



# 2019-22 NPC Strategic Plan

*Updated fall 2020*

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 Board of Directors has identified the following strategic priorities for 2019-22:

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





**PRIORITY: Cultivate strategic growth of Panhellenic communities.**

**STRATEGIES:**

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

**PRIORITY: Champion the sorority experience.**

**STRATEGIES:**

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

**PRIORITY: Leverage the collective strength of our member organizations.**

**STRATEGIES:**

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