

2015-16 ANNUAL REPORT

National Panhellenic Conference

# ADVANCING SORORITY

T O G E T H E R

O U R  
M I S S I O N

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

O U R  
V I S I O N

Advancing the sorority experience **together**.

O U R  
V A L U E S

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.

O U R  
M E M B E R S

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



## THE CHAIRMAN'S MESSAGE

**Together.** For more than 114 years, the women of the National Panhellenic Conference (NPC) — today representing 26 international women's organizations working in partnership and friendship — have sought to advance, preserve and protect the sorority experience.

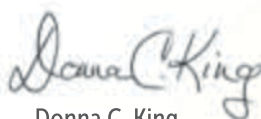


NPC is unique because we function as a conference of 26 independent organizations and not as an association. The decisions and strategic direction of NPC are established and determined by those 26 organizations collectively and collaboratively, while at the same time allowing for autonomy.

This past year has provided organizational leadership opportunities to come **together** and explore NPC's internal and external advocacy, and most important to affirm NPC's mission, vision and values as our guide to the daily work of NPC.

Driven by the strategic plan, the board of directors, staff and a host of volunteers **together** in 2015–16, moved the needle forward providing new resources, services, educational opportunities, initiatives and organizational effectiveness to a broader reach of women. Newly formed external partnerships have been forged to support staff operations and have led to enhanced efficiency and strong financial management. We invite you to review a snapshot of those accomplishments and milestones found within this annual report.

Thank you to our supporters, members and partners who contribute their time, talent and resources. **Together** we are ensuring the ongoing work of NPC, as the premier advocacy and support organization for the sorority experience.



Donna C. King  
Chairman 2015–17





## 2015-17 EXECUTIVE COMMITTEE

### CHAIRMAN

Donna C. King, Sigma Kappa

### VICE CHAIRMAN

Carole J. Jones, Alpha Omicron Pi

### ADVOCACY CHAIRMAN

Donna S. Chereck, Alpha Chi Omega

### FINANCE CHAIRMAN

Lynnda A. Hoefler, Delta Zeta

### PANHELLENICS CHAIRMAN

Frances Mitchelson, Phi Mu

## 2015-16 COMMITTEE CHAIRMEN

### ADVISORY

Elizabeth Quick, Gamma Phi Beta

### ADVOCACY

Donna S. Chereck, Alpha Chi Omega

### ALUMNAE PANHELLENICS

Carol Mooney, Alpha Sigma Tau

### BOARD DEVELOPMENT

Deanna Detchemendy, Alpha Xi Delta

### FINANCE

Lynnda A. Hoefler, Delta Zeta

### COLLEGE PANHELLENICS

Patricia Gesell, Kappa Kappa Gamma

### COLLEGE PANHELLENIC STRATEGIC INITIATIVES

Julie Johnson, Kappa Delta

### EDITORIAL TEAM

Suzanne Zorichak, Alpha Sigma Alpha

### EXTENSION

Jamie Jones Miller, Alpha Sigma Tau

### LEGISLATIVE

Patricia Disque, Chi Omega

### MEASURABLE OUTCOMES

Erin Nelson, Theta Phi Alpha

### PANHELLENICS

Frances Mitchelson, Phi Mu

### RECRUITMENT

Phyllis Davis, Delta Zeta

### RELEASE FIGURE METHODOLOGY

Laura Malley-Schmitt, Alpha Phi

### RESEARCH

Eleanor Williams, Alpha Sigma Alpha

### STRATEGIC PLANNING

Laura Sweet, Sigma Sigma Sigma

### UNIVERSITY DOCUMENT REVIEW

Mary Jane Beach, Kappa Alpha Theta

### UNIVERSITY HOUSING INITIATIVES

Claire Gwaltney, Alpha Delta Pi





## 2015-16 NPC BOARD OF DIRECTORS

ALPHA CHI OMEGA | Donna S. Chereck

ALPHA DELTA PI | Claire Gwaltney

ALPHA EPSILON PHI | Dana Katz

ALPHA GAMMA DELTA | Cinda O'Connor

ALPHA OMICRON PI | Carole J. Jones

ALPHA PHI | Sally Grant

ALPHA SIGMA ALPHA | Lynne Chambers

ALPHA SIGMA TAU | Elizabeth McOsker

ALPHA XI DELTA | Deanna Detchemendy

CHI OMEGA | Jean Mrasek

DELTA DELTA DELTA | Sarah Lindsay

DELTA GAMMA | Sharon Malone

DELTA PHI EPSILON | Kristin Morgan

DELTA ZETA | Jeanine Triplett

GAMMA PHI BETA | Sandra Burba

KAPPA ALPHA THETA | Amy Kates

KAPPA DELTA | Julie Johnson

KAPPA KAPPA GAMMA | Patricia Gesell

PHI MU | Donna Stallard

PHI SIGMA SIGMA | Gina Kerley

PI BETA PHI | Ana Miller

SIGMA DELTA TAU | Lynn Marano

SIGMA KAPPA | Donna C. King

SIGMA SIGMA SIGMA | Laura Sweet

THETA PHI ALPHA | Erin Nelson

ZETA TAU ALPHA | Laura Mauro

## NPC STAFF

### EXECUTIVE DIRECTOR

Dani Weatherford, J.D., Delta Gamma

### DIRECTOR OF EDUCATION AND PANHELLENIC SUPPORT

Jenny Greyerbiehl, M.Ed., Alpha Xi Delta

### DIRECTOR OF MARKETING

Julia Schenk, Kappa Kappa Gamma

### DIRECTOR OF OPERATIONS

Catherine Donaldson, Delta Gamma

### PANHELLENIC SUPPORT SPECIALIST

Julie Bunson, M.Ed., Alpha Epsilon Phi

### PANHELLENIC SUPPORT SPECIALIST

Elizabeth Becker, M.Ed., Kappa Alpha Theta

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## ACADEMY WORKS TO GROW CORPS OF BRAND AMBASSADORS

NPC hosted the second annual College Panhellenic Academy for Panhellenic officers Jan. 22–23, 2016, in Indianapolis. Representatives from 73 College Panhellenics participated in the program. In its second year, attendance increased by 43 officers, and NPC provided a newly created track for communications/public relations officers.

All attendees received the opportunity to gain a better understanding of NPC Unanimous Agreements and governing documents, learn from the stories of sorority and fraternity alumni, hear the sorority story of the NPC chairman, network with peer officers and campuses, and learn more about NPC initiatives.

The new track for communications/public relations officers worked through the strategic plan focus of educational support to achieve the goal of building a corps of brand ambassadors. The 37 women attending the new track learned:

- How best to perform the role of a College Panhellenic communications/public relations officer.
- NPC communications/public relations terminology.
- NPC policies and best practices related to the role of a College Panhellenic communications/public relations officer.
- What it means to be a brand ambassador.
- How to share the NPC brand.

“THE LESSON I STRESSED WITH THE COMMUNICATIONS/PUBLIC RELATIONS OFFICERS IS THAT EVERY ENGAGEMENT — SOCIAL MEDIA, FACE-TO-FACE, ARTICLES OR MATERIALS FOCUSED ON RECRUITMENT — IS AN OPPORTUNITY TO CHANGE MINDS AND OPEN THE DOORS TO NEW WOMEN WHO DON’T KNOW (YET) THAT SORORITY MEMBERSHIP IS FOR THEM,” says Corin Wallace, Delta Gamma, communications/public relations officer track facilitator.

Wallace encouraged the women to not only tell their sorority stories but also to share the NPC brand by using the resources that tie them to NPC.

“AFTER ATTENDING COLLEGE PANHELLENIC ACADEMY, I WAS INSPIRED TO RE-BRAND OUR COLLEGE PANHELLENIC AT ROCHESTER INSTITUTE OF TECHNOLOGY TO ALIGN WITH NPC. I AM ESPECIALLY IMPRESSED WITH THE BRANDING IN THE WAY THAT IT PROMOTES STRONG WOMEN THROUGH ITS LOGO, COLORS AND SLOGAN,” says Saige Simon, Delta Phi Epsilon, RIT vice president of public relations. “THE CHANGE HAS GONE OVER REALLY WELL, AND THE ALIGNMENT HAS HELPED OUR ASSOCIATION BETTER UNDERSTAND OUR PURPOSE AS AN ORGANIZATION.”







The event concluded with goal-setting activities to help ensure that the ideas generated during the academy weren't lost. Women set personal goals and met with a Panhellenic expert to help them set goals for the College Panhellenic as a whole.

"THE TEAM DYNAMIC THAT IS ENCOURAGED AT THE ACADEMY IS SO VALUABLE, AND BEYOND THAT, THE INDIVIDUALIZED TRACKS AND GOAL SETTING ALLOW FOR TRANSITION CONSISTENCY," explains Wallace. "EACH INDIVIDUAL OFFICER IS PREPARED AND THE GROUP DEVELOPS AN ACTION PLAN. FOR MODERATELY FUNCTIONING GROUPS, THIS TRAINING IS POTENTIALLY A GOOD-TO-GREAT CATALYST."

As with all Panhellenic education that brings women together from throughout the United States and Canada, one of the most valuable aspects of the academy was the opportunity to be motivated by interactions with others.

"I WAS ESPECIALLY INSPIRED BY MEETING WOMEN FROM OTHER COLLEGE PANHELLENICS," recalls Simon. "THE CONVERSATIONS HELPED ME REALIZE THE STRENGTHS AND WEAKNESSES OF OUR CAMPUS AND SOLIDIFIED IDEAS TO BRING BACK TO MY COMMUNITY. IT WAS ALSO INSPIRING TO HEAR A VISION FOR HOW COLLEGE PANHELLENICS CAN MOVE FORWARD. ATTENDING THE ACADEMY MADE ME FEEL CONFIDENT IN THE FUTURE OF SORORITIES."



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## EDUCATING ABOUT VALUES-BASED RECRUITMENT

The infamous no-frills recruitment best practice was replaced in October with a policy on values-based recruitment. The policy increases the emphasis on conversation during sorority recruitment events. With a shift in the legislation, education was a necessity and the NPC Recruitment Committee and staff worked together to meet the need. A program was offered at AFLV Central, the Southeastern Panhellenic Conference and AFLV West to discuss the impact

of the policy on College Panhellenics throughout the country. Discussion was also included in the recruitment track at College Panhellenic Academy. In addition, three free, downloadable workshops were developed for use by College Panhellenics or chapters to help them focus on values and ethics within recruitment. Continuing education on the importance of values in recruitment is a strategic goal for NPC moving forward.

## OFFICERS LEARN ONLINE



Leesa Jing, Butler University College Panhellenic President

Thanks to the generous support of the NPC Foundation, online modules for College Panhellenic officers were launched in conjunction with College Panhellenic Academy 2016. The four modules provide education to presidents on parliamentary procedure, to judicial officers on the steps in the College Panhellenic judicial procedure, to recruitment officers on common recruitment terminology and to communications/public relations officers on writing a creative brief. Prior to attending the Academy, officers were asked to participate in their respective module to come with

some basic knowledge and allow for deeper discussion at the event. Butler University College Panhellenic President Leesa Jing, Alpha Chi Omega, said, **"THE MODULE TAUGHT ME THE PROPER WAY TO ACCEPT MOTIONS, LEAD MEETINGS AND IT EVEN DEFINED TERMS I HADN'T HEARD BEFORE."** Following College Panhellenic Academy, the modules were rolled out for use by all College Panhellenics. **"THE ONLINE TOOLS HELP ENSURE THAT ALL OFFICERS HAVE THE SAME OPPORTUNITY TO LEAD AT THEIR FULLEST POTENTIAL,"** Jing added.



## TOGETHER NPC MEMBER ORGANIZATIONS EDUCATE THEIR MEMBERS

Five NPC member organizations came together to launch an initiative focused on sexual assault and bystander intervention education for their members. Student Success Inc. co-created the "Not Anymore" program with Alpha Chi Omega, Alpha Sigma Tau, Delta Gamma, Delta Delta Delta and Kappa Kappa Gamma. The program includes online modules that educate participants on consent, sexual assault, dating violence, bystander behavior and healthy relationships, which are supplemented by peer-led modules and moderated discussions. Each organization's tools are customized for their members. Delta Delta Delta piloted the program in 2014 and rolled it out to all members in fall 2015.

"AS AN ORGANIZATION DEDICATED TO HELPING WOMEN LIVE, LEARN AND LEAD, WE ARE VERY PROUD OF NOT ANYMORE," says Delta Delta Delta Fraternity President Kimberlee Sullivan. "WE ARE EVEN MORE PLEASED WITH THE EARLY RESULTS OF THE PROGRAM THAT INDICATE MORE THAN 93 PERCENT OF OUR MEMBER PARTICIPANTS FEEL THE PROGRAM TAUGHT THEM WAYS THEY CAN SUPPORT A FRIEND OR SISTER WHO MAY BE A VICTIM OF SEXUAL ASSAULT." Working together, NPC member organizations are fighting to keep their members safe on campuses throughout the U.S. and Canada.



## EDUCATIONAL SUPPORT STATISTICS

73

College Panhellenics participated in Academy

229

College Panhellenic officers participated in Academy

19

Programs presented at regional conferences

42

People participated in RFM Lite

19

Member organizations are providing sexual assault awareness training for collegiate members

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## NPC OFFICE EMBRACES NEW STRUCTURE

The 2015–16 academic year brought big changes for the NPC office. In October, Dani Weatherford, Delta Gamma, assumed the role of executive director. She spent the next six months talking with volunteers and staff members about the office, becoming familiar with their work and reviewing the focus and goals of the strategic plan. A human resources consultant also performed desk audits. The result of the review and analysis is a new structure geared toward providing additional support to NPC volunteers, Alumnae Panhellenics and College Panhellenics.

**"THE NEW STAFF STRUCTURE IS GUIDED BY THE NPC 2015–20 STRATEGIC PLAN TO PROVIDE MORE FOCUSED STAFF SUPPORT IN THE AREAS OF EDUCATIONAL SUPPORT, GROWTH MANAGEMENT, AND MARKETING AND OUTREACH,"** Weatherford explains. **"IN ADDITION, THIS REALIGNMENT ADDRESSES THE URGENT NEED FOR MORE COLLABORATION WITH MEMBER ORGANIZATIONS — STAFF AND VOLUNTEERS — AND CAMPUS PARTNERS."**

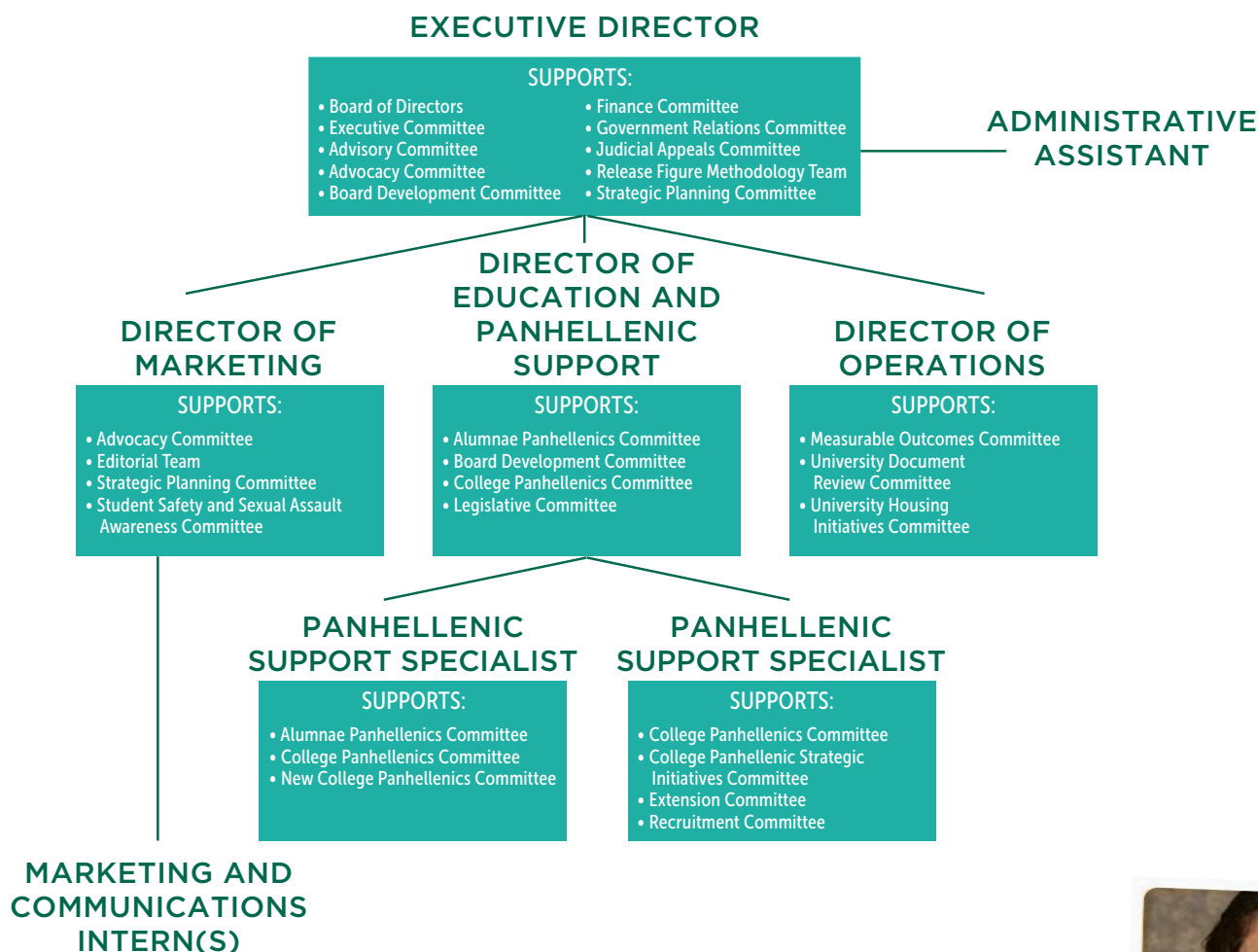
The first step in implementing the new structure began in April with the hiring of Catherine Donaldson, Delta Gamma, as NPC's first director of operations. This position was created from the previously existing business operations coordinator role. In her first few months on the job, Donaldson redesigned NPC's partner, exhibitor and sponsor programs into one cohesive program that offers vendors the opportunity to connect with the executive leadership of the 26 member organizations.

In addition, NPC hired a new accounting consultant, Lauren Walawender, Alpha Omicron Pi, and Tilson HR was hired to assist with human resources.

The biggest change in the new structure is the creation of the Panhellenics team, which consists of the director of education and Panhellenic support as the supervisor for two Panhellenic support specialists. In the past, one staff person supported both Alumnae Panhellenics and College Panhellenics.

**"THE PANHellenICS TEAM HAS BEEN STRATEGICALLY ORGANIZED TO BETTER SERVE OUR CONSTITUENTS. EACH PANHellenIC SUPPORT SPECIALIST HAS BEEN ASSIGNED HALF THE COUNTRY BASED ON REGIONS TO ASSIST WITH COLLEGE PANHellenIC WORK,"** says Jenny Greyerbiehl, Alpha Xi Delta, director of education and Panhellenic support. **"ONE OF THE PANHellenIC SUPPORT SPECIALISTS ALSO ASSISTS ALUMNAE PANHellenICS, WHILE THE OTHER SERVES AS THE STAFF LIAISON FOR COLLEGE PANHellenIC COMMITTEES SUCH AS RECRUITMENT AND EXTENSION. TOGETHER, THE THREE OF US, WILL UPDATE PROGRAMS AND RESOURCES AS WELL AS CREATE INTERNAL PROTOCOLS FOR HANDLING WORK. OUR HOPE IS THAT WE STREAMLINE THE EXPERIENCE OUR VOLUNTEERS AND PANHellenICS HAVE WITH NPC."**

With the addition of the sixth full-time member, the size of the full-time team has doubled in the past five years.



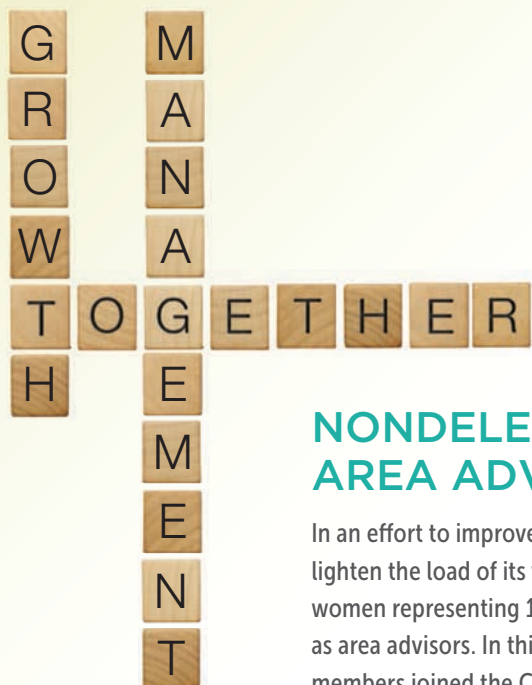
Julie Bunson is serving in the new role of Panhellenic support specialist for NPC.

"I WAS EXCITED TO JOIN THE NPC STAFF AS IT EMBARKED ON THIS NEW STRUCTURE BECAUSE IT WAS THE OPPORTUNITY TO START SOMETHING NEW," says Julie Bunson, Alpha Epsilon Phi, Panhellenic support specialist. "I ENJOY LEARNING NEW THINGS TO HELP ME DEVELOP PROFESSIONALLY AND PERSONALLY, AND I ENJOY ESTABLISHING NEW RELATIONSHIPS TO HELP OTHERS FURTHER DEVELOP THEIR WORK, TOO. I COULDN'T ASK FOR MORE TALENTED AND PASSIONATE STAFF MEMBERS, VOLUNTEERS AND PARTNERS."

The NPC office implemented the new structure July 1, the first day of the 2016–17 fiscal year.

What's most important for constituents to understand about NPC personnel? "THE NPC PROFESSIONAL STAFF IS SMALL BUT MIGHTY," says Weatherford. "IN MY FIRST YEAR, I HAVE BEEN EXTREMELY INSPIRED BY THE QUALITY OF CUSTOMER SERVICE AND PANAHELLENIC SPIRIT THE TEAM EMBODIES."





Brittany Ankeny serves as a nondelegation area advisor.



## NONDELEGATION MEMBERS SERVE AS AREA ADVISORS IN PILOT PROGRAM

In an effort to improve customer service and lighten the load of its volunteers, NPC invited 16 women representing 13 of its 26 members to serve as area advisors. In this role, the nondelegation members joined the College Panhellenics Committee to work directly with College Panhellenics, advising them on organization, policies and procedures. The successful pilot program will be increased in scope for the 2016–17 year. Says Brittany Ankeny, Alpha Sigma Alpha, who participated in the pilot program and will continue her service in the coming year,

“ADDING NONDELEGATES AS AREA ADVISORS STRENGTHENS THE KNOWLEDGE, SUPPORT AND EXPERIENCE OF NPC. EACH MEMBER HAS A DIFFERENT SORORITY EXPERIENCE AND VOICE. SO THIS VARIETY BRINGS NEW PERSPECTIVES TO THE COLLEGE PANHHELLENICS COMMITTEE AND THE CAMPUSES IT SERVES.” NPC found that adding members to the committee was necessary to meet the changing needs of its volunteers and College Panhellenics.

## MEGA-CHAPTER WORK GROUP ESTABLISHED

The number of women joining sororities continues to grow each year, and on some campuses, chapters are so large that it affects the way they operate — and even the operations of the College Panhellenic. With these factors in mind, NPC established a Mega-Chapter Work Group to research best practices for managing large or “mega” chapters.

This year, the work group has:

- Reviewed current membership statistics on campuses.
- Studied the practices being implemented by member organizations for large chapters.
- Gained insight about court cases where membership numbers in private organizations played a role.
- Surveyed chapter presidents at 123 campuses that meet NPC criteria for mega chapters.

“WORKING TOGETHER, OUR ORGANIZATIONS CAN PROVIDE SUPPORT FOR THE BEST MEMBERSHIP EXPERIENCE POSSIBLE IN THESE UNIQUE SITUATIONS,” says Julie Johnson, Kappa Delta, chairman of the College Panhellenics Strategic Initiatives Committee, which oversees the work group.

In the coming fiscal year, NPC will develop best practices and strategies for member organizations and College Panhellenics that operate on campuses with large chapters.

## NEW TOTAL POLICY ENCOURAGES GROWTH AND PARITY

During its 2015 annual meeting, NPC passed a new policy on total, or the ceiling size for chapters within a College Panhellenic.

The policy requires College Panhellenics to reset total each term. With the trend in higher education of increasing graduations in December and programs where students leave one campus for another due to their academic area of study, this policy allows for College Panhellenics to keep chapter sizes comparable and support the continued growth of smaller chapters.

Panhellenics Chairman Frances Mitchelson, Phi Mu, says, "NPC IS ALWAYS LOOKING AT THE TRENDS ON CAMPUSES AND WITH COLLEGE PANHELLENICS TO ENSURE THAT OUR POLICIES PROVIDE THE BEST LEVEL OF SUPPORT FOR OUR CHAPTERS. THIS CHANGE DOES THAT."

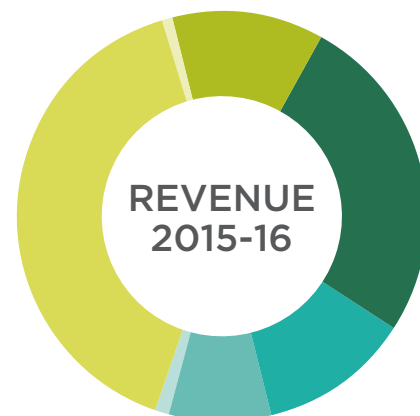




## FINANCIAL INFORMATION

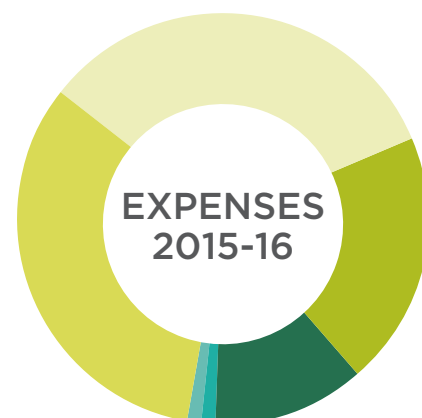
### REVENUE

	2015-16	% OF TOTAL
Member organization dues	\$450,564	40%
Alumnae Panhellenic dues	\$7,317	1%
College Panhellenic dues	\$136,477	12%
Registration and meeting income	\$291,371	26%
Royalty income	\$132,206	12%
Contributions and grants	\$93,128	8%
Publications and merchandise sales	\$13,208	1%
Other	\$1,488	0%
<b>TOTAL REVENUE</b>	<b>\$1,125,759</b>	<b>100%</b>



### EXPENSES

	2015-16	% OF TOTAL
Personnel	\$339,974	33%
Administrative expenses	\$339,197	33%
Conferences and meetings	\$201,679	20%
Other program services	\$124,524	12%
Publication services	\$13,066	1%
Gifts and sponsorships	\$7,255	1%
<b>TOTAL EXPENSES</b>	<b>\$1,025,695</b>	<b>100%</b>





## GROWTH MANAGEMENT STATISTICS



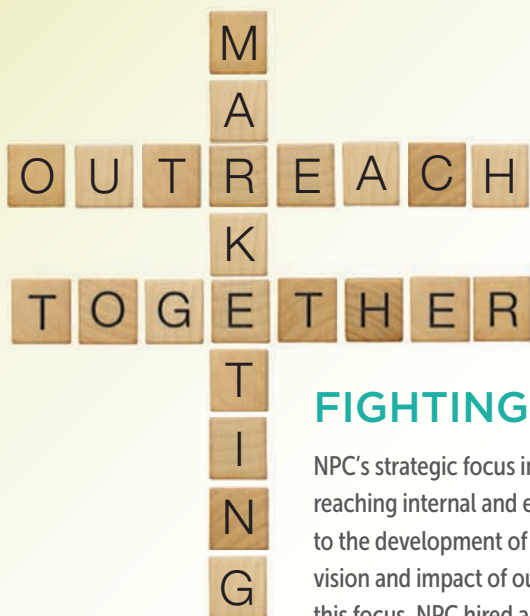
**3,288** undergraduate chapters  
**411,242** undergraduate members  
**144,183** new initiates  
**3,889** alumnae associations



**578** College Panhellenics  
**672** campuses with NPC chapters  
**328,060** hours donated to community service  
**\$639,670** raised for philanthropic causes  
**220** College Panhellenics reporting



**176** active Alumnae Panhellenics  
**115,594** hours donated to community service  
**\$490,399** raised for philanthropic causes  
**\$508,850** given in scholarships  
**466** scholarships awarded  
**127** Alumnae Panhellenics reporting



## FIGHTING STEREOTYPES TOGETHER

NPC's strategic focus in marketing and outreach is on reaching internal and external audiences, contributing to the development of women, and sharing the purpose, vision and impact of our work. To enhance the level of this focus, NPC hired a new public relations/public affairs consultant this year: VOX Global.

**"OUR PARTNERS AT VOX ARE THE RIGHT FIT FOR NPC FOR TWO REASONS: 1. OUR LOCAL TEAM IS FULL OF BELIEVERS — A KAPPA ALPHA THETA, AN ALPHA PHI, A SIGMA CHI AND A DELTA CHI — AND THEY ARE COMMITTED TO HELPING ADVANCE THE SORORITY EXPERIENCE. 2. VOX HAS AN INTERNATIONAL NETWORK OF ASSOCIATES WHO ARE AVAILABLE TO CONSULT ON OUR PROJECTS, ASSIST WITH CAMPUS INCIDENTS OCCURRING FAR FROM INDIANA AND SHARE BEST PRACTICES FROM A VARIETY OF INDUSTRIES. WE BENEFIT FROM BOTH AN INSIDER AND OUTSIDER PERSPECTIVE THROUGH THIS RELATIONSHIP,"** says NPC Executive Director Dani Weatherford, Delta Gamma.

To help ensure the success of this partnership, VOX conducted a 360-degree review of NPC messaging. The review included looking at NPC print and online assets, reading our blogs and newsletters and gaining a basic understanding of how the organization operates. In addition, the new agency held message summits with member organization staff members, key volunteers and collegians from across the country. These focus groups allowed VOX to assess its strategy and gain a broader perspective on what NPC constituents expect from the organization.

From the research, the agency has developed a messaging plan that includes internal communications, external communications and reactive messages. The plan and its language continue to be honed as together NPC and VOX respond to queries and push out proactive communications.

But the year has been about much more than building a plan. NPC, with support from VOX, has been engaging with the media to tell the sorority story. In fact, on the first day of the contract with VOX we connected with "The Today Show" on a piece about a former member challenging our organizations to be better. NPC was quoted in the resulting piece, which included the efforts of the Delta Zeta chapter at the University of Louisville and the Delta Gamma chapter at Ohio University to fight sorority stereotypes.

Recent efforts have focused on the #HearHerHarvard movement, a reaction to Harvard University's new policy banning members of already unrecognized single-gender organizations from sport team captaincies, leadership roles in recognized student organizations and university endorsement for fellowships. In May, USA Today published an op-ed on the policy by Weatherford. Further, all member organizations have used social media to speak against the policy and for single-gender organizations. The four NPC member organizations with chapters in Cambridge also received consultation from VOX.

**"OUR PARTNERSHIP WITH VOX IS BUILT ON THE NPC MISSION OF ADVOCATING FOR AND ADVANCING THE SORORITY EXPERIENCE TOGETHER. THEY ARE AVAILABLE TO HELP FACILITATE ADVOCACY COLLABORATIONS WITH ANY OF OUR MEMBER ORGANIZATIONS,"** Weatherford says. **"WE WANT TO WORK TOGETHER — ON GOOD PRESS DAYS AND BAD — TO SHARE THE VALUES AND EXPERIENCES OF SORORITY MEMBERSHIP. VOX IS HELPING US ALL DO JUST THAT, TOGETHER."**



Dani Weatherford,  
NPC executive director



**Jessica Andrews** @JessicaOAndrews · May 27  
 Unfortunate that Harvard penalizes women for gaining leadership skills via sorority experience [#HearHerHarvard](#) @NPCWomen @Harvard @DPhiEIHQ

**NPC** @NPCWomen · May 27  
 Empowering women is what we do. Women's spaces matter. [#hearherharvard](#) [usat.ly/1sC0qPw](https://usat.ly/1sC0qPw)



**Christine Barr** @SWTXBelle · May 27  
[#hearherharvard](#) @gpbcrscentmoon @NPCWomen My Gamma Phi sorority experience was, and continues to be, an empowering example of women united.

**Jessica Blevins** @JessBlevinsOH · May 27  
 My sorority experience was fantastic & it's a lifelong membership for me in @DeltaZetaNatl. [#HearHerHarvard](#) [#GoGreek](#)







## SORORITY WOMEN ARE FEMINISTS TOO

Sororities were founded as feminist organizations. Women created the groups to provide a safe space to discuss literature and improve their academics when they were generally not wanted in higher-ed classrooms.

In later years, social events entered the sororities, but over time they have remained organizations of women supporting women. The stereotypes exist, but the experience of most sorority women is not what's in the movies.

This year, myriad articles appeared about being a sorority woman and a feminist. Members were driven to share their sorority stories and fight the stereotypes

that make it seem that the terms "sorority" and "feminist" must be mutually exclusive. Articles ran in The New York Times, Ms. Magazine and the Odyssey social media platform — to name a sampling — featuring feminist stories about the sorority experience.

NPC encourages its members to tell their sorority stories, because each is unique. Likewise, NPC continues to create awareness and encourage members to support causes such as campus safety, women's health, academic success and civic duty.

By living our values and telling our stories, sorority women show the world their feminist side.

## NPC BRINGS TOGETHER SORORITY REPRESENTATIVES OUTSIDE ITS MEMBERSHIP

During the Association of Fraternity/Sorority Advisors (AFA) annual meeting last December, NPC invited representatives of cultural-, professional- and religious-based sororities to meet and discuss the challenges confronting women-only organizations. An NPC strategic focus is to reach internal and external audiences, contributing to the development of women. This meeting is just one effort in this focus area. Says Jennifer Jones, president of the National Pan-Hellenic Council Inc., "THESE CONVERSATIONS ARE

IMPORTANT BECAUSE WE ALL FACE THE SAME ISSUES, AND ONCE WE REALIZE THAT WE ARE MORE ALIKE THAN NOT, THE BETTER WE ALL WILL BE AS WOMEN."

The groups shared ideas and discussed ways members could work together as women's organizations in the future. "WE HAVE TO SHARE IDEAS, THOUGHTS AND PROCESSES TO MAKE EXPERIENCES BETTER NOT ONLY FOR OUR MEMBERS BUT FOR ALL WOMEN," Jones says. NPC intends to organize a similar meeting during the 2016–17 fiscal year to continue this dialogue.



Wendy Bright Faust,  
Alpha Gamma Delta  
executive director

## SPECIAL EXECUTIVE LEADERSHIP MEETING HELD

In March, NPC executive leadership gathered in Indianapolis for a special meeting. Representatives from the NPC board of directors, inter/national presidents and executive directors networked and discussed the priorities of NPC. InGiNuity's Ginny Carroll, Alpha Xi Delta, facilitated discussions surrounding roles that each woman plays in her own organization and within NPC. Says Wendy Bright Faust, Alpha Gamma Delta

executive director, "I APPRECIATED THE FOCUS ON WHAT WE ARE EACH UNIQUELY QUALIFIED TO DO BASED ON OUR ROLE WITHIN NPC." During the meeting, voting delegates passed a new government relations platform, and all participants forged new connections. "THE MORE COLLABORATION WE HAVE AMONG PANHELLENIC SISTERS, THE MORE UNITED WE ARE TO TRULY ADVANCE SORORITY," Faust says.



## PITTSBURGH ALUMNAE PANGELENIC CELEBRATES ITS CENTENNIAL

Alumnae Panhellenics advance sorority by continuing the cooperation of NPC member organizations beyond the college campus.

On April 9, 2016, the Pittsburgh Alumnae Panhellenic celebrated "A Century of Sisterhood" with its annual scholarship benefit luncheon. The group hosted a fashion show, raffle and auction at the Valley Brook Country Club in McMurray, Pa. The funds raised support scholarships for collegiate sorority women in their pursuit of higher education, something this Alumnae Panhellenic has done for 100 years.

NPC Chairman Donna C. King, Sigma Kappa, acknowledged the organization's accomplishments with a letter in its program that reads, "WE SALUTE YOU FOR EMBRACING THE SORORITY EXPERIENCE, PROVIDING WOMEN IN YOUR COMMUNITY WITH A BETTER UNDERSTANDING OF THE VALUE OF SORORITY MEMBERSHIP, SUPPORTING MEMBERS' ACADEMIC PURSUITS AND CELEBRATING PANGELENIC PARTNERSHIPS AND FRIENDSHIPS FOR GENERATIONS."

During the luncheon, the Pittsburgh Alumnae Panhellenic honored its 2015–16 scholarship recipients and raised \$4,900 for future scholarship awards.

## MARKETING AND OUTREACH STATISTICS



**23,195** Facebook fans  
Reached **1,553,101** people  
on Facebook



**17,500** Twitter followers  
Made **2,187,600**  
impressions via Twitter



**4,681** Instagram  
followers



NPCwomen.blogspot.com  
was viewed **30,567** times

**MADE 24,813,998** impressions via media outlets



National Panhellenic Conference  
*the voice for sorority advancement*

## NATIONAL PANHELLENIC CONFERENCE

3901 W. 86th Street, Suite 398  
Indianapolis, IN 46268

[npcwomen.org](http://npcwomen.org)  
[thesororitylife.com](http://thesororitylife.com)

 [Facebook.com/NPCWomen](https://www.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.