



Best Practices for Creating Panhellenic-Wide Statements

As the largest women's organizations on most campuses, College Panhellenic Association membership includes some of the most committed and active members of the campus community.

NPC endorses the positive contributions that women's-only sororities make to campus life and student development at institutions of higher education. We are committed to supporting and nurturing healthy College Panhellenic communities that highlight the diverse and inclusive values of the women's-only sorority experience.

If a College Panhellenic or individual officers are considering a Panhellenic-wide statement on behalf of the College Panhellenic executive board, council or association **the College Panhellenic should be in communication with the NPC office and its communication partner, VOX Global.** The NPC office and VOX Global can assist the College Panhellenic with creating a message tailored to the College Panhellenic's needs while ensuring each chapter follows its organization's policies for approving media statements. Panhellenic-statements must not infringe on the rights of each sorority or the rights of individuals. The NPC office will work with the College Panhellenic to ensure any statement will not open the Panhellenic to concerns of libel, slander, or potential lawsuits that could jeopardize individuals, the College Panhellenic Association, the campus or the organizations represented on the campus.

A Panhellenic statement may be an opportunity to create and define intentional efforts in committing to the positive aspects of the sorority experience for all women. Statements may range from language that is posted on the Panhellenic website or social media to targeted communication to media outlets.

The following concerns may be reasons the College Panhellenic Council may be asked to speak on behalf of the Panhellenic community:

- College Panhellenic Council actions.
- Sorority-campus relations.
- Campus-based social media incidents.
- College/University policies.
- Inclusion and diversity concerns.
- Natural disasters on campus.
- Culture of alcohol and substance abuse.
- Death of a Panhellenic member.
- Campus shooting or mass shootings.
- Campus sexual assault.
- College/University policies.

This document sets a framework for the College Panhellenic Association to use in conjunction with the NPC office for crafting a statement.

The NPC office phone number is 317-872-3185.



The A.R.C. Method

Every situation has a specific arc, as does the news coverage and social media conversations that result from it. The A.R.C. (Assess, Resolve, Control) methodology provides tools to manage and mitigate the impact a situation may have on the College Panhellenic. The A.R.C. method is a blueprint to help the College Panhellenic swiftly understand, react, control and contain a concern while ensuring the association maintains open, transparent channels of communication with its key stakeholders.

Assess

Mobilize the right team

Above all, it is critical to assemble the appropriate response team to maintain open channels of communication. When working with the NPC office, this core response team will include the College Panhellenic president, the primary Panhellenic advisor, the NPC Panhellenic support specialist and the NPC chief executive officer. Depending on the concern, other partners and entities may be engaged in the conversation, such as an attorney or insurance representative.

Gather the facts

The initial information-gathering process is often the most challenging aspect of creating a response. This step is critical as it will determine the course of how to respond and resolve a concern. Facts need to be gathered before a statement is created and released. These facts may determine if the College Panhellenic is the appropriate entity to respond, or if a response should be made by another entity such as the institution, a specific chapter, the member organization headquarters, or an individual.

Maintain open lines of communication

Throughout this process, open lines of communication must be maintained with the NPC office, campus administrators, local chapters and member organizations.

Resolve

Develop key messages

In working with the NPC office and VOX Global, your Panhellenic community will be able to address the key concerns while also addressing the action steps the community intends on taking to resolve any further tension. Examples include identifying the key audience(s) and deciding the tone of the statement.

Create a short- and long-term strategy

These action items identified and completed will help identify the appropriate strategy and engage all stakeholders transparently along the entire journey. The strategy will include the best way(s) to share the message (e.g., on the website, social media, via email, etc.). The final message should be approved by the chapters and member organizations.

Control

Monitor and modify message

The College Panhellenic should evaluate and critique a response strategy and the outcomes it achieved. The final phase of response is to involve members of the community and other stakeholders to follow through on the action items outlined in the statement.