



WARD-BOPP TO DEPART NIC FOR NATIONAL LEADERSHIP POSITION, NIC ANNOUNCES STAFF POSITION FOCUSED ON MEMBER SERVICE

After three years overseeing member relations for the North-American Interfraternity Conference (NIC), Meghan Ward-Bopp will depart May 15, 2010. A national search has begun to fill a new position focused on providing service to the NIC's 73 member fraternities.

"Meghan has been very effective in visualizing the NIC's need for greater participation in social and electronic media," said Pete Smithhisler, CEO and president of the NIC. "On behalf of the NIC Board of Directors and staff, we wish her the best as she begins this next stage of her career. We thank her for her commitment to the Conference and everything that she has done to leave a legacy within the NIC and the fraternity movement," he said.

During her tenure with the NIC, Ward-Bopp researched the most effective vehicles for member fraternities to use in reaching their members and prospective members. In addition to print and event outreach to members, she worked with Indianapolis-based Mediasauce to create a new NIC web site incorporating two microsites that leverage multiple social media.

A detailed description of the new NIC position is available at www.nicindy.org/blog/MemberServices/. Overall, the Director of Member Services will concentrate on enhancing the environment in which fraternities operate by guiding internal relations initiatives for the NIC. In this role, the director will

- manage all web site, digital and social media outreach to further develop and extend the reach and brand of the NIC;
- plan and implement all content and logistics of the NIC Annual Meeting, including scheduling speakers, securing sponsors, agenda planning and facilitation, program/material design and creation, and leadership of all on-site multiple meeting implementation;
- manage the ongoing development of the NIC's Interfraternity and Online Directory;
- oversee the ongoing expansion of the NIC's Associate Member Program; and
- facilitate a number of educational programs, such as UIFI (Undergraduate Interfraternity Institute), Futures Quest, IMPACT, and other targeted offerings.