



# Embracing the Opportunities **TOGETHER**

2017-18 annual report



The National Panhellenic Conference  
is the premier advocacy and support

## MISSION

organization for the advancement  
of the sorority experience.

## VISION

Advancing the sorority  
experience together.

We are committed to relationships  
built on trust through transparency,  
accountability and mutual respect.

## VALUES

Innovation and our core values  
of friendship, leadership, service,  
knowledge, integrity and community  
guide us in fulfilling our mission.

# MEMBER ORGANIZATIONS

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



## A MESSAGE FROM OUR CHAIRMAN

When I wrote my first chairman's message, little did I know how prophetic it might prove to be. Now, as I reflect on this past year, the member organizations of the National Panhellenic Conference most certainly have been ***"facing challenges and embracing opportunities... together."***

During 2017, we identified many challenges, including a plateau in sorority community expansion and a decline in the number of college-aged students, which make up the vast majority of our potential pool for new members.

We were also aware of the impacts to the sorority experience from new generational trends for our current members as well as incoming college students.

All of these things were putting pressure on NPC and our member organizations to examine how we work internally and how we work together.

### **Yet, even more challenges lay ahead.**

Those challenges included student tragedies that would call us to be even more vigilant in fighting against hazing, alcohol abuse and dangerous social cultures on college and university campuses.

There also was an increase in policy decisions that would restrict the right of students to freely associate and threaten the opportunity for collegians to become sorority members.

In this report you'll see how NPC faced these challenges head on and embraced the opportunities before us, and we did so with NPC leadership and our 26 member organizations working toward the same objective: ***to advance the sorority experience together.***

Our work began with five strategic priorities: ***preservation of the sorority experience; growth and sustainability; conference structure; public relations and marketing strategy to promote the sorority experience; and implementation of the NPC communication plan.***

With those priorities in mind, we executed the kinds of operational activities that make a difference for our member organizations, College Panhellenics and Alumnae Panhellenics.

It's that combination of strategic planning and operational work that demonstrates our commitment to tackling important issues that impact the Panhellenic community so the sorority experience may thrive now and for generations to come.

Lastly, while this report highlights the actions and accomplishments of NPC during the past year, I want to reiterate it takes a legion of dedicated volunteers from our 26 member organizations to complete all of this work. Their collaborative effort alongside NPC leadership and staff is what allows us to advance the sorority experience together. Thank you to all of our supporters who make this possible.

Interfraternally,

Carole J. Jones  
NPC chairman

# OUR LEADERSHIP



## 2017-19 EXECUTIVE COMMITTEE

### CHAIRMAN

**Carole Jones**  
*Alpha Omicron Pi*

### VICE CHAIRMAN

**Malaea Seleski**  
*Zeta Tau Alpha*

### ADVOCACY CHAIRMAN

**Donna Chereck**  
*Alpha Chi Omega*

### FINANCE CHAIRMAN

**Sandra Burba**  
*Gamma Phi Beta*

### PANHELLENICS CHAIRMAN

**Frances Mitchelson**  
*Phi Mu*

## NPC COMMITTEE CHAIRMEN

### ADVISORY

**Elizabeth Quick**  
*Gamma Phi Beta*

### ADVOCACY

**Donna Chereck**  
*Alpha Chi Omega*

### ALUMNAE PANHELLENICS

**Carol Mooney**  
*Alpha Sigma Tau*

### BOARD DEVELOPMENT

**Sharon Malone**  
*Delta Gamma*

### 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*

### FINANCE

**Sandra Burba**  
*Gamma Phi Beta*

### GOVERNMENT RELATIONS

**Jean Mrasek**  
*Chi Omega*

### JUDICIAL APPEALS

**Dana Katz**  
*Alpha Epsilon Phi*

### LEGISLATIVE

**Corre Stegall**  
*Kappa Delta*

### MEASURABLE OUTCOMES

**Suzanne Kilgannon**  
*Alpha Sigma Alpha*

### NEW COLLEGE PANHELLENICS

**Mary Ann Stark**  
*Alpha Omicron Pi*

### RECRUITMENT

**Stephanie Powell**  
*Zeta Tau Alpha*

### RELEASE FIGURE METHODOLOGY

**Laura Malley-Schmitt**  
*Alpha Phi*

### STRATEGIC PLANNING

**Jamie Light**  
*Alpha Epsilon Phi*

### STUDENT SAFETY AND SEXUAL ASSAULT AWARENESS

**Jeanine Triplett**  
*Delta Zeta*

### UNIVERSITY HOUSING INITIATIVES

**Staff lead**



## 2017-18 NPC BOARD OF DIRECTORS

Donna Chereck  
ALPHA CHI OMEGA

Patty O'Neill  
ALPHA DELTA PI

Jamie Light  
ALPHA EPSILON PHI

Stephannie Bailey  
ALPHA GAMMA DELTA

Carole Jones  
ALPHA OMICRON PI

Sally Grant  
ALPHA PHI

Lynne Chambers  
ALPHA SIGMA ALPHA

Jamie Jones Miller  
ALPHA SIGMA TAU

Deanna Detchemendy  
ALPHA XI DELTA

Jean Mrasek  
CHI OMEGA

Sarah Lindsay  
DELTA DELTA DELTA

Sharon Malone  
DELTA GAMMA

Kristin Morgan  
DELTA PHI EPSILON

Jeanine Triplett  
DELTA ZETA

Sandra Burba  
GAMMA PHI BETA

Michelle Geiger\*  
KAPPA ALPHA THETA

Julie Johnson  
KAPPA DELTA

Patricia Gesell  
KAPPA KAPPA GAMMA

Donna Stallard  
PHI MU

Gina Kerley  
PHI SIGMA SIGMA

Ana Miller  
PI BETA PHI

Lynn Marano  
SIGMA DELTA TAU

Donna King  
SIGMA KAPPA

Laura Sweet  
SIGMA SIGMA SIGMA

Michelle LaPlatney  
THETA PHI ALPHA

Laura Landers  
ZETA TAU ALPHA



## NPC STAFF

EXECUTIVE DIRECTOR  
Dani Weatherford, J.D.

DIRECTOR OF COMMUNICATION +  
MARKETING  
Loretta Good

DIRECTOR OF EDUCATION +  
PANHELLENIC SUPPORT  
Jenny Greyerbiehl, M.Ed.

DIRECTOR OF OPERATIONS  
Catherine Donaldson

DIRECTOR OF SPECIAL PROJECTS  
Nicole Cronenwett, Ph.D.

PANHELLENIC SUPPORT SPECIALIST  
Elizabeth Becker, M.E.

PANHELLENIC SUPPORT SPECIALIST  
Julie Bunson, M.Ed.

ADMINISTRATIVE ASSISTANT  
Lisa Ladig, M.S.Ed.

INTERN  
Madison Denhart

INTERN  
Paige Prylinski

*\*Interim*

# ADVOC

## LEADING ON ISSUES THAT MATTER



### Leading On Issues That Matter

Sorority women have long been called to the most critical conversations about the future of America's college campuses and advocating for the sorority experience. While leaders of NPC member organizations are uniquely equipped to shape and nurture the next generation of women, collegiate sorority members themselves are also vital to driving important changes to campus culture.

"Our member organizations have the reach to advise hundreds of thousands of students on campuses across the U.S. and

Canada. Plus, they have the expertise in student development and leadership programs to have a meaningful impact on some of the most pressing challenges faced by campuses today," said Carole Jones (Alpha Omicron Pi), NPC chairman.

*"We're seeking partners along the way as we advocate for changes that not only strengthen the sorority experience, but also make campuses safer and more welcoming for students from all walks of life."*

### Call For Critical Change

In January, NPC formally issued a 'Call for Critical Change' in the Greek community, convening leading campus administrators, subject matter experts and national sorority leadership to develop a framework of recommendations for the sorority community to contribute to improved campus safety.

Participating institutions ranged from Texas Christian University to the University of Alabama, the University of Illinois and Pennsylvania State University, among others.

Seeking counsel from across higher education, NPC turned to Holiday (Holly) McKiernan to serve as the facilitator for its

"Call for Critical Change" efforts. McKiernan is executive vice president, chief operating officer and general counsel for Lumina Foundation, which advocates for policies that strengthen higher education attainment. She is also the former executive director of Alpha Chi Omega.

# CACACY



TELL CONGRESS TO PROTECT  
Single-Sex Organizations in  
the Higher Education Act

ACT NOW!



“Changing student cultures at this scale requires an unprecedented level of collaboration and cooperation between student leaders, university officials and fraternity and sorority advisors,” said McKiernan.

“And our ability to achieve such seamless cooperation will require an equally unprecedented level of candor and open discussion amongst our participants. The roots of these challenges are deep, but they can be overcome. Our goal is to create a collaborative approach for doing so.”

The group’s conversations focused on the current climate on campuses nationwide, opportunities for collaboration in the fight against high-risk student behaviors and the need for a robust student voice in changing the culture on campus. Since January, NPC has launched student focus groups to solicit input, launched a student advisory panel, created a critical contact guide for campus student affairs professionals, developed a new pre-recruitment training program and began developing the new Be Bold program to help inspire college women to make lasting change in their communities.

## Partnering With Parents

While the “Call for Critical Change” emphasized collaboration between university leaders, the fraternal community and students, NPC’s partnerships with leading parent advocates will also shape the future of campus culture—especially regarding hazing and student safety.

In recent months, NPC officials have joined leaders at the North-American Interfraternity Conference in discussions with a group of parents who have recently lost children to hazing at campuses such as Penn State, Louisiana State University and others.

“The discussions have centered on creating a platform for state-by-state reforms that strengthen penalties for hazing and create greater transparency regarding hazing incidents,” said Dani Weatherford, executive director, NPC. “This is an area in which we believe we can work together to make a significant impact in student safety.”

*continued on page 6*

## Legislative Advocacy

NPC has also continued its advocacy with lawmakers at both the state and national level, including in those states with active legislation that may impact the fraternal community.

“One of our primary roles at NPC is to be the leading advocate for the sorority experience,” said Donna Chereck (Alpha Chi Omega), advocacy chairman for NPC. “By taking our message directly to lawmakers, their staff and other key influencers, we ensure the perspective of nearly 4.5 million sorority women gets the attention it deserves. And we ensure our voice helps create meaningful solutions on some of the most critical issues of our time.”

legislation that will require colleges and universities to provide annual hazing education, while strengthening criminal penalties for individuals and organizations who were aware of hazing incidents but failed to report them to law enforcement.

Finally, as has been the case in past years, dozens of sorority women also made their voice heard on Capitol Hill. More than 100 students and 130 fraternity and sorority alumni participated in Capitol Hill visits in April, joining NPC officials in highlighting the value of the sorority experience and advocating for passage of legislation that affirms the rights of students to freely associate and join fraternities and sororities.



In July 2017, NPC joined other fraternal umbrella organizations in announcing support for the Report and Educate About Campus Hazing (REACH) Act that would require colleges and universities to disclose information about hazing on campus in their annual crime reports. Colleges and universities that accept federal funding would be required to provide hazing prevention education to all students.

Meanwhile, lawmakers, particularly in states that have experienced high-profile hazing incidents, have turned their attention this year to state-level policy about transparency and criminal enforcement of hazing. In states ranging from Pennsylvania to Tennessee to Louisiana, NPC has been equally engaged to ensure the sorority community is at the table to collaborate on solutions that can make a difference in students' lives.

For example, in partnership with the Fraternity and Sorority Action Fund, NPC's efforts in Louisiana helped shape

“Our members have a constitutional right to freely assemble and associate, but there is a growing trend to punish single-sex organizations for existing by creating barriers and/or penalizing students who join such organizations,” said Jones.

“It has become increasingly common for institutions of higher education to propose policies aimed at forcing single-sex social organizations to become co-ed or impose burdensome policies and restrictions that undermine a student's right to freely associate. Examples include blanket suspensions for all sororities and fraternities on a campus when one student or one organization is accused of misconduct and the adoption of operational restrictions that don't apply to any other student organization on campus, such as not allowing first-semester or first-year students to choose to join a sorority or fraternity.

“We will continue to advocate for freedom of association rights for our organizations and preservation of the sorority experience now and for generations to come.” ✨



# SEXUAL ASSAULT AWARENESS + PREVENTION **TOOLKIT**

**A**s part of the organization's government relations platform, NPC supports efforts to promote sexual assault awareness and prevention on college campuses. NPC hopes College Panhellenic Associations and sorority women will lead and participate in initiatives to end sexual assault on campus.

As part of NPC's efforts in this area, NPC published the "NPC Sexual Assault Awareness & Prevention Toolkit" in late 2017. With this toolkit, NPC has sifted through the wealth of online information and compiled some of the best and most popular resources about sexual assault awareness and prevention from advocacy organizations.

College Panhellenics can use the material for educational purposes. They also are encouraged to share the resource with sorority members and other women on campus.

See below for an excerpt from the toolkit, which is available to download from the NPC website.

*During the Town Hall at the 2017 NPC annual meeting, the guest speakers addressed high school graduate trends from the Western Interstate Commission for Higher Education and findings on Panhellenic sorority women's attitudes toward alcohol and sexual assault from EverFi.*

## Campus sexual assault



- x More than 20 percent of women will experience sexual assault while in college
- x Women are most often sexually assaulted by someone they know, such as an acquaintance, date or boyfriend (~90 percent)
- x More than 90 percent of campus sexual assault victims don't report their assault
- x Most college sexual assault survivors never report to law enforcement
- x Campus sexual assault is most commonly committed by serial perpetrators

## Sorority women and sexual assault



- x Sorority members are more likely to experience sexual assault than non-members
- x More than 50 percent of sexual assaults against sorority women occurred in a fraternity house, during a fraternity function or were perpetrated by a fraternity member

## Risk factors



- x Illicit drug and/or alcohol use by the perpetrator and/or victim
- x Sorority membership
- x First-year or sophomore class standing
- x Fall semester (August through November)
- x Attending off-campus parties
- x Peer group norms that encourage rape-supportive attitudes



# THINK

# TANKS



## STRATEGIZING FOR THE FUTURE

To help NPC accomplish its 2017-18 strategic priorities, the NPC Executive Committee created three think tanks tasked with taking a deeper dive into these specific issues: NPC Structure, Recruitment & Expanded Membership Model and Public Relations & Marketing.

Between January and March 2018, the three think tanks met via conference call and once each in-person to discuss their specific charges. Their reports were published in April and discussed at the May board of directors meeting.

NPC leaders, volunteers and staff then began work to implement the recommendations; work will continue into 2018-19 and beyond.



### NPC Structure Think Tank

The NPC Structure Think Tank was asked to critically evaluate the current National Panhellenic Conference organizational structure and recommend ideas for an improved overall operations of NPC to ensure best practices for a relevant future.

Darcy Russell (Zeta Tau Alpha), NPC Structure Think Tank chairman, said, "The primary consideration that continued to rise to the top of all of our group's conversations was, 'How do we preserve the sorority experience and assure the experience is relevant to our current and future stakeholders?'"

A major outcome of the think tank's work was a proposed framework for a new governance structure for NPC. That structure would include a 26-member Council of Delegates with voting power for NPC Unanimous Agreements, the election of the Board of Directors, approval of member organization dues and other tasks referred to it by the board. A seven-member Board of Directors would become the strategic governing body for NPC, with members elected by the Council of Delegates. At the May board meeting, it also was determined the Council of Delegates should elect the chairman.

Following the May board meeting, the NPC Governance Structure Transition Committee was formed to take further action to create proposed new Articles of Incorporation, Bylaws and other documents that would support this transition. A vote to adopt the new structure is scheduled for the October 2018 annual meeting.

### NPC Recruitment & Expanded Membership Model Think Tank

The NPC Recruitment & Expanded Membership Model Think Tank included members from all 26 NPC member organizations. They were charged with researching a number of topics from Variable Quota & RFM implications to Generation Z and

impacts to membership to ensuring diversity within sorority membership.

After breaking into seven subgroups, the think tank developed five priorities for NPC:

- 1 **Diversity and inclusion**
- 2 **Membership growth & marketing**
- 3 **Affordability/cost**
- 4 **Generation Z adaptability & relevancy**
- 5 **Data collection and use**



"This was a true team effort," said Carol Warren (Pi Beta Phi), NPC Recruitment & Expanded Membership Model chairman. "We reviewed policies, best practices and trends that are impacting Panhellenic recruitment and made many recommendations for further study and action to help NPC adapt and remain relevant."

This think tank also collaborated with the Public Relations & Marketing Think Tank on a number of topics that overlapped between the two groups.

After the May board meeting, the NPC Panhellenics volunteer leadership and staff identified which recommendations could be implemented in the near term and

began planning for when and how others could be implemented.

### NPC Public Relations & Marketing Think Tank

The NPC Public Relations (PR) & Marketing Think Tank focused on ways to communicate to NPC's publics and recommend a clear plan to strengthen the Panhellenic brand and promote the sorority experience.

"Now is the time for NPC to harness its collective power and truly commit to the advancement of the sorority experience," said Jennifer Daurora (Alpha Chi Omega), NPC PR & Marketing Think Tank chairman. "NPC must regain control of the narrative about what it means to be a sorority woman and put our best foot forward with all our publics in order to remain relevant, particularly with Generation Z and their caregivers."

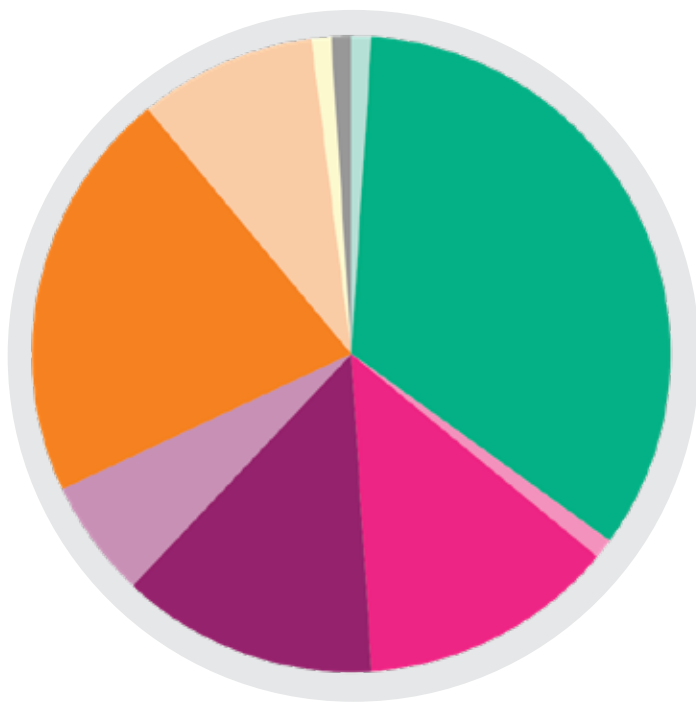
To improve NPC's PR and marketing efforts, the think tank recommended first relaunching TheSororityLife.com, updating social media channel strategies and creating customizable PR & marketing tools for College Panhellenics, among other tasks.

They recommended future work to include a data collection strategy to support NPC initiatives, a social movement campaign, revising tools for Alumnae Panhellenics and seeking out additional partnerships to help amplify messaging.

Work began on this think tank's recommendations immediately following the May meeting and will continue during the next few years.

"We know we have a worthy story to tell about what it means to be a sorority woman and the benefits of the sorority experience," said Malaea Seleski (Zeta Tau Alpha), NPC vice chairman and Executive Committee liaison to this think tank. "By implementing the recommendations of this think tank, we can share that story in more intentional, meaningful ways." ✨

# 2018 FINANCIALS



## REVENUE **\$1,471,527**

Member Organization Dues	1%
Undergraduate Per Capita Fees	34%
Alumnae Panhellenic Dues	1%
College Panhellenic Dues	13%
Royalty Income	13%
Partners	6%
Registration and Meeting Income	21%
Contributions and Grants	9%
Publications and Merchandise Sales	1%
Other	1%

## BUILDING RELATIONSHIPS TO LEVERAGE OPPORTUNITIES

**N**PC has worked over the past several years to cultivate better relationships with others who are uniquely positioned to help NPC accomplish its mission. Here are a few examples:

### **NPC Partner Program**

In 2017-18, Catherine Donaldson, director of operations, continued the work she began last year to build relationships with NPC's partners and bring consistency and intentionality to interactions. Donaldson also worked to educate NPC member organizations about the benefits of the partner program.

"The Partner Program allows businesses and individuals who have a product or service of value to the Panhellenic community to demonstrate their support of the sorority experience," said Donaldson. "What's more, whether you are a new member of our community or a long-time partner, the program provides the

foundation to help you build meaningful relationships with decision makers in our organizations."

More than 35 companies participated in the 2017-18 NPC partner program. Five more companies signed on as College Panhellenic Academy partners, a new partnership option Donaldson introduced in 2018.

### **Potential New Member Orientation**

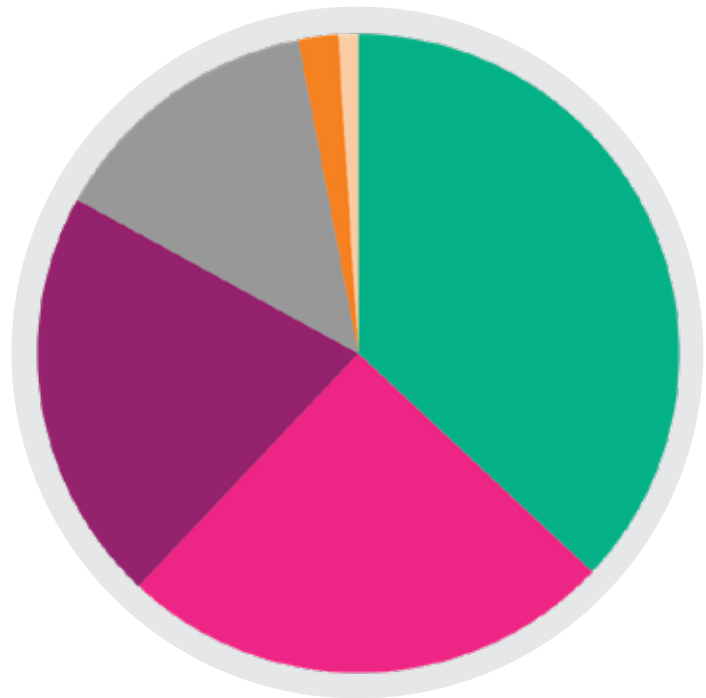
NPC "Call for Critical Change" participants indicated a need for better pre-recruitment education for potential new members. In response, NPC partnered with LaunchPoint to offer a new program to address that concern.

The new program, Potential New Member Orientation (PNMO), is an online, self-paced program designed to improve a potential new member's experience with joining a sorority. PNMO covers many topics, including an overview of fraternity and sorority life, terms and definitions, an explanation of Panhellenic



## EXPENSES **\$1,358,478**

- Personnel **37%**
- Administrative **25%**
- Conferences and Meetings **21%**
- Other Program Services **14%**
- Publication & Technology **2%**
- Gifts and Sponsorships **1%**



recruitment, benefits of membership and the sorority experience and more. Campuses will begin to use PNMO in fall 2018.

### "Something of Value"

In January 2017, NPC began working with RISE Partnerships to refresh the "Something of Value" program, which provides a values-based approach to risk management for collegians.

"We wanted to ensure the new 'Something of Value' program structure would stay relevant for many years even as risk management topics or scenarios change over time," said Nicole Cronenwett, director of special projects. "RISE has collaborated with us to meet our objectives and deliver a program that engages and empowers women to better prevent risky behaviors in their communities."

The new "Something of Value" will be piloted on a number of campuses in 2018-19. ✨





# COLLEGE PANHELLENIC ACADEMY



**College Panhellenic Academy has become one of NPC's most successful programs. Why do you think that is?**

**FM:** The success of College Panhellenic Academy comes from a combination of factors – from the curriculum and materials to the quality of the facilitators to the effort the College Panhellenic officers put in before, during and after the training.

The timing is an important factor, too. By having the standalone academy in January, attendees can work together early in the semester to set a new direction for their College Panhellenic. They leave equipped with up-to-date Panhellenic knowledge and new skills that can help them be more ready to lead on their campuses.

Ultimately, College Panhellenic Academy is about the student and her success as an officer, as a leader and as a person. NPC is here to assist, educate and support Panhellenic women. This event does that really well.

**As opposed to the regional conference academies, College Panhellenic Academy is a women's-only event. How does that make the event different?**

**JG:** We know there are many benefits to women's-only spaces, including providing a safe space in which to voice opinions and concerns, build self-confidence and develop leadership skills.



We've seen those same kinds of results at College Panhellenic Academy. The single-sex environment at the standalone academy often leads to deeper, more meaningful conversations about what's happening on a campus. The participants are more willing to talk about issues that impact them as women and more willing to talk about how they can solve those problems together.

#### **What were some of the changes to Academy 2018 from Academy 2017?**

**JG:** Each year we make changes based on the feedback we receive and what's going on in Panhellenic communities. In 2018, we offered a secretary/treasurer officer education track rather than one on PR/communications. In the secretary/treasurer track we introduced new topics such as building a budget and financial management for the College Panhellenic as well as providing organization to the Panhellenic minutes or other council files.

We also changed up the closing session. We brought in Erin Fischer from The Leadership and Training Studio to deliver a session based on her book *Radically Unfinished*. Our thought was to end in a way that inspired College Panhellenics to take what they learned at College Panhellenic Academy back to their campuses and begin to implement it. We think Erin's session accomplished that goal.

#### **What kinds of feedback do you receive from officers after they attend Academy?**

**FM:** In reviewing the feedback over the years, there are several themes that stand out to me. One is how officers really begin to see how their College Panhellenic fits into the bigger picture of the sorority experience. They come to understand how the work of the College Panhellenic is integral to the survival of sorority life on college and university campuses.

They also talk about how the academy experience has impacted their individual College Panhellenic. For example, officers will tell us while programming is still an important goal, they also now realize it's about what problems in the Panhellenic community they can solve together.

Finally, they also tell us they benefit from being able to meet NPC leadership. Officers like that they can ask NPC leaders directly about why a decision was made or what NPC is doing to address a specific issue facing all Panhellenic communities.

#### **College Panhellenic Academy also offers a track for fraternity/sorority advisors. What do they tell you about why they attend?**

**JG:** In addition to feedback about how the officers on their campus benefit, fraternity/sorority advisors (FSAs) tell us they appreciate learning about trends in higher education. They also enjoy networking with other FSAs and College Panhellenics with similar goals or issues. Coming to College Panhellenic Academy helps FSAs find a support system and to know they are 'not alone' in facing the problems that may be happening on their campus.

#### **If someone is reading this who is not sure whether to attend the stand-alone event or a regional conference academy, what would you say?**

**FM:** I would tell them to take a look at the program schedules for each and reach out for more information. We know our College Panhellenics only have a certain amount of funds in their budgets and must balance interfraternal goals with the opportunities women need to succeed. If they've looked at both offerings and are still unsure, call the NPC office. We can talk about their goals and the educational opportunities available. We're happy to have those conversations and be honest with people about the benefits and differences between College Panhellenic Academy and the regional conference academies. We want academy to be a positive experience for everyone who attends! ✨

A conversation with  
Frances Mitchelson  
(Phi Mu), Panhellenics  
chairman **FM**, and  
Jenny Greyerbiehl,  
director of education  
and Panhellenic  
support **JG**

# COLLEGE PANHELLENICS: PROJECTS TO ADVANCE THE EXPERIENCE

The NPC Panhellenics team worked on a number of projects in 2017-18 related to new or improved programs, resources and tools for College Panhellenic organizations.

## **New Resources for College Panhellenics**

“College Panhellenic Associations are the primary representatives of NPC on a college or university campus,” said Michelle Geiger (Kappa Alpha Theta), 2016-18 College Panhellenics Committee chairman. “It’s part of our job at NPC to deliver up-to-date Panhellenic knowledge and resources to them so they can focus on building cooperation among member organizations on campus and promote Panhellenic values and the sorority experience.”

This year, NPC published the College Panhellenic Officer Election Resources to help College Panhellenics better prepare for elections and the officer transitions that follow.

“The success of a College Panhellenic team often stems directly from the strength of its transition experience,” said Julie Bunson, Panhellenic support specialist. “The College Panhellenic Officer Election Resources enable a smoother, more streamlined election process. That helps the new officers get up to speed more quickly, helps the new team work better together faster and, ultimately, leads to a more effective Panhellenic during the entire year.”

NPC staff also created the College Panhellenic Delegate Checklist. It ensures a delegate knows what resources are available, who the key individuals are and how to contact those individuals.

## **Financial Transparency Program Roll Out**

At the October 2017 annual meeting, the “Chapter Costs Best Practice” was amended to allow College Panhellenics the option of voting to share detailed financial information with potential new members during a specified round of recruitment. The Financial Transparency Program, which was

piloted during 2016 and 2017, provides the approved process, forms and templates for College Panhellenics to use.

“College affordability remains an important issue for NPC,” said Sandy Burba (Gamma Phi Beta), NPC finance chairman, who led the Financial Transparency Task Force. “The Financial Transparency Program can increase a potential new member’s understanding of sorority expenses as well as increase the knowledge and comfort level of members in discussing the financial obligations of sorority membership.”

## **MRABA Re-Designed to Improve Comprehension**

In March, NPC Panhellenic Support Specialist Elizabeth Becker attended the Cultivating Safe College Campuses: Interdisciplinary Approaches to Campus Sexual Assault Prevention and Response Conference, as part of NPC’s partnership with Texas Woman’s University. One of the sessions at that conference focused on the readability of materials given to students to discuss sexual assault awareness, prevention or reporting.

Becker discussed the concept of readability with the NPC volunteer leadership and staff, and it was decided NPC should review the membership recruitment acceptance binding agreement (MRABA), which often is signed by a potential new member during a period of high stress, to determine whether changes should be made to the layout or wording.

“Signing the MRABA is one of the first steps toward a lifetime commitment to sorority membership, so we want potential new members to fully understand what they are agreeing to by signing the form,” said Frances Mitchelson, Panhellenics chairman. “We believe the changes we’ve made to the design of the form, as well as its wording, should improve potential new members’ comfort level and reduce confusion. It also should be easier to understand for College Panhellenics, fraternity/sorority life staff and those who assist with MRABA signing.” ✨

**W**hen a second chapter of an NPC member organization is installed on a campus, a College Panhellenic Association is formed. NPC welcomed these new College Panhellenic Associations this year:

- ✨ California State University-San Marcos (San Marcos, California)
- ✨ Colorado Mesa University (Grand Junction, Colorado)
- ✨ Indiana University-South Bend (South Bend, Indiana)
- ✨ Jefferson University (Philadelphia, Pennsylvania)
- ✨ Metropolitan State University of Denver (Denver, Colorado)
- ✨ University of Minnesota-Duluth (Duluth, Minnesota)





**I**n 2017-18, NPC welcomed the Greater Pomona Valley Alumnae Panhellenic Association and the Northwest Arkansas Alumnae Panhellenic Association.

"The women in Alumnae Panhellenic Associations come from different member organizations, vary in age and have diverse undergraduate experiences at campuses across the country," said Carol Mooney (Alpha Sigma Tau), 2016-18 Alumnae Panhellenics Committee chairman. "Yet, when they come together, they share similar goals in fulfilling their lifetime commitment to sorority membership and helping advance the sorority experience. We're always excited to welcome new Alumnae Panhellenics to NPC."



*Panhellenics Chairman Frances Mitchelson (pictured second from right) attended the installation ceremony for the Northwest Arkansas Alumnae Panhellenic in May 2018.*

## ALUMNAE PANHELLENICS: IMPROVING OPERATIONS + THE EXPERIENCE

The NPC Panhellenics team devoted significant time and effort to adding new materials and bringing others up to date to help Alumnae Panhellenics operate more effectively.

### Manual of Information

When NPC published the 23rd edition of the NPC Manual of Information in January 2018, it included an overhaul to the Alumnae Panhellenic Organization section by the Panhellenics team.

"The goal of updating what's in the Manual of Information for Alumnae Panhellenics was to provide better overall guidance on NPC policies and procedures," said Elizabeth Becker, Panhellenic support specialist. "We then made sure the tools and templates they need for everyday operations can be easily found on the NPC website."

### Sorority Recruitment Information Events

Many Alumnae Panhellenics host Sorority Recruitment Information Events for local high school students who may be interested in joining a sorority. These events give students and their caregivers an opportunity to meet with sorority alumnae, ask questions about the recruitment process and learn about the benefits of sorority membership.

With the introduction of the refreshed NPC brand and the continual changes to College Panhellenic recruitment, Becker led the effort to update the materials Alumnae Panhellenics can use when hosting these events in their communities.

The Sorority Recruitment Information Events materials on the NPC website include a refreshed event guide, slide deck, vocabulary worksheet and student information form.

NPC also updated the Recruitment Information Events best practice for Alumnae Panhellenics (published in the NPC Manual of Information) to reflect the guidance in the event guide.

### New Policy and Revised Best Practices for Alumnae Scholarship Programs

In 2017-18, NPC added the Scholarship Requirements policy prohibiting Alumnae Panhellenics from asking scholarship applicants for personal/family financial information. Most Alumnae Panhellenics do not have the tools or resources to sufficiently protect private personal information included in tax returns or other financial documents.

Related to the new policy, NPC also added the Need-Based Scholarships best practice to address how Alumnae Panhellenics can assess financial need.

NPC also added the Scholarship Awards best practice to offer guidance on the disbursement of scholarship funds and the Scholarship Awards Attendance best practice to recommend Alumnae Panhellenics scholarship award criteria do not include attendance at an Alumnae Panhellenic function.

The new policy and best practices were published in a mid-year edition of the 2018 NPC Manual of Information. ✨



College Panhellenics were scored on seven criteria of value to all campuses. The 20 **College Panhellenic Excellence Award** recipients met all seven criteria. The 22 **College Panhellenic Achievement Award** recipients met five or six criteria.



The Atlanta Alumnae Panhellenic Association received the **Harriet Macht Outstanding Alumnae Panhellenic Award**. The award, established in 1993 by Delta Phi Epsilon in honor of former NPC Chairman Harriet Macht, recognized excellence in communication, programming, scholarship and service for the 2015-17 biennium.



NPC also recognized 39 Alumnae Panhellenics with a **Citation of Merit** and 43 Alumnae Panhellenics with the **Programming Excellence Award**.

## PANHELLENIC EXCELLENCE



The **Outstanding Panhellenic Advisor Award** was presented to Jennifer Pierce (Gamma Phi Beta), assistant director for fraternity and sorority life at University of Tennessee-Knoxville. Pierce was recognized for her efforts to support College Panhellenic officers, bring the Panhellenic community together and challenge them to address the issues facing college students today.



Ginny Carroll (Alpha Xi Delta), founder of inGINuity, received the **Interfraternal Partner Award** for her work with NPC volunteer leadership, staff and leaders of NPC member organizations to improve how they work together to advance the sorority experience.



Elizabeth "Betty" Ahlemeyer Quick (Gamma Phi Beta) was presented with the **NPC Distinguished Service Award**, in recognition of more than 30 years of dedicated service to NPC and the fraternal community.



# 2017-18

COLLEGIATE MEMBERS

COLLEGE PANHELLENICS

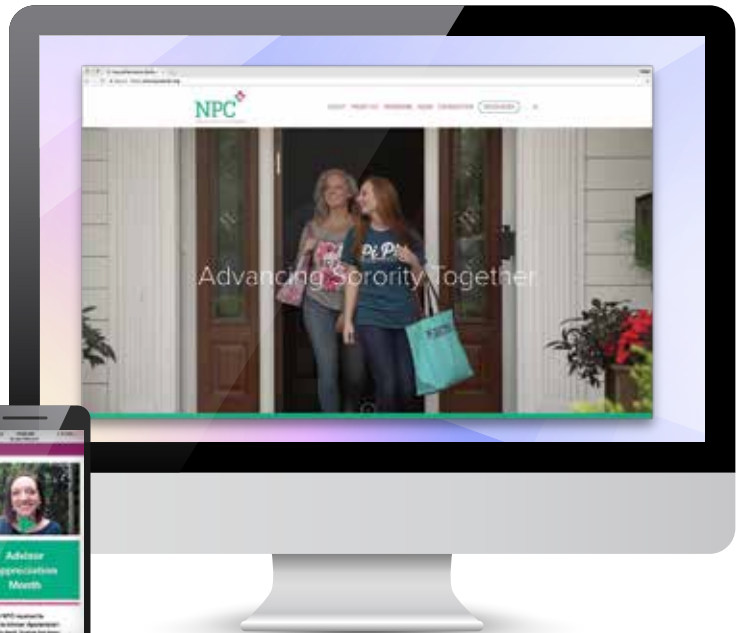
ALUMNAE PANHELLENICS

# BY THE NUMBERS

Statistics as of June 30, 2018, as reported to NPC from NPC member organizations, College Panhellenics and Alumnae Panhellenics. **Not all organizations reporting.**

# SPEAK ON IT

NPC continued to focus on improving communication with internal audiences and other constituents as well as promoting the sorority experience.



## Building Trust Through Internal Communications

For NPC, maintaining a strong internal communications program has been a major focus for a number of years to help maintain a sense of community and build trust. 2017-18 was no different.

NPC used a number of communication tactics, including new monthly board conference calls, in-person meetings and training sessions, email newsletters targeted at specific audiences (e.g., College Panhellenics, Alumnae Panhellenics, NPC family members), website content and social media.

"We want to keep the lines of communication open across NPC," said Loretta Good, director of communication and marketing. "Whether that's by someone reading one of our newsletters to get information or by that individual picking up the phone to call an NPC staff member to ask a question or raise a concern. As much as is possible, we want people to be in-the-know about the beliefs and actions of NPC and to feel they're being heard or their questions answered."

## Extending the Brand: NPC Website

As an extension of the refreshed NPC brand, the NPC website ([npcwomen.org](http://npcwomen.org)) received a major facelift in October 2017. The new website, developed by NPC's technology partner OmegaFi, now has sections to help NPC better tell our story and advocate for and promote the sorority experience.

It also includes a streamlined "resource section" with content segmented by audience: inter/national volunteers and staff, College Panhellenics and Alumnae Panhellenics. In addition, the NPC Manual of Information is available from the website and is no longer password protected.



### Communications Manual and Media Relations Process & Procedures

An NPC strategic priority for 2017-18 was the implementation of the NPC communications plan. That implementation included implementing the Communications Manual as approved by the board of directors earlier in 2017 as well as implementing the media communications plan approved at the 2017 annual meeting.

"Mastering effective communications is a critical organizational function," said Carole Jones, NPC chairman. "Ensuring all of our core constituents are speaking in a clear, unified voice is essential to preserving the sorority experience and protecting NPC's credibility and reputation. Having a communications plan – along with a communications manual to support that plan – helps us do just that."

The Communications Manual, developed in cooperation with NPC's public relations partner VOX Global, includes current NPC messaging, guidelines on how to engage and respond to media inquiries, crisis communications management strategies and internal communications principles.

NPC distributed the Media Relations Process and Procedures section to member organizations in January 2018 and then added it to the Communications Manual. This new section

contains specific guidelines for responding to media inquiries and developing approved statements on behalf of NPC.

"When the media contact NPC, they often need a response in a very short time frame," said Dani Weatherford, executive director, NPC. "And, we want to respond where it makes sense because that gives us an opportunity to advocate for our beliefs and the sorority experience."

"The Media Relations Process and Procedures gives clear guidelines on how and when we should respond to inquiries, about which topics and on how communication should flow back and forth with the member organizations."

Weatherford said the process was used a number of times in 2018. It helped speed response times to the media from NPC and reduce misunderstandings between the NPC office, NPC leadership and NPC member organization leaders.

Katie Gaffin, CEO of Alpha Chi Omega, said, "I appreciate having this process in place as it helps me better understand the request NPC has received, the deadline for responding and any other expectations for my member organization. Though the process is still fairly new, so far it's made the process more efficient without sacrificing my organization's opportunity to give input on a topic or situation." ✨

## WOMEN OF COURAGE AND CONVICTION

**D**uring the 2017 NPC annual meeting, 2015-17 NPC Chairman Donna Crain King (Sigma Kappa) delighted the crowd by debuting the "Women of Courage and Conviction" video. The video includes the name and photo of a distinguished woman from each of the 26 NPC member organizations.

The inspiring message of the video reminds people, as the video open says, "The sorority experience is powerful...alive...and well. And it is with courage and conviction that we build for the future, as those sisters who came before us did in the past."

The video, which was a gift to NPC from Sigma Kappa in honor of King's service as NPC chairman, can be found on the NPC website and YouTube channel. NPC also showed the video at the 2018 College Panhellenic Academy and other events and used it in social media campaigns, including during Women's History Month in March 2018.



# 2017-18 YEAR

Distributed Board Blast emails to new NPC directors as part of their orientation.



NPC and the NPC Foundation extended their partnership with Distinguished Young Women, which provides scholarships and life skills training to young women.



Planned or hosted a number of Panhellenic events, including the 2017 Executive Committee retreat, 2017 RFM Lite, 2017 NPC annual meeting, 2018 College Panhellenic Academy, 2018 Capitol Hill reception, 2018 May board meeting, 2018 RFM specialist training and more.



Approved an adjusted recruitment event format for campuses using the Release Figure Methodology (RFM); the updated formats include a change from three-event preference rounds to two-event preference rounds for campuses with fewer than 20 chapters.



Published five new or updated e-learning modules for College Panhellenic officers.

*Photos left side, clock wise: NPC staff on Character Day 2017, NPC member organization executive directors at the 2017 annual meeting, RFM specialist training in May 2018, College Panhellenic Academy in January 2018*

*Photos right side, clockwise: Installation of 2017-19 Executive Committee, NPC leadership visit to Florida Atlantic University, NPC Chairman Carole Jones and NPC Director Jamie Jones Miller (Alpha Sigma Tau) whose member organization gifted the necklace Jones is holding to NPC in 1983, NPC member organization inter/national presidents at the 2017 annual meeting*

Hosted more than 525 attendees in Denver at the 2017 NPC annual meeting, which included the installation of the 2017-19 NPC Chairman Carole Jones and the 2017-19 Executive Committee.



Completed marketing campaigns for #TheRedZone, National Campus Safety Awareness Month, Character Day, Month of the Scholar, International Badge Day, Women's History Month, 50/50 Day, National Women's Health Week and Partner Appreciation Month.

Signed an agreement with the North-American Interfraternity Conference (NIC) and NIC Foundation to develop a joint ChapterSpot database to improve data collection and communication with key constituents.



Facilitated eight Consulting Team Visits to help College Panhellenics build Panhellenic spirit and improve Panhellenic operations.

**IN REVIEW**



3901 W. 86th Street, Suite 398  
Indianapolis, IN 46268  
317-872-3185 | [NPCwomen.org](http://NPCwomen.org)

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