



Strategic Framework Report
January 2026

NPC Strategic Framework

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.**

Announced July 2022

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 2026

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 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

- More than 200 College Panhellenics received support from the Next Level Marketing program through coaching, education and/or grants for digital advertising. Jade campuses saw an 11% increase in recruitment registrations, and Rose campuses saw a 6% increase.
- NPC produced the second annual benchmarking report to help identify opportunities and trends as we continue to respond to member organization requests for additional data insights. Additionally, during this fall's Annual Conference, information was presented and distributed to member organizations to dive deeper into cluster-level data.
- Fifty-two College Panhellenic Associations received coaching regarding recruitment, and there were more than 7,000 views of NPC recruitment resources at npcwomen.org.

Priority #2: Champion the Sorority Experience

- More than 9 million PNMs viewed and/or engaged with The Sorority Life (TSL) content as part of a new partnership with social media influencers.
- More than 5,000 PNMs engaged with the TSL website to receive information about sorority recruitment and their future College Panhellenic.
- An audit of nearly 300 College Panhellenics was conducted to identify areas where they might be acting outside their purpose and engaging in risk management oversight activities.
- A new Alumnae Panhellenic purpose statement was approved by the NPC board of directors, and work has begun to re-align the activities of Alumnae Panhellenics to that purpose.

The staff and I look forward to the board's feedback on how to further align our work with the strategic priorities. During the next several months, NPC staff will review all Strategic Framework initiatives and determine any adjustments or additions needed in advance of the new fiscal year.

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

PROGRESS DASHBOARD

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.	40% of CPHs participated in Q1%2.	Looking to achieve 75% in Q3/Q4 with Academy and Next Level Marketing education opportunities.
Increasing digital advertising and marketing capacity on targeted campuses to increase recruitment registration by +6% year-over-year.	11% increase for Jade campuses; 6% increase for Rose	Growth on track for Jade and Rose; looking for ways to increase program effectiveness and efficiencies.
Develop and provide education about recruiting non-traditional joiners (e.g., commuters, first-generation, transfer, international, non-traditional age).	Three new programs developed and delivered	Staff continue to learn more about student trends and develop new resources.
Continue annual collection and analysis of CPH and member organization data to identify opportunities for growth and share benchmarking information.	Second benchmarking report shared	A new set of cluster-based analysis charts are being developed to assist with discussions related to single intentional preference and releases.

Objective 2: Reduce barriers to joining for all women.

Encourage all College Panhellenics to assess recruitment holistically and implement necessary changes annually.	52 CPHs coached; Nearly 7k views of resources	Review of three years of recruitment retention data will inform changes to the recruitment coaching program.
Simplify recruitment operations and logistics by increasing education through resource development and monthly coaching opportunities.	Several new resources created	Resource development and regular trainings will continue to evolve.

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.	New Extension Bulletin format launched	Staff and the Extension Committee will continue to improve the Bulletin.
Proactively engage with campus administrators to advocate for and assist in developing new Panhellenic communities.	Thirteen campuses engaged	The Committee will continue to engage with campus administrators to encourage community growth.

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

PRIORITY 2: CHAMPION THE SORORITY EXPERIENCE

<i>Initiative</i>	<i>Progress</i>	<i>Looking Ahead</i>
Objective 1: Implement a comprehensive marketing strategy.		
Partner with social media influencers and relevant corporate brands engaged with Gen Z women.	<i>New influencer program reached 9M+ PNMs</i>	Additional content creators will launch in spring 2026.
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>Partnerships with DYW and NCL continue</i>	Program reviews will happen at the end of FYE 2026 to determine future investments.
Annually connect 500 rising college freshmen with College Panhellenics on future campuses.	<i>Connected with 5K+ PNMs</i>	Due to continued successes, the program goals will be assessed and increased for future years.
Deploy national Gen Z advertising to connect high school women with The Sorority Life and increase newsletter sign-ups by 10,000 annually.	<i>Nearly 5K sign-ups and engagement approaching 1M</i>	Improve content to include new content creator videos.
Develop specific marketing education campaigns for potential new member caregivers.	<i>Nearly 725K impressions</i>	New parent research will be fully implemented into caregiver marketing activities and strategies.
Provide increased education to Alumnae Panhellenics regarding today's college students and the modern sorority experience.	<i>Education paused during purpose statement refinement.</i>	The new purpose statement has been approved, and education will transition to a new focus in 2026.
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>Coached 18 CPHs and performed risk management oversight audit</i>	Phased risk management/Panhellenic purpose work will roll out throughout 2026.
Coach campuses with two NPC chapters and no chartered College Panhellenic on the creation and function of a College Panhellenic within two years.	<i>Coaching provided to nine CPHs</i>	The committee will continue to engage in outreach to campuses identified for growth.