



## **NIC LAUNCHES STANDARDS IMPLEMENTATION CAMPAIGN VIA MICRO WEBSITE**

INDIANAPOLIS (7/24/09) – To increase the value of membership for its 73 member fraternities, as well as its multiple college and university and fraternity and sorority constituents, the North-American Interfraternity Conference (NIC) launched [www.nicstandards.com](http://www.nicstandards.com), a microsite to assist all in implementing the NIC Standards in an engaging and efficient manner.

“One goal of this microsite is to increase compliance with the NIC Standards, and another is to achieve a more integrated adoption by the 73 member fraternities at their inter/national headquarters level,” said NIC President and CEO Peter D. Smithhisler. “This site provides members with an easier way to educate their own members about the Standards, as well as have a more relevant, entertaining and effective vehicle to accomplish that with today’s college men. The campaign also allows Greek advisors – both local alumni who work with chapters, as well as staff from inter/national headquarters – to promote the Standards to staff at the 800 colleges and universities with fraternity chapters.”

The NIC Standards were created to elevate the fraternity experience through partnership between fraternities and campus communities. 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.

The Standards encourage the 21st century fraternity community to be built upon the solid values of each individual fraternity and to be a beacon of leadership within the campus educational environment. The Standards embrace the common principles shared by all NIC-member fraternities – academic success, service and philanthropy within the local community, leadership development, and social skill development.

The microsite was created with fraternity staff members, fraternity chapter members, student life staff at colleges and universities, and leaders of campus interfraternity councils as the target audience. “The goal is to create a destination that will provide the Standards in a language all can understand,” Smithhisler said. “The NIC membership already has agreed that the Standards outline how we, as a fraternal community, will do business moving forward. This site was created to provide an engaging way to educate our ever-growing and changing membership, so the Standards always are in front of us as a guide – from the newest member, to the chapter president, to executive director of every member fraternity.”

The microsite, which includes information about the Standards, a Standards checklist, Standards updates, resources page, and a link to the NIC, is live at [www.nicstandards.com](http://www.nicstandards.com). It will be part of the newly updated NIC web site, [www.nicindy.org](http://www.nicindy.org), when it goes live in fall, 2009.