



# Strategic Framework Report

*January 2024*

# NPC Strategic Framework

Announced July 2022

The National Panhellenic Conference (NPC) is an organization composed of 26 inter/national sororities. Each member organization is an autonomous social organization consisting of women who are college and university undergraduates and alumnae.

With the NPC purpose, mission and vision as cornerstones, the NPC Board of Directors has developed a strategic framework consisting of two priorities: **Grow Panhellenic Communities** and **Champion the Sorority Experience**. These priorities will remain fixed while objectives and initiatives to meet those goals successfully will flex over time.

## **PRIORITY: Grow Panhellenic Communities.**

*Through dedicated coaching and resource sharing, NPC personnel will assist College Panhellenic Associations in increasing recruitment participation and, as a result, collegiate membership.*

- **Objective 1: Increase engagement of prospective members.**
- **Objective 2: Reduce barriers to joining for all women.**

## **PRIORITY: Champion the Sorority Experience.**

*Through marketing and community engagement, NPC will improve the public perception of the sorority experience.*

- **Objective 1: Implement a comprehensive marketing strategy.**
  - **Objective 2: Direct comprehensive campus and policy advocacy campaigns.**
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## **Our Purpose**

The purpose of the National Panhellenic Conference is to promote and advance the common interest of women's-only sororities. The Conference achieves this through interfraternal cooperation and strong partnership with college and university representatives to support high academic and social standards for women. (paraphrased from the NPC Articles of Incorporation 2019)

## **Our Mission**

The National Panhellenic Conference is the premier advocacy and support organization for the advancement of the sorority experience. (adopted 2011) Our Vision National Panhellenic Conference – Advancing the Sorority Experience Together. (adopted 2011)

## **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. (adopted 2011)

# NPC Strategic Framework Report for January 2024

Respectfully submitted by:  
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NPC Chief Executive Officer

NPC has two main strategic priorities: Grow Panhellenic Communities and Champion the Sorority Experience. *The work completed to advance these two strategic priorities is undertaken in addition to the daily cadence of management and tactical work by NPC staff and volunteers. A tight focus on the work of NPC has allowed for significant advancements in both areas.* You'll find a full expression of efforts to advance the strategic framework during the past six months outlined in the attached, including a new easy-to-review progress dashboard, but I'd like to share some exciting highlights here:

## Priority #1: Grow Panhellenic Communities

- Through the work of NPC, College Panhellenics, area advisors, member organizations and outside partners, we continue to grow and develop the pipeline of PNMs, encouraging engagement in the recruitment process and sorority membership. **During this fall's recruitment cycle, more than 100 College Panhellenics received direct coaching and financial support from NPC** to prevent the continued decline of recruitment registration rates. **Digital marketing target campuses experienced a 13.69% increase in registration this fall.** This outpaced non-target campuses, which grew by 4.69%. This is critical to note, as marketing campuses were down 19% year-over-year in 2022, while non-target campuses were up 4%. 77% of the marketing target schools saw an increase in registration. 32.4% surpassed the stretch goal of three-year average plus 3%.
- The NPC Panhellenic Recruitment Committee (PRC) reached out to 30 College Panhellenics with spring 2024 deferred recruitments regarding a possible recruitment style shift from fully structured recruitment to partially structured recruitment (PSR). As of Dec. 8, **nine College Panhellenics proposed a recruitment style shift, and three College Panhellenics passed votes to implement PSR.**
- Total Method Setting Team (TMST) training began in mid-July, with initial campus outreach and stakeholder communication in early August. The decision rules framework and associated processes created were intended to be repeatable and refined over time. **The TMST team has delivered 570 total method recommendations.**

## Priority #2: Champion the Sorority Experience

- Through Carnegie's CollegeXpress, during the last six months **NPC has obtained contact information for nearly 7,000 new high school women who have expressed interest in learning more about sorority life.** Through our lead nurturing efforts, these women and caregivers are receiving direct information about recruitment and 160+ have signed up to connect directly with their future College Panhellenic Association.
- **Our College Panhellenic Academy promotion has resulted in another "sold out" conference!** Nearly 300 collegiate women and FSAs will attend the program in January to up-level their skill sets, gain new friendships and networks and gear up for recruitment activities.
- Staff and volunteers have continued to coach College Panhellenics, **with a dedicated focus on small- to mid-sized communities,** to better understand their purpose and improve effectiveness.
- Throughout the fall we have engaged in discussion with TikTok's Creative Solutions to **partner with a high-level social media influencer and sorority woman to create and promote content.**

The staff and I look forward to the board's feedback regarding ways to further align our work with the strategic priorities set, new initiatives we should consider, or how we need to adjust our plans based on emerging trends and/or issues.

If you have any questions about the information presented here, please reach out.

**DASHBOARD — FIRST HALF OF FYE 2024**

Estimated percentage of progress: 0-25% 26-50% 51-75% 75%+

**PRIORITY 1: GROW PANHELLENIC COMMUNITIES**

**Objective 1: Increase engagement of prospective members**

<i>Initiative</i>	<i>Current Progress</i>	<i>Looking Ahead</i>
Provide education to College Panhellenic officers about marketing	51-75%	Much has been accomplished in the last 18 months as we developed and presented regional and national education opportunities. Research findings from the Culturati study will impact future curriculum development.
Develop a campus-level paid advertising campaign	75%+	This work has been fully operationalized as originally conceived. With the addition of the director of digital marketing, we will begin to transition management in-house while continuing to partner on strategy.
Develop education/training about recruiting post-traditional and non-traditional PNMs.	0-25%	In the next six months we hope to partner with an external organization to learn more about these students, as well as identify campus communities for more directed outreach.
Improve outreach to PNMs and caregivers	51-75%	While we continue to develop education and marketing resources, this work is constantly evolving. We plan to give more focus in the future to caregivers.
Increase partnerships with pipeline and early college/high school outreach programs	51-75%	We are actively looking for new partnerships that will increase access to women from diverse backgrounds.
Create an undergraduate scholarship program designed to engage PNMs, high school counselors and independent college admission counselors.	75%+	The creation of this scholarship program is complete. We continue to look for new ways to promote the program and explore opportunities to grow its reach.
Develop a broad-based data analytics program to report on progress and forecast changing campus dynamics.	51-75%	We have completed the migration of past RFM reports and are now focused on the collection of new data, along with the analysis and reporting of organization-specific and community-wide results.

**Objective 2: Reduce barriers to joining for all women**

Encourage the use of alternative models in all recruitment activities.	51-75%	A variety of research, coaching and resource development has occurred during the last 18 months. This work will now transition as part of a combined comprehensive recruitment education and coaching initiative in 2024.
Reduce ineffective and burdensome restrictions/policies on Panhellenic operations.	51-75%	Much of this work, as originally conceived as part of the NPC Policy Audit, is being completed. In the future, this initiative will transition to work focused on accountability measures to ensure that new barriers are not created.
Create a comprehensive recruitment education strategy.	75%+	This work has been completed as originally conceived. This initiative is now being updated and combined with other work to become a comprehensive recruitment education and coaching initiative in 2024.

**PRIORITY 1: CHAMPION THE SORORITY EXPERIENCE**

**Objective 1: Implement a comprehensive marketing strategy.**

<i>Initiative</i>	<i>Current Progress</i>	<i>Looking Ahead</i>
Engage in a new marketing partnership with experts who specialize in Gen Z.	75%+	This work has been fully operationalized as originally conceived as our partnership with Carnegie is now beyond the initial organizing phase. A revised initiative will be pursued in 2024 to reflect the current partnership and new goals.
Provide increased education to Alumnae Panhellenics regarding today's college student and the modern sorority experience.	26-50%	While we continue to develop resources and provide education, this work continues to evolve as students and the experience evolve.
Partner with social media influencers and relevant corporate brands engaged with Gen Z women	26-50%	After initial work with the Her Campus InfluenceHer Collective, we are launching a new partnership with TikTok Creative Solutions to highlight a collegiate Panhellenic influencer. Results will inform future investments.

**Objective 2: Direct a comprehensive campus and policy advocacy plan.**

Increase understanding about College Panhellenic purpose and role to improve effectiveness.	51-75%	While proactive officer-specific training curriculum continues to be developed, NPC is actively involved in (reactive) campus-based advocacy aimed at clarifying CPH purpose and scope. The majority of campuses that receive specialized coaching are small- to mid-sized communities with 2-11 chapters.
Provide targeted and growth-focused coaching to campuses with two or fewer NPC organizations.	0-25%	Work in this area is being re-imagined for both staff and volunteers. A revised initiative will be pursued in 2024.