



2019-22 NPC Strategic Plan

Approved 2.20.19

The National Panhellenic Conference (NPC) is an organization composed of 26 inter/national sororities. Each member organization is an autonomous social organization, consisting of women who are college and university undergraduates and alumnae.

Our Purpose

The purpose of the National Panhellenic Conference is to promote and advance the common interest of women's-only sororities. The Conference achieves this through interfraternal cooperation and strong partnership with college and university representatives to support high academic and social standards for women. (paraphrased from the NPC Articles of Incorporation 2019)

Our Mission

The National Panhellenic Conference is the premier advocacy and support organization for the advancement of the sorority experience. (adopted 2011)

Our Vision

National Panhellenic Conference – Advancing the Sorority Experience Together. (adopted 2011)

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. (adopted 2011)

With the NPC purpose, mission and vision as cornerstones, the NPC Strategic Planning Committee has identified the following strategic priorities for 2019-22:

- **Champion** the sorority experience.
- **Cultivate** strategic growth of Panhellenic communities.
- **Leverage** the collective strength of our member organizations.



PRIORITY: Champion the sorority experience

STRATEGIES:

- Promote and protect the women’s-only sorority experience.
- Optimize an all-encompassing advocacy plan that preserves the value of sorority.
- Develop a dynamic and integrated marketing and communications plan advocating for the sorority experience.
- Actively engage members of the Conference to assist in protecting the rights of single-sex organizations.
- Create and leverage partnerships to improve fraternity and sorority relevance and brand.

PRIORITY: Cultivate strategic growth of Panhellenic communities

STRATEGIES:

- Provide opportunities to engage potential new members in the sorority experience.
- Assess and implement alternative membership models, recruitment models and growth opportunities for member organizations.
- Develop and support Panhellenic efforts to increase outreach to prospective members, with focus on encouraging diversity in concert with changing demographics.
- Enhance College and Alumnae Panhellenic programming and initiatives that create transformational experiences.

PRIORITY: Leverage the collective strength of our member organizations

STRATEGIES:

- Foster collaboration and sharing of best practices among member organizations.
- Grow relationships with interfraternal partners and external stakeholders.
- Serve as a conduit for stakeholders in an effort to build collaboration and grow sorority membership.
- Invest in staff and volunteer talent development.
- Share information and data (examining questions and topics of interest) to better support Conference member organizations and their strategic goals.