



NPC Annual Report

NPC's strategic plan guides the work that we do. During the past year, we made great strides in the plan's areas of focus: growth and sustainability, communications and marketing and Panhellenic excellence.

The 2016-17 [annual report](#) highlights the work of NPC and its members have done to advance sorority together and introduces our new brand to our audiences. Read and use this document and the video about our [new brand](#) to help educate the administration and sorority women on your campus about NPC.

College Panhellenic Academy

NPC is excited to once again offer College Panhellenic Academy, a program designed to ensure that College Panhellenic officers and fraternity/sorority advisors are equipped with the most up-to-date knowledge. This day-and-a-half-long academy will provide the opportunity for hands-on training with NPC representatives, discussion among peers and colleagues and community building. College Panhellenic Academy is the perfect way to kick off a successful Panhellenic year.

Join NPC Jan. 12-13, 2018, at the Indianapolis Marriott Downtown. [Registration is open](#). Total attendance among College Panhellenic officers and fraternity/sorority advisors is limited to 275 individuals. Be sure to register before it's too late. Visit our [website](#) for additional information.

Please note the fraternity/sorority advisor track will only be offered at our standalone program.

Dear friends ...

It's hard to believe November is here and we are nearly finished with the first term of the year.

The NPC annual meeting was exciting and very busy. The board passed several pieces of legislation to improve our organization and update College Panhellenic operations. We are working on an intentional plan to roll out the changes to you and your students, which will include information provided at the Association of Fraternity and Sorority Advisors annual meeting in December. We also introduced a refreshed brand identity and a new NPC website.

I invited Loretta Good, NPC's director of communication and marketing, to share more about our refreshed brand and how it can be adapted for College Panhellenics.

Please let me, your [area advisor](#) or your Panhellenic support specialist know if there is anything NPC can do to support you and your College Panhellenic.

Interfraternally,



Frances Mitchelson

Frances Mitchelson
Panhellenics chairman
panhellenics@npcwomen.org

College Panhellenic Officer Transitions

As College Panhellenic officers transition throughout the next couple months, the following are items of importance for the transition:

- Officers should be updated in the NPC database. The process for updating is outlined in the [Website Cheat Sheet](#).
- A [2018 College Panhellenic calendar](#) is available for planning purposes.

Student Safety & Sexual Assault Awareness Toolkit

NPC is proud to launch a new resource regarding student safety and sexual assault on our new website. Please make sure to share these with your Panhellenic officers. We continue to be proud of the work women are doing on campuses in this area and look to support their initiatives through our new resources. Our toolkit is available on our new website [here](#).

The College Panhellenic brand as part of the NPC brand

By Loretta Good, NPC director of communication and marketing

When the NPC Executive Committee and NPC staff began working with the design team at Willow Marketing, one thing was clear: Whatever approach NPC took with refreshing the brand, it was important the elements selected would be relatable and desirable to our College Panhellenic audience. Our new brand tells our story in a contemporary, vibrant way.

NPC is the voice for sorority advancement and every sorority woman plays a part in that. Just as you may see NPC as part of the sorority brand, NPC sees your College Panhellenic as one of the largest and most visible pieces of the sorority brand and each and every member on your campus is a brand ambassador for the sorority experience. With this comes a lot of responsibility, distinction and opportunity.

To help us launch our new brand and bring focus to College Panhellenics being part of the NPC brand, we are creating logos for your College Panhellenic that can be used for printed materials, tabling items and social media. These are just a small number of ways your College Panhellenic brand can be refreshed with the NPC brand. You can find an example of this logo in the upper right-hand corner of this page. We will be sharing these new logos in the coming weeks. (If you have an immediate need, such as a printed publication, email loretta@npcwomen.org.)

Similarly, the [NPC store](#) has updated its look and also has items in our new brand. The store can print your College Panhellenic's refreshed logo in any custom order or can create a custom design to meet your needs whether it be for recruitment counselors, College Panhellenic officers or potential new members.

Also updated is our College Panhellenic Academy logo (right), an important part of NPC's visual representation for many campus-based professionals and collegiate officers. Remember: Registration for College Panhellenic Academy is [open](#)!

We hope you'll take advantage of this opportunity to update your College Panhellenic brand refreshed with NPC's brand. Our visual identity was refreshed to represent bold, strong and leading sorority women just like the ones on your campus. For more information about our new brand, visit our new website to watch our introductory video and view our brand standards guide.

