

## Gamma Iota Sigma Announces Key Hires

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Powell, OH, January 13, 2021 – Gamma Iota Sigma (GIS), the insurance industry’s premier collegiate talent pipeline, today announced two new staff hires: Nikia Jefferson as Vice President of University Relations and Member Services, and Ashley Ganoë as Communications and Events Coordinator.

Jefferson, who previously served as Assistant Director of Fraternity and Sorority Life for Temple University, brings a wealth of experience in higher education, student engagement, and fraternity and sorority life leadership. As VP of University Relations and Member Services for Gamma Iota Sigma, Nikia will manage relationships with university stakeholders, develop member services and enhance chapter operations. She holds a Bachelor of Arts in Public Relations from Penn State University and a Master of Science in Education, specializing in Higher Education Administration, from the University of Pennsylvania.

Ganoë, who previously served as Coordinator of Enrollment Events and Special Projects with Carlow University, has over 13 years of experience in higher education, notably in the areas of fraternity and sorority life, residence life, student activities enrollment management, and event planning. As Communications & Events Coordinator for Gamma Iota Sigma, Ashley will coordinate communications with GIS stakeholders and plan the organization’s national and regional events. Ashley holds a Bachelor of Arts in Communication and Dance and a Master of Arts in Student Affairs specializing in Higher Education from Slippery Rock University.

Grace Grant, Executive Director of Gamma Iota Sigma, said “Nikia and Ashley are an incredible asset to GIS with years of experience in higher education, more specifically in the fraternity and sorority space. As we continue to prioritize collaboration with our stakeholders while keeping the student voice at the forefront of our decision making, their experiences and background will bring tremendous value to GIS. We are thrilled to have two professionals of their caliber join our team.”

“I am excited to continue engaging and developing students through such a powerhouse organization like GIS,” said Nikia Jefferson. “As a talent pipeline preparing students for a global workforce, GIS will continue to increase its capacity to serve our stakeholders and develop the next generation of industry professionals. Now more than ever, students are looking for new channels to access great companies. GIS is that channel, and I’m looking forward to offering such a rich experience to more talented students on even more campuses.”

“With over 5,000 student members, 35,000 alumni, and 100 corporate partners and growing daily, communication with GIS stakeholders is critically important,” added Ashley Ganoë. “I look forward to accepting new challenges to help improve the processes that are already in place and to enhance transparency through communications. I’m eager to implement what I’ve learned to help GIS continue to host successful events and provide innovative opportunities to develop students and connect them with opportunities in this dynamic industry.”

The new additions to GIS staff follow the recent promotion of Alyssa Bouchard, previously Director of Education and Programming, to Vice President of Industry Engagement to oversee the organization’s industry and media relations and partnership development.

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### About Gamma Iota Sigma

Incorporated in 1965 and boasting an annual membership of over 5,000 students and 35,000 alumni from a growing network of **over 93 colleges and universities throughout North America**, Gamma Iota Sigma (GIS) is the industry's premier collegiate talent pipeline with over 50 years of experience engaging students and preparing them for careers in insurance.