



# REFRESHING TOGETHER

2017 ANNUAL REPORT



## *Our Mission*

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

## *Our Vision*

Advancing the sorority experience together.

## *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.

### OUR MEMBERS

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



**T**he National Panhellenic Conference (NPC) focused its 2016-2017 year on revisiting, refreshing and renewing key operational and strategic elements.

This year's annual report shares an exciting new look for NPC with the launch of an updated brand. The fresh look includes a distinct new logo and an inviting color palette that allows for enhanced identity. The report also shares NPC's reinvigorated communication and marketing strategy through the launch of the organization's updated website. Long in the making, in partnership with OmegaFi and VOX Global, the user-friendly site improves navigational tools to meet NPC's varied audiences.

The definition of  
***Refresh:***  
VERB, (with object) Give  
new strength or energy to;  
reinvigorate.

The five-year strategic plan, launched in 2015, framed the work of NPC. After a focused review of the plan early in 2017, a newly refreshed version leads NPC forward into 2017-2020. The plan includes three strategic priorities:

1. Growth and Sustainability: Optimizing organizational resources to preserve the sorority experience.

2. Communication and Marketing: Concentrating on effectively communicating the organization's vision, mission and purpose to internal stakeholders and external audiences.
3. Panhellenic Excellence: Focusing on education, support and best practices for the board of directors, College and Alumnae Panhellenics, advisors and professionals who partner with NPC for the advancement of the sorority experience.

Within this report, read about NPC's renewed strategic priorities including advances in internal operations, boosted services for member organizations and increased external advocacy with industry partners and in our nation's capital. The report also walks through a fresh take on College Panhellenic Academy, educational resources and renewed communication collaborations.

The support of 26 inter/national women's organizations and a legion of volunteers makes it possible to achieve NPC milestones. Collective, collaborative work allows us to sustain, renew and refresh an organization committed to advancing the sorority experience together. Thank you to all supporters who make this possible.

Donna C. King  
Chairman 2015–2017





## 2015-2017 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*

## 2015-2017 COMMITTEE CHAIRMEN

### Advisory

Elizabeth Quick  
*Gamma Phi Beta*

### Advocacy

Donna S. Chereck  
*Alpha Chi Omega*

### Alumnae Panhellenics

Carol Mooney  
*Alpha Sigma Tau*

### Board Development

Sharon Malone  
*Delta Gamma*

### Finance

Lynnda A. Hoefler  
*Delta Zeta*

### College Panhellenics

Michelle Geiger  
*Kappa Alpha Theta*

### College Panhellenic

Strategic Initiatives  
Julie Johnson  
*Kappa Delta*

### Editorial Team

Suzanne Zorichak  
*Alpha Sigma Alpha*

### Extension

Jamie Jones Miller  
*Alpha Sigma Tau*

### Legislative

Corre Stegall  
*Kappa Delta*

### Measurable Outcomes

Suzanne Kilgannon  
*Alpha Sigma Alpha*

### Panhellenics

Frances Mitchelson  
*Phi Mu*

### Recruitment

Stephanie Powell  
*Zeta Tau Alpha*

### Release Figure

Methodology  
Laura Malley-Schmitt  
*Alpha Phi*

### Strategic Planning

Jamie Light  
*Alpha Epsilon Phi*

### University

Document Review  
Laura Sweet  
*Sigma Sigma Sigma*

### University Housing

Initiatives  
Claire Gwaltney  
*Alpha Delta Pi*



The definition of

# Together:

ADJECTIVE, (with object) With or in proximity to another person or people; collectively; so as to be united or in agreement.





## 2016-2017 NPC BOARD OF DIRECTORS

**Alpha Chi Omega**  
Donna S. Chereck

**Alpha Delta Pi**  
Claire Gwaltney

**Alpha Epsilon Phi**  
Dana Katz

**Alpha Gamma Delta**  
Stephannie Bailey

**Alpha Omicron Pi**  
Carole J. Jones

**Alpha Phi**  
Sally Grant

**Alpha Sigma Alpha**  
Lynne Chambers

**Alpha Sigma Tau**  
Jamie Jones Miller

**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**  
Michelle LaPlatney

**Zeta Tau Alpha**  
Laura Landers

## 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 Operations**  
Catherine Donaldson  
*Delta Gamma*

**Director of Marketing**  
Jules Schenk  
*Kappa Kappa Gamma*

**Panhellenic  
Support Specialist**  
Julie Bunson, M.Ed.  
*Alpha Epsilon Phi*

**Panhellenic  
Support Specialist**  
Elizabeth Becker, M.E.  
*Kappa Alpha Theta*

# Growth and Sustainability

## MAKING THE CASE FOR THE SORORITY EXPERIENCE

**A**midst a rapidly changing environment throughout higher education and increased skepticism of sororities and fraternities, leaders of the fraternal movement must showcase the value their organizations bring to students and the campuses they call home. Donna Chereck, advocacy chairman, says this is among the most important roles for the National Panhellenic Conference (NPC).

“We owe it to our nearly 5 million members to make a robust case for the value NPC organizations provide to both collegiate and alumnae members,” she said. “To do so, we must engage directly with key policymakers and ensure they know how we’re adapting and evolving as contributors to campus culture and partners to college and university leaders.”

Central to NPC’s advocacy effort is its government relations platform, which was approved unanimously by the NPC Board of Directors in March 2016. With three primary pillars (see diagram on next page), it outlines the issues of which NPC and our member organizations are committed to fighting.

The definition of

### *Growth:*

NOUN, The process of developing or maturing physically, mentally or spiritually.

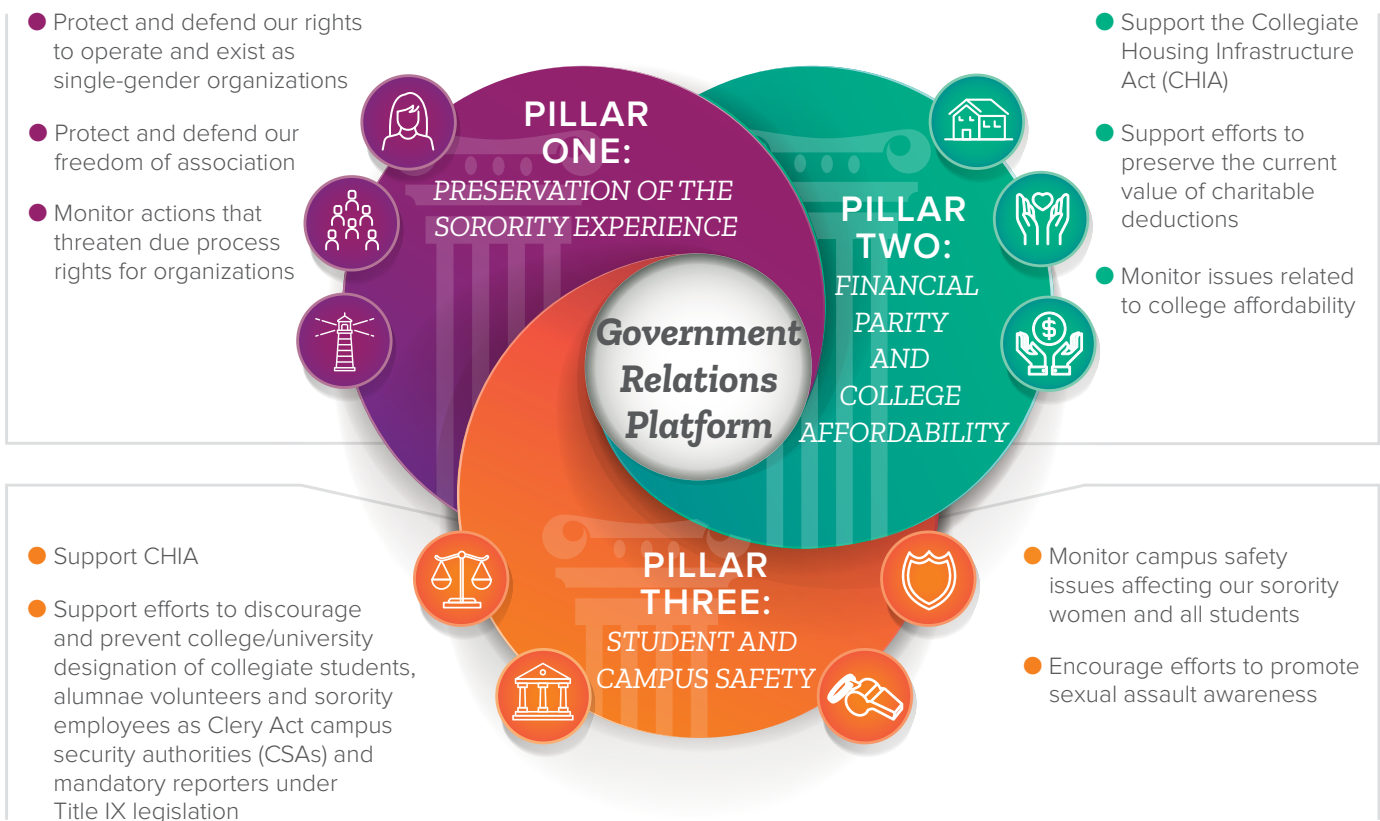


In the past year, NPC has identified the need for additional efforts related to pillar one. NPC outlined four main priorities to advocate for as part of Higher Education Act reauthorization (expected sometime during the 115th Congress): preservation of the single-sex/gender experience, defense of student rights to associate, improper naming of volunteer advisors as campus security authorities and/or mandatory reporters and due process and fairness for student organizations during disciplinary proceedings.

Chairman Donna King, Vice Chairman Carole Jones, Advocacy Chairman Donna Chereck and Executive Director Dani Weatherford played important roles, alongside North-American Interfraternity Conference (NIC) leaders, as members of two “special” teams to

speak with legislators specifically about these topics during the annual Capitol Hill visits. These teams were able to share examples of college and university administrations across the country that have increased attempts to penalize our members and infringe on our rights on their campuses.

When explaining the work of the special teams to other student and alumnae lobbyists, Weatherford shared, “We know our organizations empower young women and equip them for lives of success, but we must continue making that case to campus officials and policymakers as well. By engaging directly, we can also communicate how the sorority experience is evolving to meet the specific needs of today’s students.”





# Growth and Sustainability



As part of those visits, we were also able to spend special time with Chairwoman Virginia Foxx (R-NC), who leads the House Committee on Education and Workforce Development—the committee which will have authority over the reauthorization of HEA.

## CHIA

**M**ore than 150 student and alumnae members of NPC and NIC made the annual trip to Capitol Hill in April to meet with lawmakers and advocate for the Collegiate Housing Infrastructure Act (CHIA), which would allow tax-deductible contributions to support health and safety improvements to fraternity and sorority housing on campus. When passed, this legislation has the ability to significantly improve college affordability for thousands of students as costs for such improvements will not be passed along to student tenants.

## STANDING AGAINST HAZING WITH THE REACH ACT

**F**raternal leaders, including NPC, also joined forces with Rep. Patrick Meehan (R-PA/Beta Theta Pi) and Rep. Marcia Fudge (D-OH/Delta Sigma Theta), when they introduced the Report and Educate About Campus Hazing (REACH) Act of 2017. If passed, the legislation would require colleges and universities to disclose information about hazing on campus in their annual crime reports. It would also require any college or university that accepts federal funding to provide hazing prevention education to all students.

“Students have long had access to accurate and timely information about security issues on campus, and they deserve the same transparency about incidents of hazing,” said Weatherford, on behalf of NPC’s Board of Directors.

“No single piece of legislation can eradicate hazing on campus, but it can ensure that students, administrators and parents have access to the tools and information they need to hold organizations and campuses accountable. The battle against hazing is not a problem for fraternities alone, but a call-to-action for all campus-based organizations – including the sorority community. We stand with elected leaders, campus officials and students nationwide as committed partners in this fight.”

Officials from the NIC, National Pan-Hellenic Council, Inc. (NPHC), National Association of Latino Fraternal Organizations (NALFO), National Asian Pacific Islander Desi American Panhellenic Association (NAPA), National Multicultural Greek Council (NMGC) and Association of Fraternity/Sorority Advisors (AFA) also endorsed the legislation.





## REDESIGNED PARTNER PROGRAM

**A** clear directive greeted Catherine Donaldson when she began her role as NPC's director of operations: refresh the NPC partnership program. Donaldson focused on several elements to accomplish this goal including consistency, intentionality, relationship building and year-round engagement.

"We needed to offer more opportunities for partners to highlight their products and services to our member organizations," said Donaldson.



Moving away from a "one-and-done" annual meeting sponsorship to a 12-month engagement with partners continues to be a work in progress. Donaldson knew partners must also receive a healthy return on their investments.

Conversations about expectations, identifying needs, meeting those needs, being transparent, seeking honest feedback and maintaining flexibility are all things NPC practices to advance its partner relationships.

"We strive to attract and partner with businesses who offer innovative, quality products," said Donaldson. "Whether its programming, insurance, financial assistance, food services or housing expertise, our partners must provide services that help our member organizations operate effectively."

In the past year, NPC announced OmegaFi as its official technology partner, a new way to highlight the work of a technology company that has worked within the interfraternal industry for more than 20 years.

"We're thrilled to support the powerful work of the National Panhellenic Conference, as well as to partner on the creation of a refreshed website to serve the diverse NPC audience," explained Cori Wallace, director of sorority relations at OmegaFi. "There has never been a better time to advocate for the dynamic sorority experience, and OmegaFi is pleased to play a part in the work of NPC."



Partner satisfaction acts as the last piece of the puzzle for a refreshed partnership program. Giving NPC partners an opportunity to make connections with key decision makers helped advance this goal.

"I believe the opportunity to talk one-on-one with the leaders of all 26 members organizations throughout the entire annual meeting instead of only during the exhibit hall is an improved offering that can't be overlooked," said Nancy Mancuso, Herff Jones director of sorority and professional fraternal associations.

# Growth and Sustainability

## NEW DUES COLLECTION PROCESS RESULTS IN MORE DUES RECEIVED

**I**n a day and age when the majority of people work, shop and bank online, NPC adopted a more modern approach to collecting dues. College and Alumnae Panhellenics now receive electronic bills instead of paper bills through the mail.

"It is so important for NPC to meet our campuses where they are," said Lynnda Hoefler, NPC finance chairman. "Electronic billing helps facilitate this process for those who handle payments."

Electronic billing also offers NPC a chance to lower the cost of sending annual dues reminders and increases the likelihood of dues being paid. In 2015-2016, from the time invoices were sent to the date they were due, NPC received 315 College Panhellenic dues. This year, during the same time period, NPC received 459 dues, a 45 percent increase. Alumnae Panhellenics also saw a 25 percent increase in dues received.

Electronic billing also resulted in the NPC office receiving more communication from fraternity and sorority advisors who had moved to new positions. As a result, NPC staff have been able to more regularly update phone numbers and email addresses of those advisors. The new dues collection process resulted in efficiencies for NPC staff and the College and Alumnae Panhellenics.

### PAYMENTS BY NUMBER OF COLLEGE PANHELLENICS

PAID JULY 1 - OCT. 1

**459**  
2016-2017

**315**  
2015-2016

### ALUMNAE PANHELLENICS

PAID JULY 1 - OCT. 1

**144**  
2016-2017

**115**  
2015-2016

The definition of

***Sustainability:***

NOUN, The ability to be maintained at a certain rate or level.





## NPC BOARD OF DIRECTORS SHIFTS GEARS AND RESTRUCTURES RESPONSIBILITIES

**M**embers of the NPC Board of Directors now have a more focused role, after a vote to remove area advisor responsibilities from the director role. The decision, made in May 2017, came after years of discussion and effort to move the board “out of the weeds” and into a more visionary role.

Directors serve in many capacities for the board, NPC and their member organizations. By easing advising responsibilities, they are able to focus more time on strategic initiatives.

“This is the right move at the right time to help move NPC forward,” said Jamie Light, Strategic Planning Committee chairman. “Removing the area advisor operational role enables directors to focus their attention on the larger issues facing NPC and our member organizations. I applaud the board for taking this step and look forward to working with the board

on implementation of NPC’s strategic priorities.”

Implementation will occur throughout the next year. Until campus assignments are reorganized in summer 2018, directors and their member organizations were tasked with developing short-term solutions for fulfilling area advising responsibilities. Some directors passed all of their campus assignments to alternate delegates and non-delegation area advisors. Others, kept a few campuses to remain connected to topics and trends.

The 2016 Board of Directors Job Description Task Force, chaired by Amy Kates, Kappa Alpha Theta, called for restructuring director responsibilities. Along with the removal of area advisor responsibilities and the call for more strategic thinking, the task force recommended adding board committees to NPC’s structure. Board committees, and other

changes to the way the board conducts its work, are now being studied under the direction of the 2017-2019 Executive Committee.

“

**THIS IS THE RIGHT  
MOVE AT THE RIGHT  
TIME TO HELP MOVE  
NPC FORWARD.”**

—Jamie Light,  
NPC Strategic Planning  
Committee chairman

# Growth and Sustainability

## DALLAS ALUMNAE PANTHELLENIC OFFSETS COLLEGE COSTS AND ENCOURAGES SORORITY MEMBERSHIP



**S**ororities provide valuable social and professional networks for women on campus, but they also offer financial support to members and potential new members alike.

The Dallas Alumnae Panhellenic Association holds to this honor and tradition by giving multiple scholarships each year to local graduating seniors and current college students. The organization also hosts an annual recruitment event so potential new members can learn more about the sorority experience.

“We all had a wonderful experience in our sororities and we continue to grow these memories and friendships in our post-college lives,” said Nancy Vance, Dallas Alumnae Panhellenic Association president. “We want to communicate the positives of being part of a sorority. The more tools and information we can provide these women to make recruitment a smooth and fun process, the better.”

This year the Dallas Alumnae Panhellenic Association granted eight scholarships to graduating seniors. In addition, one of last year’s winners received an extended scholarship.

One of the scholarship first-time winners, Kate Patrick, will use the funds she received to alleviate some of her family’s financial burden.

“I am grateful for their support of young women who are serious about our studies and interested in all aspects of Greek life, not just the social part,” said Patrick.

The NPC Executive Committee attended the Annual Scholarship Luncheon this spring when the scholarships were awarded. Chairman Donna King presided over new officer installation.

“It was a privilege to celebrate and honor the women of the Dallas Alumnae Panhellenic Association who are committed to advancing sorority through meaningful service to their community and scholastic support,” said King.

“The event was a great reminder and encouragement of the importance of local Panhellenics,” said Vance. “Needless to say, we all feel motivated and charged to carry out our duties.”





## NPC FINANCIAL STATISTICS

REVENUE	2016-17	% of Total
Member Organization Dues	\$6,500	1%
Undergraduate Per Capita Dues	\$485,265	39%
Alumnae Panhellenic Dues	\$9,035	1%
College Panhellenic Dues	\$186,175	15%
Registration and Meeting Income	\$247,489	20%
Royalty Income	\$145,621	12%
Contributions and Grants	\$121,645	10%
Publications and Merchandise Sales	\$11,462	1%
Other	\$26,463	2%
<b>Total Revenue</b>	<b>\$1,239,655</b>	<b>100%</b>

EXPENSES		
Personnel	\$426,418	38%
Administrative Expenses	\$305,103	28%
Conferences and Meetings	\$178,756	16%
Other Program Services	\$165,681	15%
Publication Services	\$23,702	2%
Gifts and Sponsorships	\$8,903	1%
<b>Total Expenses</b>	<b>\$1,108,563</b>	<b>100%</b>







## NPC EMBARKS ON A BRAND REFRESH

**I**n today's makeover-focused society, we are easily caught up in ever-changing styles and trends. Change can be beneficial when strategic and well executed. The National Panhellenic Conference (NPC) had this goal in mind when it embarked on its 2017 brand refresh, the first refresh in more than five years. A new website was already in the works and staff and volunteer leadership wanted NPC's brand to reflect the same updated look.

"We were already in the process of building a new website with our technology partner OmegaFi," said Dani Weatherford, NPC executive director. "The timing seemed right to roll out our new site while also rolling out a refreshed brand and logo."

NPC began a partnership with Indianapolis-based Willow Marketing in late February. Team members from Willow gathered feedback about the brand from key stakeholders on NPC's Board of Directors and Executive Committee. Willow also led a workshop with

NPC staff where they described their current brand image and the brand they envisioned.

"We were asked to explain the type of cereal or celebrity our current brand resembled and then described the type of cereal or celebrity we wanted our brand to resemble," said Julie Bunson, NPC Panhellenic support specialist. "The exercise gave us a chance to express, in a fun and unique way, our vision for NPC's new brand."

The staff also brainstormed adjectives they hoped college students, campus-based partners and member organizations would use when describing NPC. Words such as bold, empowering, impactful, purpose-driven, strong, diverse and leading came to the forefront. Willow then delivered several logo and color variations and the new design quickly rose to the top of the favorite list.

The new logo still incorporates NPC's Greek-influenced laurel leaf pattern and familiar Kelly green. But the logo brings in several new colors including pink, plum and gold. The design of the new logo also has a more contemporary look with a crisp, clean font style.

"The logo pays homage to the past but is much more vibrant and lively," said Weatherford.

"New colors and a new design speak to our goal of breaking away from traditional NPC stereotypes. We want to be seen as an organization that advocates for women while also being leading and relevant. We think our new logo takes us to that next level."

NPC's new logo was introduced with the new [npcwomen.org](http://npcwomen.org) website at the annual meeting in October 2017 and can be seen on NPC's marketing materials and website.



## INTERFRATERNAL INFORM

**K**eeping external stakeholders aware of NPC's activities provides a clearer understanding of how we are meeting our goals and working toward our broader mission of advancing the sorority experience. Beginning in spring 2017, NPC introduced the "Interfraternal Inform (Inform)," a quarterly email newsletter aimed at sharing updates with industry colleagues including leaders of other umbrella organizations and members of our partner program.

The Inform, sent from Executive Director Dani Weatherford, is issued in March, June, September and December. It includes short articles about Executive Committee activities, Foundation updates, staff transitions, new partnerships and recent media coverage.

"We definitely appreciate the updates and learning more about new opportunities to partner with NPC and advance sorority," states Sam Olson, client relations team leader for Billhighway, one of NPC's platinum partners. The same sentiment was echoed by Cindy Stellhorn, executive vice president at MJ Insurance, another platinum partner. "Knowing more about NPC's priorities and activities helps MJ stay on top of industry trends and better service all of our sorority clients throughout the year."

Building strong relationships and fostering communication with all of our interfraternal partners will continue to be a priority for NPC leadership and staff.

The definition of

**Communication:**

NOUN, The successful conveying or sharing of ideas and feelings.



# Communication and Marketing

## NEW LINES OF COMMUNICATION BENEFIT NPC AND MEMBER ORGANIZATIONS

**N**PC and its member organizations benefit greatly from open and transparent lines of communication. NPC Panhellenic Support Specialists Elizabeth Becker and Julie Bunson accomplish this goal by sharing important information and updates with their colleagues on staff at the 26 member organizations.

Each quarter, the Panhellenics team brainstorms relevant and timely content to share with those who work in chapter or member services areas.

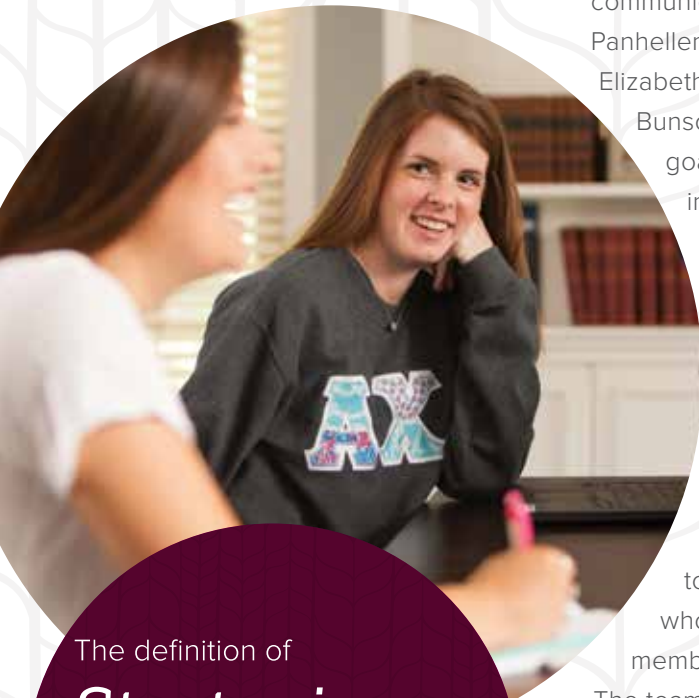
The team aims to share information but also to develop relationships with those working in similar roles. Content for the updates includes e-learning modules, updated legislation, College Panhellenic Academy registration information and consultant training presentations.

The NPC staff strives to continuously improve this type of communication so member organizations see staff as a resource on a variety of topics.

“Our goal is to be a one-stop-shop for people seeking information,” said Becker. “We also want to be a resource for all 26 organizations, making sure they receive the resources they need and, at the same time, creating a two-way channel of communication.”

NPC’s renewed commitment to communication came as part of its strategic plan and redesigned staff structure. Member organizations applaud the refreshed approach.

“Chi Omega enjoys receiving NPC’s quarterly updates,” said Lacey Meyers, Chi Omega southwest regional director and NPC liaison. “It is helpful for this information to be in one place and to have resources to pass along to our volunteers, staff and national leadership consultants as they support our chapters across the country.”



The definition of

***Strategic:***

ADJECTIVE, Relating to the identification of long-term or overall aims and interests and the means of achieving them.





## RENEWED COMMUNICATION COLLABORATION

**W**hen talking about the sorority experience, a consistent, thoughtful message resonates with the public and helps to advance the NPC mission. The educational summit, in conjunction with last year's annual meeting, offered communicators from each member organization an opportunity to come together and discuss how to enhance and renew their internal and external communication practices.

"We all want to passionately tell the story of our own member organizations, but we are all stronger when we work together to promote the overall sorority experience," said Dani Weatherford, NPC executive director.

A town hall-style meeting kicked off the summit Saturday and served as an introduction to a panel discussion about the evolving understanding of gender identity. This topic was particularly timely because it continues to be a conversation piece in today's news cycle.

Workshops on Sunday included one led by John Twombly, director of internal communications at St. Louis Children's Hospital, who talked about the best practices surrounding internal communication.

Jennifer Daurora, national vice president of Alpha Chi Omega, followed Twombly and discussed brand ambassadorship and its connection to the NPC strategic plan, which says, "We focus on reaching internal and external audiences, contributing to the development of women and sharing the purpose, vision and impact of our work."



Jonathan Coffin and Emily Brelage, VOX Global, led discussions about partnering with journalists and utilizing social media. The duo offered tips on being proactive rather than reactive when working with media and provided suggestions about social media

including how to build a following and when to pay for promotions.

"NPC and its member organizations have literally thousands of positive stories to tell about the sorority experience. It's a matter of finding the best channels to share these positive stories and honing the most compelling messages about how sororities are helping women solve challenges on campus, in the workplace and in society at large," said Brelage.

The summit ended with a review of higher education topics, presented by Coffin, and a brainstorming session led by Jules Schenk, then-NPC director of marketing.



"It was helpful to hear best communication practices from some of the other member organizations," said Eily Cummings, senior director of marketing and communications at Pi Beta Phi. "I took what I learned back to my office and encouraged all staff and volunteers to remember to advocate for sorority as well as our own member organizations."

# Communication and Marketing

## INNOVATIVE PARTNERSHIP SPEAKS OUT AGAINST HAZING

**N**ational Hazing Prevention Week (NHPW) gives campuses, schools, communities, organizations and individuals an opportunity to raise awareness about the danger of hazing. The week also educates others about hazing and promotes ways to prevent it.

HazingPrevention.Org™ organizes NHPW and, in 2016, partnered with NPC, the North-American Interfraternity Conference (NIC), National Pan-Hellenic Council, Inc. (NPHC), National Association of Latino Fraternal Organizations (NALFO) and National Multicultural Greek Council (NMGC) to create a positive-message campaign.

“This campaign is a piece of the puzzle in our efforts to prevent hazing,” said Heather Kirk, chief communication officer at the NIC. “We will continue seeking opportunities for campuses, schools, communities, organizations and individuals to raise awareness about the problem and seriousness of hazing.”

The hashtag #IBelieveInGreeks introduced the campaign. HazingPrevention.Org tracked how often the hashtag was used between September 2016 and January 2017.

“We feel very positive about the partnership we formed and our ability to work across platforms to promote a positive Greek experience,” said Emily Pualwan, executive director at HazingPrevention.Org. “National Hazing Prevention Week is a time when the entire community and organizations come together to promote positive messaging, healthy behaviors and community spirit.”



### CAMPAIGN RESULTS:

1,399

Tweets using #IBelieveInGreeks

2,866,579

Impressions

### Top Users

@PreventHazing

@NPCWomen

@NICFraternity



**2.45 million**

Total volunteer community service hours  
completed by College Panhellenics

**581**

Campuses with a  
chartered College  
Panhellenic

**155,357**

New members

**415,609**

UNDERGRADUATE  
MEMBERS

**672**

Campuses with  
NPC chapters

Total philanthropic dollars raised

**\$12.9 million**

by College Panhellenics

**\$234,569**

by Alumnae Panhellenics

**176**

Number of Alumnae Panhellenics

**\$383,000**

Total amount awarded in scholarships  
by Alumnae Panhellenics

**33,376**

Total community service/volunteer  
hours completed during Alumnae  
Panhellenic-sponsored activities



## *Panhellenic Excellence*

### *NPC Offers Refreshed College Panhellenic Academy*

NPC staff and volunteers work hard to support, develop and expand educational opportunities for College Panhellenics. This effort could be seen in spring 2017 when NPC offered collegiate officers and fraternity/sorority advisors an opportunity to attend one of three College Panhellenic Academy experiences. All three academies offered something new this year compared to years past.



## COLLEGE PANTHELLENIC ACADEMY

Officers and fraternity/sorority advisors who attended College Panhellenic Academy took part in a women's-only leadership experience this year. Participants gained hands-on training with National Panhellenic Conference (NPC) representatives who offered the most up-to-date Panhellenic knowledge.

"Some colleges or universities cannot afford to attend a regional conference or the conferences do not fit with their calendars," said Frances Mitchelson, NPC Panhellenics chairman. "College Panhellenic Academy gives them an alternative leadership training experience."



## NORTHEAST GREEK LEADERSHIP ASSOCIATION AND ASSOCIATION OF FRATERNAL LEADERSHIP AND VALUES

NPC also collaborated with the North-American Interfraternity Conference (NIC) for two regional interfraternal leadership programs at the Northeast Greek Leadership Association (NGLA) and the Association of Fraternal Leadership & Values West Conference (AFLV West).

Alexis Kollay D'Ettore, then-NIC director of education and leadership development, shared the importance of this new partnership by explaining how these programs advance the membership and leadership experience.

"We know our members do not exist independently of other Greek-lettered organization experiences," said Kollay D'Ettore. "The experience of one person might impact



or be impacted by countless other members nationwide. To truly move the needle on positive development and growth, our members must interface. Doing so allows them to understand the interconnected nature of the experience internationally, generates more global understanding of the human experience and allows them to create action plans for the betterment of the entire fraternal movement with members from all."

Sarah Stewart, Boston University College Panhellenic president, attended the first

regional conference academy this year.

"It gave me the opportunity to ask questions no one on my campus had the answers to as well as voice my opinion on certain matters," said Stewart. "I felt like I was heard and understood. It gave my council officers and me the passion and inspiration to put more of an effort into interfraternalism."

According to Stewart, since attending academy both the College Panhellenic and IFC have implemented monthly meetings with the Multicultural Greek Council to discuss

educational, developmental and philanthropic programming. The meetings resulted in collaboration on orientation programming and promotion, creation of a Greek Weekend, jointly celebrating National Hazing Prevention Week and completing Dance Marathon together.

NPC is proud of the work it has done to expand its education, support and development of best practices for College Panhellenics in this way and looks forward to continued growth in this area in the years to come.



College Panhellenic  
Academy

Northeast Greek  
Leadership Association  
Regional Academy

Association of Fraternal  
Leadership & Values West  
Regional Academy

266

Number of student participants  
in the College Panhellenic Academy  
.....

74

Number of campuses participating  
in the College Panhellenic  
Academy

77

President  
track

79

Recruitment  
track

56

Judicial  
track

54

Comm/PR  
track





# Panhellenic Excellence

## INTRODUCING 2.0 TRAINING ONLINE FOR RECRUITMENT COUNSELORS

**N**PC launched a 2.0 version of Recruitment Counselor Training Online this year, in partnership with LaunchPoint Solutions. Only minor changes had been made to the online training during the last three years. To stay current, the program needed updating.

“It was pretty clear both fraternity and sorority advisors and students liked the content, but the training needed revamping to be brought up to 2017 standards,” said Jessi McPherrin, vice president of strategic initiatives, LaunchPoint Solutions. “We were hearing the training needed to be more engaging, shorter, brought up to speed when it comes to visual technology and made more user friendly.”

Before the revamp, the training offered four modules. Five shorter modules are now offered in order to hold the attention of the participants. The updated version starts with a new module on values.

“Previously, this section was at the end of the module, but we think it made more sense to put it first,” said McPherrin. “This approach allows us to truly get to the foundation of who the recruitment counselor is before we move forward with training.”

The 2.0 training adds on-screen visuals to potentially less engaging content like the NPC policies and Unanimous Agreements sections. Updates to the program will continue to be made as new policies and best practices are passed.

“A more up-to-date and interactive approach to our Recruitment Counselor Training Online offers both convenience and efficiency to the collegiate women,” said Julie Bunson, Panhellenic support specialist.

The new training also incorporates five supplemental in-person activities for advisors or Panhellenic officers. The activities help facilitate meetings and align with the learning outcomes of the training.

# 66

Campuses have purchased the Recruitment Counselor Training Online program since 2014





## NEW NPC PANHELLENIC TEAM IMPROVES COMMUNICATION AND DATA COLLECTION

**T**his year marks the first full year with a fully staffed Panhellenics support team in the NPC office. The three-person team of Jenny Greyerbiehl, Elizabeth Becker and Julie Bunson works to connect campuses to area advisors and to connect Alumnae Panhellenics to area coordinators. The team also acts as frontline support for Panhellenic officers and advisors when they call or email the NPC office.

“One of our strategic goals is to provide College and Alumnae Panhellenics with the knowledge and resources necessary for a successful Panhellenic experience,” said Jenny Greyerbiehl, director of education and Panhellenic support. “Collecting accurate contact information and creating engaging, mobile-friendly content, allows us to share our knowledge and resources with more College and Alumnae Panhellenics. We also believe this approach provides an opportunity for stronger communication overall.”

The Panhellenics team has relied on relationships with area advisors and coordinators to improve communication through updating current contact information for College and Alumnae Panhellenic officers. Based on these efforts the staff increased the number of reliable College Panhellenic president contacts in the database by 38 percent over the prior year. Plus, College Panhellenic annual report submissions also increased from 317 to 490 for the reporting period due to increased communications.

“Focusing on the little things really adds up,” said Greyerbiehl. “I’m proud of our team’s effort this year and am excited to have more robust data to share with our volunteers and member organizations.”

The definition of  
*Excellence:*

NOUN, The quality of being outstanding or extremely good.



# Panhellenic Excellence



## REINVENTING NPC'S ONBOARDING EXPERIENCE

**T**he NPC family received new and different onboarding and training opportunities during the 2016-2017 year. NPC's Board Development Committee, College Panhellenics Committee and staff worked together to reinvent the process.

The Board Development Committee, led by Chairman Shari Malone, identified strengths and interests of board members and helped improve communication.

"The desired outcome for board service should be rewarding and valuable to individuals as well as their member organization," said Malone. "It is incumbent upon us to do whatever it takes to foster among our family a culture of inquiry, trust, mutual respect and constructive debate. Building a team that is doing just that will help NPC function in a higher capacity and remain the relevant organization it is today."

Michelle Geiger, College Panhellenics Committee chairman, also worked to advance the strategic plan by providing education and support to NPC's College Panhellenic area advisors. Training first-time area advisors became a focus this year. Webinars and specific training for new area advisors helped accomplish that goal.

"Because area advisors are often the first and sometimes only contact or impression campus staff and College Panhellenic officers have with NPC, we want to ensure these volunteers are knowledgeable, confident and able to serve our college women and fraternity/sorority advisors," said Geiger.

Both the College Panhellenics Committee and the Board Development Committee are implementing plans to continue progress for the 2017-2018 academic year.

“

**VOLUNTEERS ARE  
KNOWLEDGEABLE,  
CONFIDENT AND  
ABLE TO SERVE OUR  
COLLEGE WOMEN”**

—Shari Malone,  
NPC Board Development  
Committee chairman



## RESTORED ENGAGEMENT WITH NASPA

**R**estored engagement between NPC and the National Association of Student Personnel Administrators (NASPA) helped initiate improved lines of communication with senior student affairs administrators (vice presidents of student affairs or equivalent) during the 2016-2017 term.

In April 2016, NPC Vice Chairman Carole Jones and Executive Director Dani Weatherford, along with representatives from the Association of Fraternity/Sorority Advisors (AFA) and other organizations, traveled to Washington, D.C., for a meeting with NASPA President Kevin Kruger. The meeting, aimed at brainstorming opportunities for future collaborations, led to the formation of a small working group steered by NASPA Fraternity and Sorority Knowledge Community Co-chairs Kathy Cavins-Tull of Texas Christian University and Bernie Schultz of East Carolina University.

As a member of the planning group, Weatherford worked alongside Cavins-Tull, Schultz and Judson Horras of the NIC to develop the 2017 Vice President Student Affairs and Fraternal Partners Conversation on the Future of Fraternity and Sorority Life. The event was hosted in conjunction with the 2017 NASPA annual meeting in San Antonio. Approximately 140 sorority and fraternity leaders and vice presidents of student affairs attended. Sorority and fraternity leaders represented a broad spectrum of member organizations under multiple umbrellas from NPC to the NIC, National Association of Latino Fraternal Organization (NALFO), National Asian Pacific Islander Desi American Panhellenic Association (NAPA) and National Pan-Hellenic

Council, Inc. (NPHC). The day-long dialogue focused on relationship building, discussing trending industry challenges and establishing priorities for working together in the future. Activities included several “knee-to-knee” conversations between NPC volunteers and campus administrators and town hall-style meetings for open discussions on issues affecting both women and men.

At the end of the day, the following topics were identified as areas for further conversation:

- Ongoing commitment to include cultural organizations in discussions.
- Finding clarity in roles/responsibilities of member organizations’ volunteers/staff and campus organizational structures to improve working relationships.
- Improving trust, communication and accountability.
- Developing shared expectations for students/members and developing transparent discipline models.
- Collaborating on programming on critical issues (risk management, mental health, etc.).

Next steps are being determined by a small committee on which Weatherford continues to serve.







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