



**Advanced Panhellenic Minutes**  
**Saturday, February 19<sup>th</sup>, 2011**  
**9:00AM ASUC Senate Chambers**

ΑΧΩ | ΑΔΠ | ΑΟΠ | ΑΦ | ΧΩ | ΔΔΔ | ΔΓ | ΓΦΒ | ΚΑΘ | ΚΚΓ | ΠΒΦ | ΣΚ

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**Panhellenic Execs absent:** Kelly Suckow, Katie Blawie, Alana Geidratis

**Chapter executives absent:** Alpha Chi Omega – Risk Manager, Alpha Omicron Pi – Risk Manager, Alpha Phi – Vice President Membership, Sigma Kappa – Social Chair

Ice Breaker

National Panhellenic Conference (NPC)

- History:
  - 1902: National Rules and Standards set (“Unanimous agreements”)
    - First Interfraternal Organization on college campuses
    - Largest women’s organization in the world!
  - Conference not a congress!
  - Vision & Mission Statement

What are we? Values of our community = Words.

- Unity, Friends, Community, Service, Sisterhood, Organization, Leadership, Home , Communication, FUN
- Top 5:
  - **Unity!**
  - **Philanthropic Service**
    - Discussion: Service v. Philanthropy
  - **Leadership**
    - Discussion: Communication?
      - Secondary goal.
  - **Community**
    - Community v. Home
  - **Friendship**
    - Friendship v. Sisterhood
- Questions to contemplate?
  - What does your current Panhellenic Community *do* to reflect these values? And what *could* they do?
    - Greek Week
      - Issue for Greek Week – a competition between the Chapters
    - Warrior’s Game/Giant’s Night

- *Chapters later to give input and ask how they think we can increase unity.*

### What our PHC Exec does - Levels of understanding

- Panhellenic Director of Programming
  - Need more active publication of Greek wide events
  - Strategies on low attendance – combat with more events with IFC
  - General Thoughts on this position:
    - “What can we do about members that are apathetic and don’t want to attend events?”
  - Organizing events around the chapters’ schedules
  - Getting things cheaper – because events cost a lot of money
    - *Greek Week - Overprogramming?*
      - Taking people’s schedules more into account
      - Taking the date into account:
        - Right after recruitment, burnt out
        - Reconsidering changing to Spring?
      - Reasons for Homecoming:
        - Seeing the Greek Community out and about when everyone is out and about
- Chapter President
  - Manage the chapter and exec board
  - Maintain unity
  - Problem: don’t knowing who all the Presidents are from all the chapters
    - *PHC Action: Making a President’s Page on the Website*
    - President’s stand up and introduction
      - Thank yous!
  - Utilize each other because it’s not always fun to be president!
  - Advice: Communicate and Delegate
- Head Recruitment Counselor
  - Keep Recruitment positive
  - Passionate RCs
  - Educate everyone!
  - Working with New-Mem Eds to help girls in the transition between Recruitment and Membership
    - *Collaboration between Chapters – for their different needs*
- PHC Risk
  - Help us plan safe events
  - Reaching out
  - Ensure that rules are made and known
  - Make the rules more accessible
  - Fairness to all chapters
  - Provides feedback to chapter officers
  - Communicate WHY each rule is in place – reasoning behind
    - Like that PHC Risk is on their level – a peer
  - *Chapters are responsible for FEEDBACK to Katie*
    - Appreciate Katie keeping everyone informed! Easy to be overwhelmed.
  - Chapters Risk Managers unclear on what requirements they have to uphold
    - Some clarity on this issue!

- Sending out blanket email to all Risk Managers on general rules and requirements!
- Director of Communications
  - Find a way to get your newsletter to become better circulated
  - Update the website
  - Interface for the website seeming outdated – update the website?
    - President column on the website.
  - Panhellenic Facebook Page! Link all chapters together.
    - Keep printing newsletters
- Panhellenic President
  - Thanks for meeting with individual chapter presidents at the beginning of our term – appreciate the transparency
  - More chapter representation on the exec board – different chapters?
    - 2 execs per chapter rule
    - Chapters responsibility to get their members to apply for Panhellenic positions – difficulty with this in the past.
  - Presidents – would like to be CCed for emails of Delegates – in order for Presidents to keep Delegates accountable
- Panhellenic Delegates
  - Having a more active role in our Panhellenic Community
  - Delegates need to relay information!
  - Accountability
  - We need response! Please utilize your delegate as a resource!
    - Don't be afraid to contact your delegate to get to Exec
    - Encourage delegates to drop by 102 Sproul to check their boxes.
  - *They are the ones going down for your chapter in Panhellenc – should know what your chapter wants and want to communicate it!*
  - Catch delegates up with all of this information at next meeting!
  - Face to face interaction! Delegates *and* PHC Execs *and* chapters
- EVP
  - Trying to fix the negative stigma
  - Making a Judicial Handbook – application for JCOMM
  - Acting as your resource
- VP Membership
  - Important to keep encouraging recruitment as a positive thing for each house – you're helping PNMS making the right choice (More duty of the Head Recruitment Counselor)
  - Not an aggressive competition between houses – helping
- Finance Officer
  - Open Budget
  - Transparency
  - Comments:
    - Recruitment budget:
      - Programming
      - Training the RCs
      - Money for food for PNMs
      - Renting rooms
  - Sarah will go over everything with you! Feel free to contact her.

- Booklet – recording correct amounts of dues for Recruitment
- VP Philanthropy
  - Encourage interaction in other chapters philanthropies
  - Maintain the **calendar of philanthropies on the website**
  - Create an incentive system to get chapters to attend other chapters philanthropies
  - Problems with Greek Participation
    - The ways in which we invite non-Greeks to interact with us
  - Show the passion we had for Jog for Jill for all of our Philanthropies!
  - “Finding the fire”
  - **Focusing on the service! Not just the money!**

#### Advancing and Regressing continuum activity

- Was this activity helpful – general no.
- **We want more discussion time.**
  - **We (PHC) want you guys to know and you (The leaders) want to know!**

#### Lunch and Lunch Activity

- NPC – Messaging and Positioning Platform
- Doing this for our Cal Panhellenic Community – Values.
  - Who are we? – In depth.
  - Positioning Pitch – Catchy and Quick.
  - Value Messages
  - Anchor Messages – Facts to back them up.
  - Proof Points:
  - Three take-a-ways
  - Elevator Pitch
- **Discussion over lunch: Possibility – developing roundtables between two chapters and their leaders and Panhellenic**
  - **To discuss and compare between chapters, and to see how Panhellenic can talk to them specifically – could be very effective**

#### SWOT

- Community Strengths
  - Strong sisterhood within individual chapters
  - Higher GPA than all women at Cal
  - Growing recruitment numbers
  - High leadership involvement on campus
    - Representation across campus
  - Dedicated to philanthropic endeavors
  - Breaking stereotypes as empowered, educated women
  - Well-rounded
- Community Weaknesses
  - Harmful competition between chapters
  - Gossip
  - Communication
  - Lack of Participation

- Over-programming
- Not dedicated to Berkeley as a community
- Opportunities (External factors that help us)
  - Diversity of membership – allowing for new opportunities across Cal’s campus
  - Big community – ability to use each other as resources
  - Networking within the whole community!
  - Round tables – using them to learn about other chapters
    - Possibility for more roundtables between more officer positions
  - Scholarships – within chapters and Panhellenic overall
  - Education
- Threats (External factors that hurt us)
  - Stereotypes
  - College ACB
  - Non-Greek neighbors and Berkeley residents
  - Budget cuts
  - City/Media representation
  - Internal competition (We are stronger unified!)
- What can we do to eliminate our weaknesses?
  - Starting with the leaders
  - Using communication as our advantage
  - Initiative to reach out to campus
  - Participation and over-programming go hand in hand
    - Root of the problem: Chapters don’t know each other
    - Finding a way to get your individual chapter members to know each other
    - Standing up for each other – the greater community as friends

### Public Relations

- What publics we work with?
  - Fraternities
  - Freshmen
  - Police and Fire, the city of Berkeley
  - Student Government
  - Nationals, Advisors
  - College ACB
- College ACB
  - Problems: Everyone from frat boys to women of our community
  - Our job as leaders that our women are not going on it, not writing on it
  - Parents are seeing it, PNMs are seeing it = problem
- Solutions:
  - Holding each other in the highest respect, standing up for one another
  - Using our Facebook page as a forum between chapters for Positive things
    - Ex: “AAA thanks TTT for doing this...” “Congrats to TTT for your successful philanthropy...”
  - Holding each other to the highest standard!
  - Talking about solutions at the chapter level.
    - Educating our own members.

- **\*\* Education requirement about cyber bullying**
  - A conversation that needs to include IFC
    - **Talk to IFC about sharing an education requirement**
    - *"We have pull with the men"*
- Identifying media outlets that we support (see below)
- **Good media outlets:**
  - Chapter Facebook page
  - **Making a Panhellenic Facebook page**
  - Making your own Facebook page reflect this – your personal one!
  - Using the Daily Cal to our advantage – a resource for the entire campus
    - Photo Ops!
    - Trying to walk the tightrope, tell the Daily Cal when Panhellenic is about to do a big event (Real News)
  - Caliber magazine
    - Positive but not condoned – not approved (Please be careful about who you disclose things to!)
  - The Newsletter!
  - The Website
  - Relationships with faculty.
  - **Chapter Philanthropy Blogs – linking to members' Blogs (ie: Abroad)**
    - **Ongoing page of all the positive stuff you are doing**
  - **Chapter presentations on guidelines for PR**
    - Facebook: Head of Standards having a "Founder FB Page" – "liking" a post/picture means you need to take it down within 48 hours
  - Visibility:
    - Cal Day & Move in Day
    - Image
  - *How do we combat apathy?*
- Publics – how do we get non-Greeks engaged?
- How to break stereotypes – is there anything we can do?
  - Individually work to break the stereotypes
  - When wearing letters, present yourself in a positive way
    - Look friendly
    - Don't be late to class wearing letters
    - Look presentable
  - **Remember the Panhellenic Creed** and live up to those values
    - Maybe read these at chapter meetings, at PHC exec meetings
  - How do you encourage women to model these high standards in the community?
    - Scholarship dinner
    - Lead by examples – wear letters to class, be a positive and visible role in class or in the community
    - Interact with non-Greeks
- **Build Better Relations with the Public**

- Freshman
  - Establish going out etiquette
- City Officials
  - Education on how effectively communicate with people in authority in risky situation
  - Be sober if you are a sober contact
  - Positive attitude; be open minded
  - Go out to the community instead of asking them to go to you
- Non-Greeks
  - Getting name out there
- Advisors
  - Establish positive relationships so they can advocate for us – work with us, for us
- Neighbors
  - *Personal* invitations

### Building Relationships With Executive Committee

- **Goal of transparency**
  - Giving financial updates
  - Visiting each chapter
  - Individual roundtables
- **Officers:**
  - EVP- Head of Judicial
    - Making it a legitimate position
  - Finance Officer –
    - Working on Recruitment booklet
    - Goal of being transparent with budget
  - Director of Programming -
    - Warriors night, Greek Week, Greek Carnival
      - (hope to be finalized early to foster team closeness),
    - Works with all Calgreek Councils - IFC, PHC, NPHC, MCGC
  - President- Unified vision of what we want Panhellenic to look like
    - Focus on mutual respect
    - Liaison between chapters and University
    - Going through Extension right now-
      - 5 applications, 3 chosen and going to delegates for a vote next week
    - Goal: to increase communication with IFC
  - Head Recruitment Counselor
    - Had first roundtable last week
    - Wants to instill importance of leadership and community building in Recruitment process

### Points of discussion:

- **Greek Week-**
  - PHC needs suggestions and ideas for events – Please email Jen
    - How can we make it better? Have more participation?
  - Should we host more study nights?
    - Not a good study environment

- People won't attend without point incentive
  - Have free study snacks
  - Chapter with most attendance could be recognized
- Leadership opportunities for Officers:
  - Get together as Calgreeks council
  - Need philanthropy hours? Jilia will inform chapters about opportunities
- AFLV conference
  - Held every April
  - Meet with schools all over west coast
  - Involves leadership speakers; talking to other chapters about how they operate
- Look into making Fall Formal Recruitment less stressful
  - Aja wants to make sure RCs establish strong relationships with PNMs
  - Split up days so its less intense? (Not possible for Fall)
  - How does ICS Work?
    - VPMS learn at roundtable
    - Confusion over when lists are due - Worries that there is not enough time
    - Projected quota given to Chapters at Tuesday meeting *prior* to Recruitment
    - Chapter Total: recalculated after Fall Formal Recruitment based on Chapter average
  - Please work on using politically correct terms!
    - Women not girls, Chapters not houses, New Members not pledges
- Risk management
  - 10% of live-ins must go to workshop(s)
  - Should pair up to attend different workshops, allowing 2-3 members to see each workshop
  - **Need clear guidelines- Katie will email them out in a timely matter**
- Maria wants to know what is going well from Chapter presidents; would like to be invited to events, or told about how successful they are after they occur
- **Overall theme and goal of TRANSPARENCY!**

Meeting adjourned.

Minutes submitted by Director of Communications, Tiffany Kirkland.