

NIC 1.0 versus 2.0 Comparison

Priority	Service	NIC 1.0	NIC 2.0
Campus Ground Game	Robust regional staff for IFC support including; crisis communication and coordinated engagement for community issues like standards, campus policies and deferred recruitment		
	Strong local alumni IFC advisory teams accountable to the NIC		
	Remote IFC support including; consultations, document review, and best practice resources		
	Community planning through IFC accreditation and recurrent opportunities like IMPACT and Fraternity & Sorority Coalition Project		
	Community growth strategy through a referral pipeline for IFCs, council-wide CRM recruitment tool, customized marketing plan		
	NIC Standards compliance for IFCs and member organizations including direct coordination of opportunities for member organizations to expand to campuses		
Communication and Public Relations	Advancing the brand of fraternity through targeted and consistent messaging, marketing for growth, disputing stereotypes, and multi-channel outreach		
	Defending the brand of fraternity by reframing the narrative, media monitoring, and industry-wide response protocol		
Advocacy	Issue monitoring, rapid response, and coordination within legal and governmental advocacy		
	Synergistic partnerships with higher education		
Data-Driven Engagement	Advanced relationship management technology to actively track and engage individual members in the work of the NIC		
	Platforms to internally and externally display campus and member fraternity's performance in relation to NIC standards		
	Industry-wide data warehouse that enables informed decision-making		
Education	Training/credentialing of campus fraternity/sorority advisors, IFC officers, alumni IFC advisors		
	Interfraternal leadership development through programs like UIFI and Futures Quest		
	Industry-wide educational programming on hazing, alcohol abuse, and sexual violence for member fraternities		
	Sharing of best practices within the fraternal community		

Symbol Key	
	Focus Campus-Specific Service Provided*
	Full Capacity to Provide Service
	Above Average Capacity to Provide Service
	Average Capacity to Provide Service
	Below Average Capacity to Provide Service
	Service Not Provided

*Based on recommendations by the CEO, the Council will select Focus Campuses. Criteria for selecting Focus Campuses will be the size of the fraternal community, the number of member fraternities represented, and the number of privately-owned chapter houses.

