



## **NIC INCREASES ITS VALUE TO MEMBERS THROUGH INNOVATIVE NEW WEBSITE**

INDIANAPOLIS (9/1/09) – The North-American Interfraternity Conference (NIC) has refocused the design and content of its website, [www.nicindy.org](http://www.nicindy.org), to increase its value as an educational and consulting tool. The new platform will allow the NIC's 73 member fraternities to more quickly and effectively access materials for leadership training, online conferences, NIC programs, and industry news using blogs, forums and members-only features.

“One goal of the redesigned site is to engage and inform our members in ways that are purposeful and relevant to them,” said NIC President and CEO Peter D. Smithhisler. “The online world is always changing, as is content, the distribution methods of content, and the needs and wants of today's college students. To continue to effectively engage our members, and to aid them in engaging their members, our content, and especially the vehicles we use to drive it, must be current and relevant.”

Designed by Indianapolis-based Mediasauce, the new site reaches out primarily to the headquarters staff of the NIC-member fraternities, to Greek advisors at the more than 850 colleges and universities with fraternity chapters, and to the student leaders of the NIC-member fraternities.

The site's functionality for fraternity men will include forums, news feeds, resource files and links sharing, materials traditionally provided by the NIC, and RSS Greek news. For university professionals, the functionality will include a directory of contact information, special resources file and links sharing, as well as RSS Greek news.

The overall concept is to bring together many elements and resources to maintain [www.nicindy.org](http://www.nicindy.org) as the leading resource for fraternity information -- accomplishing that through continually updated content, strong and consistent messaging, and imagery and visual tone designed to maximize audience engagement and search engine optimization.

Intended to serve as the organization's primary web site, [www.nicindy.org](http://www.nicindy.org) will go live in September, 2009, and will serve as the gateway to the NIC's two new microsites:

- [www.fraternityinfo.com](http://www.fraternityinfo.com), designed to reach the high school senior who is bound for college and interested in learning why joining a fraternity could be one of the best choices he makes at school. The website also provides information for parents, student leaders of fraternity chapters, as well as members of fraternity chapters, with the goal of dispelling stereotypes and being a source of credible, current information to help develop the next generation of fraternity members and leaders; and
- [www.nicstandards.com](http://www.nicstandards.com), with the goal of increasing compliance with the NIC Standards. Created by the member fraternities of the NIC, the Standards were designed to compel fraternities to be who they say they are. They call upon fraternity and campus leaders to create positive changes to today's fraternity, asking each member to live to the highest standards of fraternity membership. This microsite will educate student members of NIC-member fraternities about the Standards through a vehicle more relevant, entertaining and effective in reaching today's college men.