review, Campus Concerns Review Process, RFM for Area Advisors, Coaching Through Conflict, Legislative Updates, Officer Transitions, Working With Fraternity/Sorority Advisors and Equity, Inclusion and Diversity for Area Advisors.



**3** online training sessions for Alumnae Panhellenics. Topics included notable shifts in Panhellenic recruitment and best practices for Alumnae Panhellenics.

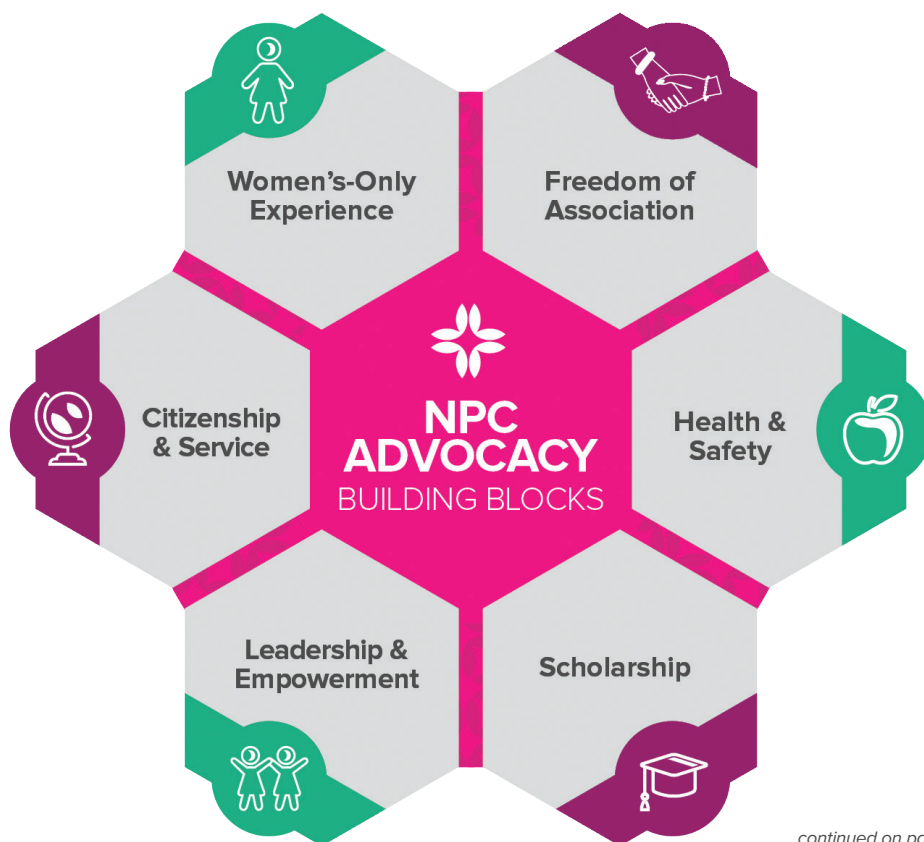
## PROMOTING THE PANHELLENIC SORORITY BRAND

NPC took a number of steps to promote the sorority brand and extend its outreach to potential members, including:

- Added a new **Promotion of the Sorority Experience policy (2020)** to allow all members of sororities to reach out to potential new members and create excitement around the sorority experience.
- Informed potential new members about the sorority experience via TheSororityLife.com channels. In addition to countless social media posts, **18 content creators**, alongside NPC staff, created **250+ website stories**.
- Purchased and managed **90+ domain names** to promote and protect the sorority brand.
- Leveraged the Student Advisory Committee and other volunteers for **15+ social media takeovers**.

## FURTHERING KNOWLEDGE OF THE NPC ADVOCACY BUILDING BLOCKS

NPC representatives made **30+ presentations regarding the NPC advocacy building blocks** in forums that included NPC Annual Conferences, College Panhellenic Academy sessions and Alumnae Panhellenic Association events as well as external partner events and member organization meetings.



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## Priority 2: Champion the Sorority Experience

This work focused  
on advocating for the  
sorority experience  
with key stakeholders  
and other audiences.

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### LEADING ON LEGISLATION

#### Freedom of Association



NPC continued to support the sororities, fraternities and students who filed federal and state lawsuits in 2018 against Harvard University for its ban on membership in single-sex organizations. Harvard dropped its sanctions policy in June 2020.



NPC and its member organizations supported the passage of the Collegiate Freedom of Association Act (CFAA), introduced with bipartisan support in the 116th Congress. CFAA would prevent college/university administrators from taking adverse action, including system-wide suspensions without appropriate due process, specifically against single-sex organizations. During the 117th Congress, NPC supported the introduction of CFAA as well as another similar piece of legislation that was introduced to be included in the Higher Education Act.

#### Anti-Hazing



NPC supported two pieces of federal legislation reintroduced with bipartisan support in the 117th Congress: The Report and Educate About Campus Hazing (REACH) Act and The Educational Notification and Disclosure of Actions Risking Loss of Life (END ALL) Hazing Act. Together, these laws would bring greater education, transparency and accountability campus-wide regarding hazing.



NPC also advocated for state-level anti-hazing legislation. We had success in Louisiana, New Hampshire, New Jersey, Ohio, Texas and Virginia, and we worked with lawmakers in Colorado, Indiana and Mississippi. As new state laws were enacted, NPC provided educational materials to member organizations and their members about the details of these laws.

### PROTECTING THE EXPERIENCE



NPC submitted an amicus brief (friend of the court) to the Second Circuit Court of Appeals in *Engender v. Yale*, a case in which women were suing men's organizations on a theory of public accommodation. We shared that if unaffiliated men were allowed to live in sorority residential facilities, it would create a threat to our women's-only experience.



NPC partnered with the North American Interfraternity Conference (NIC) on an amicus brief to the U.S. Supreme Court supporting a petition for certiorari for *UJ 80 v. Bloomington*, a case that argued local municipalities should not be able to delegate zoning authority to colleges and universities based on the school's recognition decisions.

### EXTENDING PIPELINE PARTNERSHIPS



**DISTINGUISHED  
YOUNG WOMEN**  
SCHOLARSHIP | LEADERSHIP | TALENT

In addition to providing two \$1,000 scholarships to **Distinguished Young Women** (DYW) participants annually, NPC also began promoting opportunities for College and Alumnae Panhellenics to support local DYW programs. Skye Bork, Distinguished Young Woman of 2017 and member of Kappa Alpha Theta, was a keynote speaker during the 2020 College Panhellenic Academy.

In April 2021, NPC announced a partnership with **National Charity League**, an organization that fosters relationships between mothers and their daughters (ages 12 to 18) through community service, leadership development and cultural experiences. NPC participated in NCL's 2021 and 2022 Annual Leadership Conferences. NPC also began offering college scholarships to NCL members in 2022.



*National Charity League, Inc.*



## MANAGING CAMPUS CONCERNS

Through the Campus Concerns Review Process, NPC takes the lead in investigating and resolving actions that infringe upon the rights of our private member organizations. NPC staff managed **490+ campus concerns** during this three-year period. Notable campus concerns topics included:

- Engaging with campus fraternity & sorority life, public safety, risk management and other offices to prevent member organization personnel and chapter officers from being named campus security authorities (CSAs) or Title IX mandatory reporters.
- Managing issues related to freedom of association and recruitment restrictions due to the COVID-19 pandemic or other institutional actions.
- Combatting anti-sorority activism. The issues differed from campus to campus but included cost, privilege, racism and sexual assault, among others.
- The creation of new independent College Panhellenic Associations at Reno (NV, 2019-21), Bloomsburg (PA), Cambridge (MA) and Durham (NC). NPC also created a toolkit for member organizations with information regarding the establishment and support of these associations.

## BUILDING THE VOLUNTEER PIPELINE

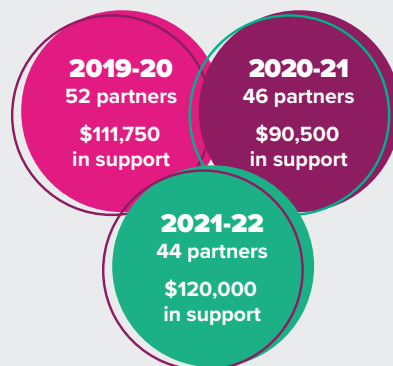
As part of NPC's new structure and governance model, NPC redesigned its volunteer application and selection process. During 2019-22, more than 350 individuals applied for NPC volunteer positions, and **260+ individuals served as NPC volunteers** each year.

## CREATING BETTER CAMPUS PARTNERSHIPS

- The **Fraternity/Sorority Advisory Committee** was redesigned to provide knowledge and insight from campus professionals directly to NPC staff on topics of interest and concern.
- The **Fraternity/Sorority Advisor (FSA) track at College Panhellenic Academy** also was revamped, including adding a networking session for new campus professionals.

## INCREASING PARTNER SUPPORT

The **NPC Partner Program** is a major source of revenue for NPC. Participation by businesses that support the sorority experience and sorority members remained strong during this three-year period, even when NPC reduced the cost of participation due to financial impacts from the pandemic.



## Priority 3: Leverage the collective strengths of our member organizations

This work focused on the advancements to be gained through the 26 NPC member organizations working together as one.

## UTILIZING RESEARCH DATA

During 2019-22, NPC, with financial support from the NPC Foundation, **invested more than \$120,000 in research activity** to support the advancement of the sorority experience. This included relevancy research through our public relations partner VOX Global as well as a partnership for cultural competency research with The Timothy J. Piazza Center for Fraternity and Sorority Research and Reform at Pennsylvania State University. NPC also gathered sorority experience data via a new study with Gallup and entered into a longitudinal study partnership with Dr. J. Patrick Biddix.



# 2021-22 FINANCIALS

The 2021-22 National Panhellenic Conference (NPC) financial results continued to be impacted by the COVID-19 pandemic. In particular this year, membership dues and fees were higher but total revenue was lower as compared to the previous year. Expenses for conferences, meetings, education and training rose, particularly as the NPC returned to hosting an in-person Annual Conference. Other expenses such as advocacy increased in line with increased demands for public policy, campus advocacy and pipeline marketing support.

## SUPPORT AND REVENUE WITHOUT DONOR RESTRICTIONS

	2021-22	% OF TOTAL
Membership Dues & Fees	1,687,078	87%
Registration & Meeting Income	71,580	4%
Royalties & Merchandise Sales	154,985	8%
Partner Program Income	120,947	6%
Contributions & Grants	19,815	1%
Other Income	11,135	1%
Investment Return	(153,104)	-8%
Net Assets Released From Donor Restrictions	27,534	1%
<b>TOTAL REVENUE</b>	<b>1,939,970</b>	<b>100%</b>

## EXPENSES

	2021-22	% OF TOTAL
Conferences & Meetings	218,827	14%
Education & Training	66,393	4%
Advocacy	545,418	34%
Governance	45,632	3%
Management & General	742,128	46%
<b>TOTAL EXPENSES</b>	<b>1,618,398</b>	<b>100%</b>

# NPC EXPANDS PIPELINE MARKETING & PARTNERSHIPS

During the last several years, the National Panhellenic Conference (NPC) has grown its investments in national pipeline marketing campaigns and pipeline partnerships to promote the sorority experience and stimulate more interest in joining a sorority.

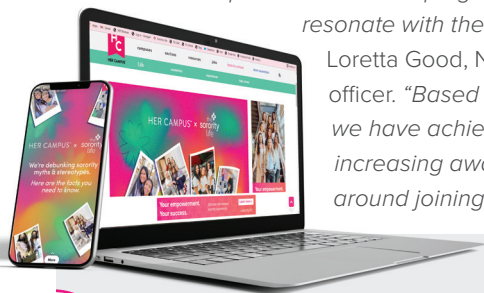
## Her Campus

NPC partnered with Her Campus Media, a leading media brand for college-age women and an award-winning college marketing firm, for a second nationwide marketing campaign.

The summer 2021 campaign included an article written by a Her Campus author and published on HerCampus.com. The article “5 Common Myths About Sorority Life, and Why They Aren’t True” aimed at distilling myths about sorority life that were most prevalent within NPC’s 2020 market research with Generation Z women and their caregivers. The article also highlighted why joining a sorority can make a woman’s college experience unique, memorable and fulfilling.

In addition to the article, the campaign included a number of other advertising tactics, including display ads, paid social ads and inclusion in the Her Campus e-newsletter. See the chart (below/side).

*“We really appreciate Her Campus’ approach to partnership that helps ensure our campaign message and tactics resonate with their Gen Z audience,” said Loretta Good, NPC’s chief marketing officer. “Based on the results, we know we have achieved the campaign goals of increasing awareness of and excitement around joining a Panhellenic sorority.”*



## HER CAMPUS CAMPAIGN RESULTS

NPC’s summer 2021 article with Her Campus had nearly 34,000 page views – two times the Her Campus benchmark! Additionally, the Her Campus social ads also performed extremely well with more than 481,000 impressions and click-through rates all higher than the Her Campus ad benchmarks.

**34,000**  
ARTICLE PAGE VIEWS  
**481,000**  
IMPRESSIONS



## Distinguished Young Women & National Charity League

NPC continued its ongoing partnership with Distinguished Young Women in 2021-22 and further extended its pipeline partnership with National Charity League (NCL), the nation’s premier mother-daughter nonprofit organization that fosters a commitment to philanthropy, culture and leadership.

NPC and NCL have partnered together since 2021 to encourage civic engagement and support the development of college-bound young women in their academic pursuits.

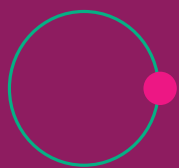
During 2021-22, NPC launched a scholarship program for NCL members to help offset the cost of attending college.

*“We are proud to partner with NCL, an organization with whom we share many similar goals and values, and to support the academic potential of young women through this new scholarship program,” said Amanda Faulkenberg, NPC’s chief administrative officer who oversees pipeline partnerships.*

More than 315 high school women submitted a completed application for the new NPC scholarship program, which was launched during 2022. Taylor Delgado of Claremont, California, and Jamison LaRue of Tomball, Texas, received the inaugural awards of \$1,000 each.

Through the partnership with NCL, NPC also receives online promotions that reach NCL members and has the opportunity to engage directly with NCL members during the organization’s annual leadership conference. ...





# INCREASING ACCESS AND EQUITY IN THE SORORITY EXPERIENCE: NPC COMPLETES RECRUITMENT REFORM PROJECTS

In April 2021, the NPC Board of Directors accepted a staff proposal that outlined five projects to help transform Panhellenic recruitment. Those five projects were:

1. Fully Structured Recruitment.
2. Transparency of Sorority Membership.
3. Cost of Recruitment.
4. Promotion of the Sorority Experience.
5. Alternative Approaches to Recruitment.

**“We know from our research—and our experiences—that the Panhellenic recruitment process can present barriers to joining a sorority,”** said NPC Chief Operating Officer Jenny Greyerbiehl. **These projects were developed to help further identify and remove barriers to sorority membership that happen prior to, or during, recruitment.”**

Five teams worked from May to December 2021 on the recruitment reform efforts described below.

## #1 Fully Structured Recruitment

The Recruitment Reform Task Force was asked to reimagine Fully Structured Recruitment (FSR). Task force members researched several other organizational recruitment methods to generate ideas. Ultimately, they determined it was not the structure of recruitment that was the challenge, but rather the variety of barriers that have been created around the structure that pose the greatest challenges. As a result, they made recommendations in the areas of recruitment structure, registration, values-based recruitment, recruiting during the non-primary recruitment term, small College Panhellenics, recruitment counselors and marketing.

## #2 Transparency of Sorority Membership

The Education and Transparency Task Force was charged with reimagining the potential new member (PNM) education process to provide consistent and accurate education to all PNMs and their caregivers. They reviewed existing PNM education and determined the educational topics fell into two categories: 1) understanding the recruitment process and 2) understanding the sorority experience. They then provided recommendations regarding PNM orientation, a tool to help PNMs find the right fit, caregiver information, education for College Panhellenics and advisors and implementation strategies.

## #3 Cost of Recruitment

The NPC Panhellenic Support Team gathered and reviewed data regarding the costs associated with Panhellenic membership recruitment. They created additional budgeting resources for College Panhellenics and new resources

to better prepare recruitment counselors and PNMs for financial discussions. They also updated other resources to add language specific to why a policy/practice exists and/or why it is changing. This project culminated with a member organization survey regarding the Financial Transparency Program to be used for future educational efforts.

## #4 Promotion of the Sorority Experience

This project focused specifically on additional ways to train College Panhellenics to market directly to non-likely joiners to grow open house pools. The 2021-22 Marketing Advisory Committee (MAC) provided additional counsel to the NPC Marketing Team. The committee offered recommendations regarding new marketing tactics to be added to the College Panhellenic Marketing Toolkit, College Panhellenic Academy curriculum updates and digital advertising training for College Panhellenics.

## #5 Alternative Approaches to Recruitment

With the goal of helping constituents recognize recruitment is not a one-size-fits-all endeavor, the Panhellenic Recruitment Committee focused on creating new and updating existing resources related to recruitment styles, continuous open bidding (COB) and recent changes to sorority recruitment. They also created a resource for recruitment counselors to support earlier engagement with PNMs and developed new messaging related to shifting mindsets away from hosting recruitment “as it has always been done.” They also provided recommendations regarding further alumnae support and education, recruitment style support and educational resources and COB. ...



# RESEARCH REGARDING SORORITY EXPERIENCE

During 2021-22, the National Panhellenic Conference (NPC) partnered with several research entities to examine the benefits of the sorority experience.

The results of a Gallup survey, conducted on behalf of NPC and the North American Interfraternity Conference (NIC), highlight strong relationships between fraternity and sorority membership and the reported strength of the college experience, feelings of preparation for life after college and general wellbeing. The study compares the college, work and life outcomes of fraternity and sorority members who are college graduates ("affiliated alumni") with those who were not fraternity and sorority members ("nonaffiliated alumni"). Notably, fraternity and sorority alumni are also substantially more likely than nonaffiliated alumni to recommend their college or university to others, agree that their education was worth the cost and are more likely to donate to their institution. A vast majority (84%) of affiliated alumni said if they had to do it all over again, they would still join their fraternity or sorority. These findings were published in the report "Fraternities and Sororities: Experiences and Outcomes in College, Work and Life."

NPC also began working with Dr. J. Patrick Biddix on a multi-year longitudinal study examining sorority member experiences during COVID-19 as well as sorority member perceptions regarding belonging, diversity, well-being and factors around joining a sorority. The study results so far show sorority members generally feel a stronger sense of belonging and satisfaction at school as compared to non-members. Sorority women agree they feel comfortable having open discussions about race, ethnicity, culture, sexual orientation, religion and mental health and well-being. They also demonstrate strong positive emotion, engagement, robust relationships, life meaning and accomplishment due to their sorority membership.

Note: Current NPC research results can be found on the NPC website. ...

## NPC WELCOMES NEW STAFF MEMBER

### Hannah Meador, M.A.,

joined the NPC staff in September 2021 as a panhellenic support specialist, working alongside Jamison Carson and Julie Goldberg to support 575 College Panhellenic Associations and more than 165 Alumnae Panhellenic Associations across North America. Hannah holds a bachelor of science in psychology and criminal justice from Iowa State University and a master of arts in higher education from the University of Michigan. Prior to joining NPC, she was the coordinator of fraternity & sorority life at the University of Alabama. While at the University of Michigan, she held several roles including accountability graduate intern and co-advisor for the Greek Activities Review Panel in the fraternity & sorority life office and student development team intern for the Center for Campus Involvement. Hannah is a member of Pi Beta Phi. ...



**"A vast majority (84%) of affiliated alumni said if they had to do it all over again, they would still join their fraternity or sorority."**

—Gallup Report on Fraternities and Sororities, 2021



# NPC STANDING COMMITTEE ROUNDUP 2021-22

## Alumnae Panhellenics Committee

Throughout 2021-22, the Alumnae Panhellenics Committee supported Alumnae Panhellenics through recruitment education, with an emphasis on Panhellenic recruitment initiatives. In collaboration with the Recruitment Committee, the committee developed the “Notable Shifts in Panhellenic Sorority Recruitment” program to provide training materials to Alumnae Panhellenics regarding current Panhellenic recruitment trends. They also developed training materials to share with member organizations at their conventions for additional training purposes in alignment with NPC’s strategic plan. With the help of a subcommittee, the members identified and recognized more than 75 Alumnae Panhellenics for their communication, programming, scholarship and service efforts throughout the year. They also encouraged Alumnae Panhellenics to submit annual reports.

## College Panhellenics Committee

The College Panhellenics Committee welcomed and onboarded 11 new NPC College Panhellenic area advisors during 2021-22. The committee also offered virtual educational opportunities to College Panhellenic Associations to learn more about NPC’s policies and procedures and provided additional support to campuses dealing with anti-sorority activism. Several committee members also served as facilitators for the virtual College Panhellenic Academy in January 2022. A volunteer-based review subcommittee was established for the College Panhellenic awards selection process to reduce bias and expand volunteering opportunities within the larger committee. Additionally, virtual area advisor social hours were held regularly to allow volunteers to connect with each other.

## New College Panhellenics Committee

During 2021-22, the New College Panhellenics Committee managed the process to charter the Southern Connecticut State University College Panhellenic Association; the process is anticipated to be completed during the next academic year. The committee also continued to work on news release templates to be used when announcing the chartering of a new College Panhellenic Association and developed useful “how to” guides for installation ceremonies of new College Panhellenics.

## Panhellenic Judicial Appeals Committee

The Panhellenic Judicial Appeals Committee reviewed and processed several appeal requests during 2021-22. To prepare for the 2022-24 committee member selection process, the committee met to discuss screening criteria and presented an overview of the committee during the NPC Standing Committee Volunteer Interest Session in January 2022.

## Panhellenic Extension Committee

The Panhellenic Extension Committee continued to work with three reorganization support teams (RSTs) to aid campuses in the strategic growth and reorganization of their College Panhellenic Associations. The committee refreshed a number of extension marketing materials and other resources. The committee recorded seven webinars covering strategic extension topics including voting procedures and new chapter establishment practices, and the webinars were archived on the NPC website. In addition, the committee distributed a new survey to member organizations regarding desirable campus characteristics in order to identify campuses for extension that fit those criteria. Committee members also supported the re-establishment of the College Panhellenic in Cambridge.

## Panhellenic Recruitment Committee

The Panhellenic Recruitment Committee provided feedback to the proposed changes to Unanimous Agreements and NPC policies impacting College Panhellenic recruitment. To continue supporting Panhellenic recruitment, the committee hosted and recorded several recruitment style seminars for NPC College Panhellenic area advisors, fraternity/sorority staff and College Panhellenic officers. A virtual panel discussion was held for College Panhellenic officers and campus professionals to explore alternative recruitment styles beyond fully structured recruitment. In collaboration with the Alumnae Panhellenics Committee, the committee developed the “Notable Shifts in Panhellenic Sorority Recruitment” program to provide training materials to educate College Panhellenics about the current shifts in Panhellenic recruitment.

## Panhellenic Release Figure Methodology (RFM) Committee

During 2021-22, the Panhellenic Release Figure Methodology (RFM) Committee supported nearly 500 College Panhellenic Associations during primary recruitment. The RFM Committee also held training sessions for RFM specialists to prepare for supporting upcoming Panhellenic recruitments. As the 2022-24 biennium approached, the RFM Leadership Team reviewed applications for new RFM specialists and selected 10 individuals to be added for the upcoming term. ...

# NPC HOSTS ANNUAL CONFERENCE IN LOUISVILLE

The National Panhellenic Conference (NPC) hosted its Annual Conference, March 31 – April 1, 2022, at The Galt House in Louisville, Kentucky. The event had been postponed from fall 2020 and fall 2021 due to the COVID-19 pandemic.

**“After several pandemic-related delays, it was truly special to host this NPC Annual Conference and bring representatives from our member organizations together in person for robust conversation and friendship across badges,”** said NPC Chair Cheri M. De Jong.

This event began with a welcome luncheon and the State of the Conference report, presented by De Jong and NPC CEO Dani Weatherford, J.D., on behalf of the NPC Board of Directors.

Programming on both days included a significant amount of dedicated time for peer groups—member organization inter/national presidents, executive directors and chief panhellenic officers—to meet.

Taking the place of a traditional town hall, “The Conference Conversation” brought attendees together for a discussion on three topics. Most significantly, the majority of the conversation centered on member organizations’ strong focus on growth in recruitment and what actionable steps the Conference can take so more women join our organizations.

During the NPC Foundation dinner on Thursday, the NPC Foundation presented the 2021 Women in Higher Education Achievement Award to Dr. Cecilia E. Suarez, assistant professor at the University of Florida, and a member of Lambda Theta Alpha Latin Sorority, Inc. (See Page 19 for more.) The NPC Foundation also recognized Barbie Chadwick, its outgoing president and member of Gamma Phi Beta.

The Friday night NPC Awards dinner honored the recipients of NPC’s biennial awards (See right for the recipient list).

Programming also included large group sessions, such as a panel discussion with four campus administrators and a virtual presentation from VOX Global. Attendees also met with NPC’s partners.

Weatherford said, “This was a very successful event, and it really highlighted how important it is for members of the Conference to come together face-to-face to discuss important issues and trending topics that impact the sorority experience.” ...

## AWARD WINNERS



**DISTINGUISHED SERVICE AWARD:**  
**PATRICIA PLUMLEE**  
“PATTY” DISQUE,  
a long-time NPC volunteer and member of Chi Omega.



**HARRIET MACHT**  
**OUTSTANDING ALUMNAE**  
**PANHellenic AWARD:**  
**HOUSTON ALUMNAE**  
**PANHellenic ASSOCIATION**



**IMPACT AWARD:**  
**RAE ANN GRUVER**  
**AND EVELYN PIAZZA**, both founding members of the Anti-Hazing Coalition and members of Alpha Delta Pi.



**INTERFRATERNAL PARTNER AWARD:**  
**JONATHAN COFFIN**, senior vice president, VOX Global (NPC’s public relations partner).



**OUTSTANDING PANHellenic ADVISOR:**  
**REGINALD LANE**, formerly the director of the office of sorority and fraternity affairs, University of Florida.

# 2021-22 BY THE NUMBERS

## COLLEGIATE MEMBERSHIP

**354,166**

UNDERGRADUATE  
MEMBERS

**125,884**

NEW MEMBERS

**3,309**

PANHELLENIC  
COLLEGIATE  
CHAPTERS

**6**

AVERAGE NUMBER  
OF CHAPTERS  
PER PANHELLENIC

## COLLEGE PANHELLENICS

**575**

CAMPUSES WITH  
A CHARTERED  
COLLEGE  
PANHELLENIC

**667**

CAMPUSES WITH  
AN NPC CHAPTER

**39**

COLLEGE  
PANHELLENICS  
RECOGNIZED WITH  
NPC AWARDS

## PANHELLENIC COMMUNITY ENGAGEMENT

(Organized by College &  
Alumnae Panhellenics)

**499,151**

COLLEGIATE  
VOLUNTEER  
COMMUNITY  
SERVICE HOURS

**\$32,447,556**

COLLEGIATE  
PHILANTHROPY  
DOLLARS RAISED

**17,798**

ALUMNAE  
VOLUNTEER  
COMMUNITY  
SERVICE HOURS

**\$243,797**

ALUMNAE  
VOLUNTEER  
DOLLARS RAISED

## ALUMNAE PANHELLENICS

**3,453**

ALUMNAE  
ORGANIZATIONS

**167**

ALUMNAE  
PANHELLENICS

**\$404,948**

SCHOLARSHIP  
DOLLARS  
AWARDED

**76**

ALUMNAE  
PANHELLENICS  
RECOGNIZED WITH  
NPC AWARDS

*Note: Statistics as of June 30, 2022, as reported to NPC from NPC member organizations. College and Alumnae Panhellenic statistics continue to be impacted by the COVID-19 pandemic. No new College or Alumnae Panhellenics were chartered during 2021-22. Not all College or Alumnae Panhellenics reporting.*



## ANNUAL REPORT

Established in 1995, the National Panhellenic Conference Foundation, Inc., (NPC Foundation) is a tax-exempt, public educational charity under section 501(c)(3) of the Internal Revenue Code.

During 2021-22, the NPC Foundation updated its mission to support NPC priorities and initiatives that enhance the sorority experience. The NPC Foundation accomplishes this through visibility and collaboration. The NPC Foundation Board of Trustees is focused on prudent investment and careful spending of the Foundation's endowment as well as other board-restricted, donor-restricted and unrestricted funds.

The trustees deeply appreciate all of the donors whose generosity allows the NPC Foundation to carry out its mission and purpose. For an honor roll of donors, please visit [npcwomen.org/foundation](https://npcwomen.org/foundation).

### 2021 Women in Higher Education Achievement (WHEA) Award

Dr. Cecilia E. Suarez was awarded the 2021 Women in Higher Education Achievement Award, made possible through an endowment established by Sigma Sigma Sigma and the NPC Foundation. A member of Lambda Theta Alpha Latin Sorority, Dr. Suarez is an assistant professor at the University of Florida and accomplished researcher, author and speaker in the areas of access and equity for students and communities in higher education, particularly

first-generation students of color. She also devotes a significant amount of volunteer time supporting students and imparting the importance of making human connections and fostering relationships in service to others.



*Dr. Suarez (center) receives her award from 2021-22 NPC Foundation President Barbie Chadwick (left) and 2022-23 NPC Foundation President Diane Straker (right).*

For the period July 1, 2021, to June 30, 2022, the NPC Foundation managed investments of \$1,677,066 and awarded grants totaling \$17,900. Below is the organization's financial statement covering that time period.

### Financial Statements

July 1, 2021, to June 30, 2022 (Unaudited)

ASSETS	
Cash	80,740
Prepaid Expenses	56
Accrued Interest	4,168
Investments	1,677,066
<b>TOTAL ASSETS</b>	<b>1,762,030</b>

LIABILITIES & NET ASSETS	
Accounts Payable	9,609
Net Assets	
Without donor restrictions	51,350
With donor restrictions - purpose	64,809
With donor restrictions - endowment	1,636,262
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>1,762,030</b>

Statement of Activities as of June 30, 2022 (Unaudited)

SUPPORT & REVENUES			
	Without Donor Restrictions	With Donor Restrictions	Total
Contributions	20,541	3,650	24,191
Investment Return, Net	20	(217,055)	(217,035)
Net Assets Released from Restrictions	39,095	(39,095)	0
<b>TOTAL SUPPORT &amp; REVENUES</b>	<b>59,656</b>	<b>(252,500)</b>	<b>(192,844)</b>
EXPENSES			
Program Services	18,788	0	18,788
Management & General	34,977	0	34,977
Fundraising	1,032	0	1,032
<b>TOTAL EXPENSES</b>	<b>54,797</b>	<b>0</b>	<b>54,797</b>
<b>CHANGE IN NET ASSETS</b>	<b>4,859</b>	<b>(252,500)</b>	<b>(247,641)</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>46,491</b>	<b>1,953,571</b>	<b>2,000,062</b>
<b>NET ASSETS, END OF YEAR</b>	<b>51,350</b>	<b>1,701,071</b>	<b>1,752,421</b>



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317-872-3185 | [NPCwomen.org](http://NPCwomen.org)

 [facebook.com/NPCWomen](https://facebook.com/NPCWomen) |  [@npcwomen](https://twitter.com/npcwomen) |  [@npcwomen](https://www.instagram.com/npcwomen)

The National Panhellenic Conference is the premier advocacy and support organization  
for the advancement of the sorority experience.