



# Strategic Framework Report

*July 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 20)

# NPC Strategic Framework Report for July 2024

Respectfully submitted by:  
Dani Weatherford, J.D.  
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 might notice some changes in language or additions to the initiatives as we reviewed and updated various initiatives that had evolved, were completed or needed a refresh. All work continues to rely on the bedrock of the two strategic priorities. I'd like to share some highlights of the last six months:

## Priority #1: Grow Panhellenic Communities

- NPC continues to offer broad education opportunities for College Panhellenics and those who support their work. **This spring, we launched a new series of Lunch and Learns geared toward College Panhellenic officers.** These quick, online sessions provide actionable information tailored to these student leaders and give them a chance to interact directly with NPC staff members.
- Campus-based marketing efforts continue to provide a significant return on investment. The spring recruitment campaign **provided coaching and small grants to 63 campuses, which saw a collective 6% year-over-year increase in registration.** This work is continuing now with 130 campuses for the fall recruitment cycle.
- Data continues to play an essential role in the work that staff and volunteers do to grow our Panhellenic communities. **Continued collection of primary recruitment data, annual survey data and various other data sets has become part of the way that we do business,** and we look forward to this evolution as we all become more sophisticated in data collection and reporting.
- **A third objective was added to Priority #1 regarding extension.** This spring, the NPC Panhellenic Extension Committee identified and connected with five campuses to share data about the level of overmatching on their campus, and one of those College Panhellenics has voted to form an exploratory committee. We think this proactive approach will continue to serve our community well.

## Priority #2: Champion the Sorority Experience

- This year, NPC was chosen to participate in the Tik-Tok Creative Xchange. We partnered with a collegiate influencer from the University of Tennessee—Knoxville to run ads directed toward potential new members. **This Tik-Tok expansion pilot shows great potential, with increased engagement and efficiencies, and will be replicated three times in the new (now current) fiscal year. Additionally, a small pilot run with Spotify showed remarkable results and has been incorporated into the Fiscal Year End 2025 marketing plan.**
- Late in the year, **NPC kicked off a partnership with strategic communications firm FleishmanHillard to explore reimaging recruitment technology** and is excited to showcase this work in the coming months. We know that our alphabet soup (COB, MRABA, PNM, etc) can sometimes be a barrier, and we'd like to change that.

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.

Please reach out if you have any questions about the information presented.

PROGRESS DASHBOARD — SECOND 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>Progress</i>	<i>Looking Ahead</i>
Deliver marketing and branding education, resources and training to College Panhellenic officers every month with the aim of 50% of CPHs participating in FYE 2025 and 75% by the end of FYE 2026.	<i>Approximately 30% of CPHs participated.</i>	Continue development of education and training opportunities related to year-round marketing.
Increasing digital advertising and marketing capacity on targeted campuses to increase recruitment registration by +6% year-over-year.	<i>Spring campuses saw a 6%+ YOY increase in registration.</i>	Invite more campuses to participate through direct coaching and do-it-yourself initiatives.
Develop and provide education about recruiting non-traditional joiners (e.g., commuters, first-generation, transfer, international, non-traditional age).	<i>Education presented to 100+ CPHs.</i>	Engage with external partner to learn more about these students and identify campus communities for more direct outreach.
Continue annual collection and analysis of CPH and member organization data to identify opportunities for growth and share benchmarking information.	<i>RFM and non-RFM survey data were collected; and Data Advisory Group launched.</i>	Leverage recommendations from the Data Advisory Group to collect more relevant data and report to member organizations and other stakeholders.

Objective 2: Reduce barriers to joining for all women

Encourage all College Panhellenics to assess recruitment holistically and implement necessary changes annually.	<i>Growth coaching program cohort work expands beyond style.</i>	Continue to grow the work of three growth coaching cohorts through the engagement of additional campus communities.
Simplify recruitment operations and logistics by increasing education through resource development and monthly coaching opportunities.	<i>New resources developed and monthly Lunch and Learns held.</i>	Provide additional resources and training to all College Panhellenics.
Partner on improvements to recruitment technology to reduce costs, improve data reporting and increase efficiencies.	<i>Focus group with campus-based professionals hosted and continued discussion.</i>	Develop a partnership to gain new and real-time insights into nationwide recruitment registration trends.

Objective 3: Identify campuses where NPC member organization chapters could be added.

Share data with campus and member organization stakeholders to illustrate opportunities to grow communities by adding chapters.	<i>Connected with five CPHs and shared data with additional campuses.</i>	Continue proactive strategy to identify community growth opportunities.
Proactively engage with campus administrators to advocate for and assist in developing new Panhellenic communities.	<i>Planning outreach to one-chapter campuses.</i>	Creating a strategy to work with campuses where no NPC chapter is present.

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

**PRIORITY 2: CHAMPION THE SORORITY EXPERIENCE**

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

Partner with social media influencers and relevant corporate brands engaged with Gen Z women.	<i>New Tik-Tok Creative Xchange pilot a success.</i>	Leverage lessons learned to develop ongoing influencer content and relationships.
Partner with five organizations that serve pipeline audiences to market the sorORITY experience through advertising and scholarship opportunities; collect contact information for college-bound women.	<i>Three partnerships secured.</i>	Launch a partnership with Independent Education Consultants to “train the trainer” regarding opportunities available through sorORITY membership.
Annually connect 500 rising college freshmen with College Panhellenics on future campuses.	<i>143 direct PNM connections made to CPHs.</i>	Enhance growing marketing drip campaigns and digital marketing strategies to increase personal connection with PNMs by meeting them where they are.
Deploy national Gen Z advertising to connect high school women with The SorORITY Life and increase newsletter sign-ups by 10,000 annually.	<i>TSL added 2,500 new subscribers.</i>	Partner with Carnegie Communications on geographic, demographic and psychographic market segmentation work to connect with women with differing personas.
Develop specific marketing education campaigns for potential new member caregivers.	<i>Planning is underway.</i>	Identify specific channels and messaging for caregivers.
Re-imagine Panhellenic recruitment terminology and introduce it to the larger community in fiscal years 2025-26.	<i>Workshop hosted with a cross-section of industry representatives.</i>	Introduce re-imagined recruitment terminology to better connect with potential new members and explain our process.
Provide increased education to Alumnae Panhellenics regarding today's college students and the modern sorORITY experience.	<i>New resource created about current trends and changes.</i>	Develop additional opportunities for Alumnae Panhellenics to share education with their members.

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

Provide increased coaching and resources about the College Panhellenic purpose and role of the College Panhellenic to improve Panhellenic effectiveness to increase impact annually by 20%.	<i>More than 200 CPHs received coaching and resources.</i>	Enhance policy clarity and guidance for College Panhellenics regarding purpose and role.
Coach campuses with two NPC chapters and no chartered College Panhellenic on the creation and function of a College Panhellenic within two years.	<i>This work has moved to staff as a part of the Campus Concerns process.</i>	Refine outreach and coaching program to drive new College Panhellenic development.