



NORTH AMERICAN  
**INTERFRATERNITY**  
CONFERENCE

# IFC Summer Prep

VPs of Campus Support:  
**Todd Sullivan** (Region 1)  
**Russell Best** (Region 2)  
**Dan Fail** (Region 3)



# Agenda

1. NIC and Role of the IFC
2. Research for PR & Recruitment (Toolkit)
  - Summer Growth System (Phired Up)
3. IFC SOP Alignment
4. Health, Safety & Wellness Resources
  - Alcohol & Drug Guidelines, Lounge, MANUAL
5. Campus Support Dues & Insurance
  - IFC Resources
6. Summer Prep Recipe



# NIC Overview

- North American Interfraternity Conference (NIC)
- Serves as a trade association for men's inter/national fraternities
- Represents 50+ men's inter/national fraternities with over 6,000 chapters on 600 campuses
- Member fraternities = NIC
- Focused on supporting the fraternity experience
- Advocacy. Education. Standards. Insights.



# Role of the IFC



**Advocacy:** Works on behalf of and for the betterment of all member fraternities



**Marketing:** Promotes the value of the fraternity experience and creates interest in joining a fraternity



**Collaboration:** A place to solve problems together and move community forward together



**Education:** Coordinates educational experiences related to health and safety, community expectations, and topics relevant to the fraternity and student experience



**Accountability:** Establishes a fair, peer-led process to hold members accountable to a code of conduct that is based on shared values



# Role in Recruitment (IFC SOP)

1. IFC adopts an **open bidding policy** that allows member fraternities to extend bids to interested men at any time.
2. IFC maintains a **new member interest list**.
3. The IFC recruitment officer compiles and distributes **resources for chapter recruitment officers**.
4. IFC executes an **annual marketing plan** for its community.
5. IFC actively partners with admissions, orientation and residence hall staff to **introduce students and their families to fraternity membership**.



# Telling Our Story: Key Research Findings

1. Fraternity Members ***experience stronger mental health and wellness***
2. Fraternities create ***lifelong connection*** to the campus, community, and their peers.
3. Fraternities are an ***accelerator for success***, in college and beyond



# Why Men Join Fraternities

## Top 3 most important reasons for joining:

1. Finding a place to **belong** (community)
2. Professional / alumni **networking** opportunities
3. Making **friends**

## Top 3 concerns about joining:

1. **Cost** to join
2. **Time** commitment
3. Potential for negative impact on my **academics**



# IFC PR / Research Toolkit



## FRATERNITIES MATTER

PR Toolkit for Sharing the Proven Value of Fraternities

*An Initiative of the NIC and FFE Research Committees | Created January 2025*



IFC Research Toolkit



# SOCIAL MEDIA

Social media connects your IFC with more than just prospective members and current members. Posting research findings on various social platforms has the ability to reach parents, institutional stakeholders, alumni and more.

**PLATFORMS:** Instagram, LinkedIn, Facebook, X/Twitter

Fraternity men are

**2x as likely**

to to have a job waiting for them when they graduate.

[CLICK HERE TO GET STARTED](#)



Fraternities create *lifelong connection* to the campus, community and friends.

**Example Caption:**

Fraternities offer space for every member to be themselves. Fraternity members report a greater sense of belonging and feeling of being a valued member of their campus community compared to unaffiliated peers.

Read the proof points: <https://nicfraternity.org/research/>

**TIPS:**

- Use quality photos from a variety of chapters for each platform.
- Tag the chapter and/or individual featured.

Fraternity men are

**3x more likely**

to obtain an internship while in college.





**An “On System”  
Growth System**

# Jayson Davis



Growth Consultant



Davis@phiredup.com



@jayddsp



He/Him





# **The 7 Indicators of a High Performing Growth System**



# Growth System

1. **Growth Technology - Where does recruitment happen?**
2. **Member Training - How do members learn?**
3. **Marketing Strategy - Where do leads come from?**
4. **Interest/Lead Education - How do prospects learn?**
5. **Chapter Coaching - How are recruiters supported?**
6. **Growth Data - How is data driving your decisions?**
7. **Onboarding & Retention - How are new members welcomed?**



# Jayson Davis



Growth Consultant



Davis@phiredup.com



@jayddsp



He/Him



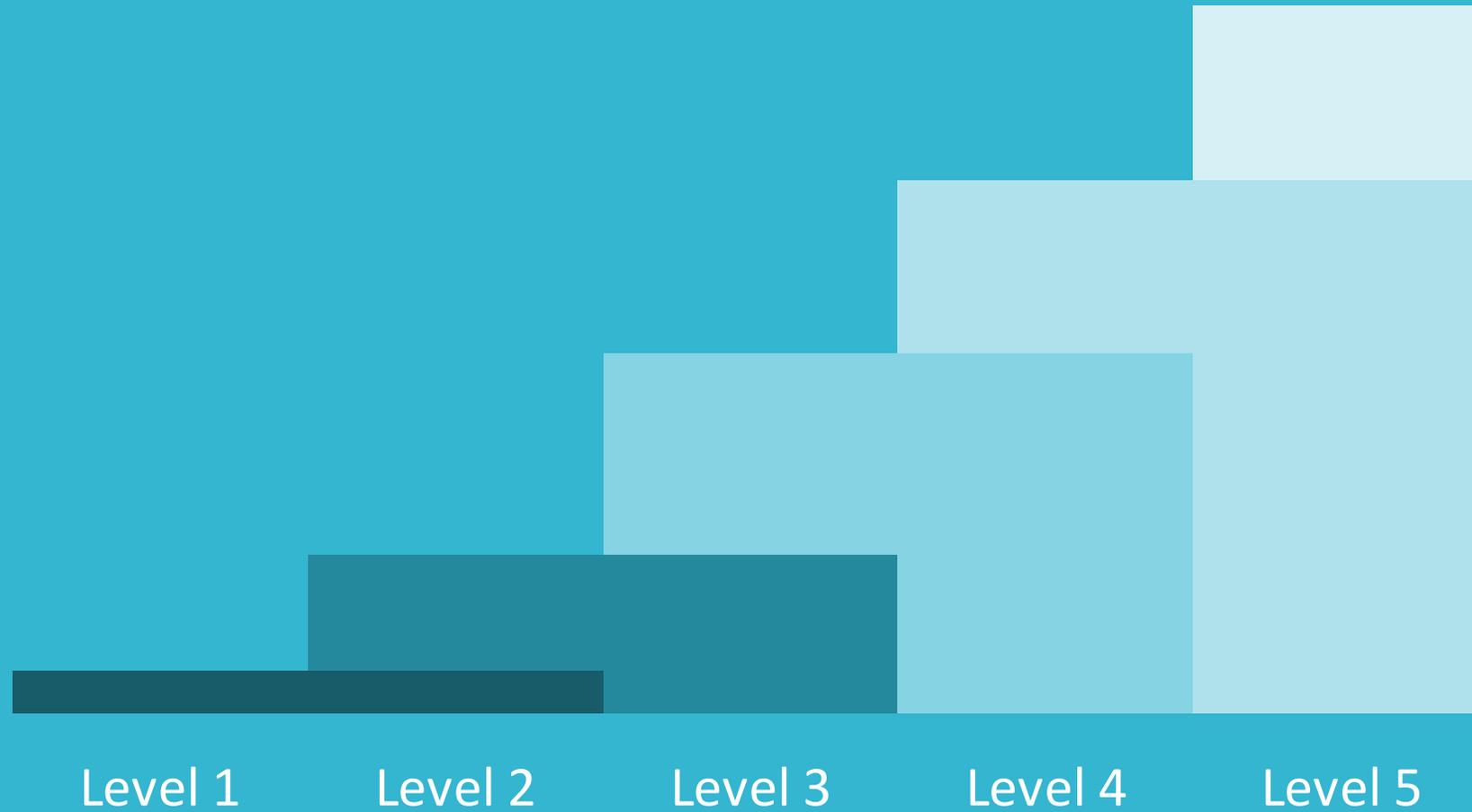
# Level Up: Foundational to Aspirational

## IFC Standard Operating Procedures (SOP)

- Refreshed framework for IFCs to prioritize actionable operations:
  - Academics, Accountability, Administrative, Communications, Finance, Governance, Health and Safety, Leadership, Membership Access, Programming, Recruitment, Reporting
- Baseline of policies and practices for IFCs to operate in accordance with NIC Standards and Positions, endorsed by all NIC member fraternities
- Foundational to aspirational (“do this first before you try to do that next”)



# Level Up: Foundational to Aspirational IFC Standard Operating Procedures (SOP)



# Submit Alignment Report in FS Central



# Submit Alignment Report in FS Central

IFC hosts an annual awards program for its member chapters (potentially in conjunction with campus recognition)

IFC submits awards applications for NIC or regional conference recognition

In Progress

Completed

SAVE



Whether "In progress" or "Completed" remember to click "Save" before leaving this page



# Health, Safety & Wellness Resources

- We care about our members and guests
- IFC will have the policies and programming consistent with the NIC Guidelines on Alcohol & Drugs.
- Enhanced health and safety standards
  - Policy prohibiting alcohol above 15% ABV
  - Cap the # of events each fraternity can have with alcohol
  - Guest-to-member ratio of no more than 3:1 for events with alcohol
    - not to exceed X attendees (set campus standard) or fire code (whichever is lower)



# Health, Safety & Wellness Resources

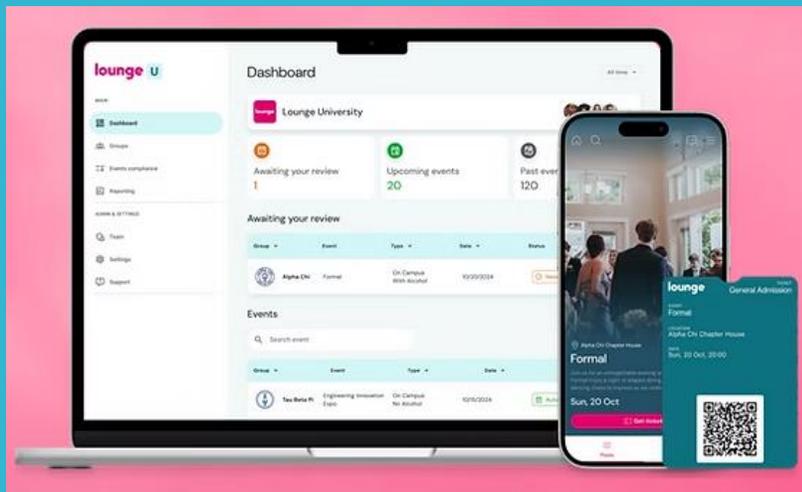
- Reminder: As outlined in the IFC Judicial Code, hazing and sexual assault should be adjudicated through the university conduct processes — not by the IFC.
- Otherwise maintain an IFC Judicial Board and provide health and safety education and training for chapters each term.
- IFC Insurance Program coverage info and more resources from Holmes Murphy.



# Health, Safety & Wellness Resources

## Lounge: manage safer events

Lounge is an app-based platform designed to help chapters, councils, campuses and organizations streamline event planning, organization and risk management.



## MANUAL: men's mental health and wellbeing

MANUAL is a digital personal development platform addressing the unique needs of male students, who often hesitate to seek help.

# MANUAL



# Campus Support Model

- IFC resource library (*check out the next slide*)
- Coaching and support calls with NIC staff
- PR / Crisis communication support
- Subject Matter Expert consultation
- Official IFC logo customized with school colors
- PRIME registration for IFC President
- IFC Academy registration for up to 8 IFC officers + advisor
- Guidance for creation and support of Alumni IFC



# Campus Support: IFC Resources

## IFC Resources

The NIC provides crucial support to IFCs through working with our staff and volunteers as well as our



organization, campus and programming partners, to curate this library of IFC resources. Combined with the support you receive at the campus level and from your inter/national organization, we believe a well-rounded collection of resources ranging from officer manuals to instructional videos can set up IFC leaders for success.

Use the sections below to view resources by category. Click the resource heading to download. If you have questions about any of the resources or need additional assistance, contact us at [campus@nicfraternity.org](mailto:campus@nicfraternity.org).

### IFC General Resources

- IFC Creed
- Model Governing Documents
- Position Statements
- Belonging and Inclusion Resources for IFCs

## Protected: IFC Officer Manuals

Use the sections below to view resources by role. Click the resource heading to download. If you have questions about any of the resources or need additional assistance, contact us at [campus@nicfraternity.org](mailto:campus@nicfraternity.org).

### All Officers

This information supports the work of every officer role, individual leader and council as a whole.

#### IFC All Officers

- Basic functions of IFC
- Retreats, goal setting, transitions

### By Role

These resources provide deep-dives into the responsibilities of each IFC position.

(Reach out to your VP if you need the password)



# Campus Support Packages

- Bundle basic campus support model with additional services and programs
  - IFC Insurance Program still billed separately
- Campus visits, IMPACT or LAUNCH programs, an advisor training or alumni housing summit, and UIFI scholarships
- Discounted services from NIC Alliance Partners
- 10% discount for multi-year package
- *(we're happy to help build custom support packages too)*

BRONZE  
SUPPORT

SILVER  
SUPPORT

GOLD  
SUPPORT

PLATINUM  
SUPPORT



# IFC Insurance Program

- Councils should carry sufficient liability insurance coverage
- IFC Insurance Program includes general liability insurance, commercial crime insurance, and protection for directors and officers
- Most host institutions do not cover IFC
  - However if you're covered by a different entity, you can upload proof of coverage in FS Central and we'll remove that amount from invoice
- No, your chapter's liability insurance does not cover the activities hosted by the IFC you serve



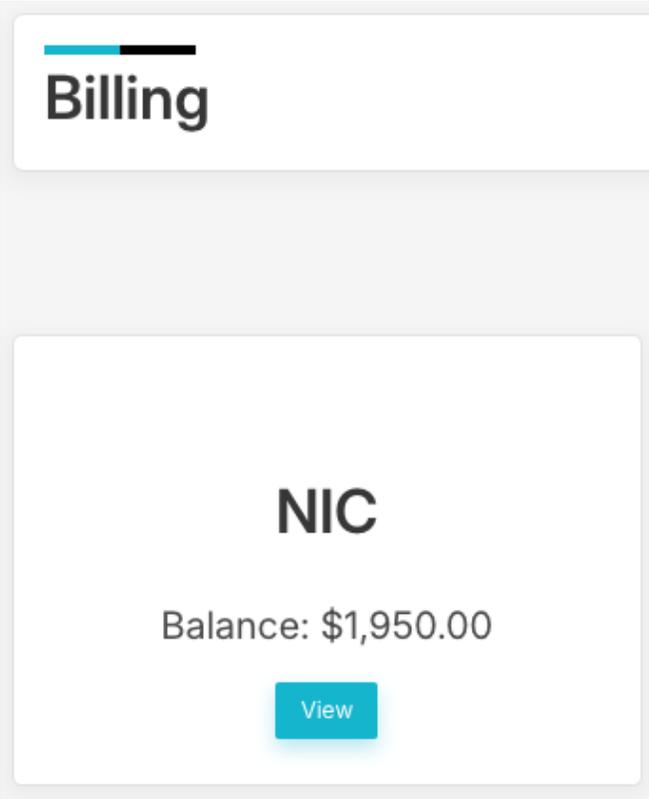
# Budget for Campus Support & Insurance

- Check your balance (both your IFC account & in FS Central)
- Finalize your current term budget
- Look to the fall
  - Rollover, dues for members & anticipated new members
  - Your 2025-2026 Dues & Insurance bill (FS Central)
    - Anticipate your future bill to be similar to last year's bill (slight inflation)
  - Set your programming budget, and determine any NIC Campus Support Packages



# FS Central Billing: Dues & Insurance

- Check your balance
  - Note: will include dues and insurance bundled, based on Tier
  - *(Friendly reminder: SOP alignment calls for NIC member org chapters to be part of a dues-paying IFC)*
  - Side note: Update IFC officers and campus contacts using the "Contacts" icon
  - Side-side note: Be sure to update active chapters under "Chapter Listing" (used for tiered billing)

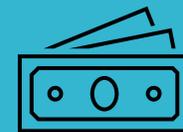


The screenshot displays a user interface for checking a balance. At the top, there is a header with a progress bar and the word "Billing". Below this, a large white box contains the text "NIC" in a bold font, followed by "Balance: \$1,950.00". A blue button labeled "View" is positioned at the bottom of this box.



# Summer Recipe for Success

- ✓ **May:** Submit IFC SOP Alignment report
- ✓ **June:** Launch Research / PR Toolkit, implement Phired Up Summer Growth System
- ✓ **July:** Inventory programs/initiatives for SOP alignment
- ✓ **August:** Roll out health, safety & wellness resources
- ✓ **September:** Pay your bills early for that discount





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Contact your VP of Campus Support:

Region 1 (Northeast & Midwest) [todd.sullivan@nicfraternity.org](mailto:todd.sullivan@nicfraternity.org)

Region 2 (Mid-Atlantic, South & SE) [russell.best@nicfraternity.org](mailto:russell.best@nicfraternity.org)

Region 3 (West) [dan.fail@nicfraternity.org](mailto:dan.fail@nicfraternity.org)

