



Strategic Framework Report

January 2025

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 mission, vision and values 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.**
- **Objective 3: Identify campuses where NPC member organization chapters could be added.**

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.**

Our Mission

The National Panhellenic Conference champions the collective interests of our member organizations and preserves the women's-only sorority experience.

Our Vision

To foster thriving sorority communities.

Our Values

- **Belonging:** We create opportunities to build supportive communities and positive relationships among our members.
- **Collaboration:** We convene stakeholders and work together to achieve common goals.
- **Relevance:** We adapt to trends influencing our industry to ensure our efforts positively impact the growth and sustainability of women's-only sororities.
- **Respect:** We conduct our work with integrity, cultivate trust through open communication and acknowledge our stakeholders' varied perspectives.

Adopted August 2024.

NPC Strategic Framework Report for January 2025

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.*

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

- Our targeted campus digital marketing activities are in their third year and continue to show steady growth. For the fall recruitment cycle, 27 marketing coaches worked with 129 College Panhellenics to create marketing plans and run digital campaigns using a small grant provided by NPC, with the goal of recruitment registration growth. **Our goal was 6% year-over-year, and these marketing campuses achieved a collective growth of more than 10%!**
- NPC's efforts to use data to inform our collective efforts hit a milestone this year, and **the first individual benchmarking reports were sent to each of our 26 member organizations early in the fall.** We've heard great feedback from our community so far. Any ideas for improvement?
- The Extension Committee is preparing for action in the spring related to their two growth projects, including developing new communities on campuses with no Panhellenic chapters.

Priority #2: Champion the Sorority Experience

- NPC's **Lunch and Learn program has been around for almost one year and a significant amount of resources have been developed.** However, these tools are not always being used to their full potential. We'll be examining ways to revitalize this program in the coming months.
- NPC **expanded its partnership with the TikTok Creative Exchange,** resulting in 10M+ views of ads from The Sorority Life (TSL) and about 1,000 new signups to the monthly e-newsletter for PNMs. This partnership will continue to be monitored and evolve as TikTok's digital footprint remains in jeopardy.
- NPC **Content Creators have created pilot campus tours** to provide a template/guide to College Panhellenics nationwide to connect with incoming students.
- Following the results of the Culturati market research, **a reimagining of recruitment terminology has been underway,** with a significant resource investment in gaining community feedback through surveys, presentations and focus groups.

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 — FIRST HALF OF FYE 2025

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>10% of CPHs were engaged during this period.</i>	Lunch and Learn delivery and additional educational opportunities, specifically related to non-RFM campus marketing activities, are being explored to bring this goal back on track.
Increasing digital advertising and marketing capacity on targeted campuses to increase recruitment registration by +6% year-over-year.	<i>Fall marketing campuses had a collective registration increase of 10%+</i>	Spring campuses have been identified and more CPHs are proactively engaging in the campaign development work than in previous spring cycles.
Develop and provide education about recruiting non-traditional joiners (e.g., commuters, first-generation, transfer, international, non-traditional age).	<i>Two programs were developed and delivered to educate about these groups.</i>	Continue to explore opportunities to engage with an external partner to learn more about these students, their needs and behaviors.
Continue annual collection and analysis of CPH and member organization data to identify opportunities for growth and share benchmarking information.	<i>Individual member organization benchmarking reports created and distributed</i>	Develop additional reporting based on clusters and, specifically, non-RFM campuses.

Objective 2: Reduce barriers to joining for all women

Encourage all College Panhellenics to assess recruitment holistically and implement necessary changes annually.	<i>57 CPHs coached</i>	Continue work with growth coaching cohorts. Spring 2025 will mark one year of work with the original cohort and progress will be examined.
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>	Continue development of resources and support specifically for non-RFM campuses.
Partner on improvements to recruitment technology to reduce costs, improve data reporting and increase efficiencies.	<i>Work paused.</i>	This tactic will be updated in Spring 2025 to reflect the Conference's pivot to focus on data privacy and protection.

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>Campuses identified through the data set.</i>	Committee will make outreach with identified campuses in Spring 2025.
Proactively engage with campus administrators to advocate for and assist in developing new Panhellenic communities.	<i>Evaluating 1200+ institutions without any NPC organization.</i>	Committee will develop marketing materials and begin campus outreach in Spring 2025.

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>Successful strategy with TikTok Creative Exchange Influencer</i>	While this tactic has been successful, in Spring 2025 NPC will work with Carnegie to consider new approaches in light of the future uncertainty of TikTok.
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>Continuing to grow partnerships and in-person opportunities with pipeline programs.</i>	NPC will host in-person events at both the Distinguished Young Women National Finals and the National Charity League Centennial celebration.
Annually connect 500 rising college freshmen with College Panhellenics on future campuses.	<i>Nearly 350 connections made between rising college freshmen and their future CPH.</i>	Continue enhancements of direct marketing based on Culturati learnings and collaboration with Carnegie.
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 newsletter gained nearly 9K new subscribers.</i>	Use the NPC Content Creator team to develop new and relevant content for newsletter and website.
Develop specific marketing education campaigns for potential new member caregivers.	<i>New Facebook group for parents developing.</i>	Launch a new Facebook group for parents to disseminate accurate information directly to caregivers.
Re-imagine Panhellenic recruitment terminology and introduce it to the larger community in fiscal years 2025-26.	<i>Proposed changes presented to a variety of stakeholders, including 150+ collegians.</i>	Based on the outcomes of the Board and Council of Delegates votes, we are prepared to begin the development of tool-kits to assist member organizations and CPHs with the transition to new terminology in 2026.
Provide increased education to Alumnae Panhellenics regarding today's college students and the modern sorority experience.	<i>Updated resources about Notable Trends in Recruitment.</i>	Alumnae Panhellenics Committee collaborating with the Panhellenic Recruitment Committee to host a recruitment education session in March 2025.

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>Staff continues to provide coaching and resources to communities of all sizes.</i>	This work may move to standard operating procedure and continue to report on progress through the term-based Campus Concerns Tracker rather than the Framework document.
Coach campuses with two NPC chapters and no chartered College Panhellenic on the creation and function of a College Panhellenic within two years.	<i>New College Panhellenic coaching incorporated into College Panhellenic Committee workplan.</i>	The committee will continue to commit efforts to developing new College Panhellenics in the queue.