

A Case Study  
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Sigma Nu

# Walsworth & Sigma Nu: A Smooth Transition for a Historic Alumni Magazine

## Background

Sigma Nu fraternity publishes a flagship alumni magazine that serves as a key connection point with its membership. Produced twice per year and mailed to approximately 14,000 alumni, the publication itself carries a long legacy, with Sigma Nu magazines dating back to 1883. In 2024, Sigma Nu began evaluating potential print partners after personnel changes at their previous vendor created a natural opportunity to reassess the relationship and explore new potential printing partners.

## Solution

After meeting Walsworth Sales Representative Adam Weber through his work with the Fraternity Communications Association (FCA), Sigma Nu partnered with Walsworth in summer 2024. From the beginning, Walsworth focused on delivering a smooth transition through a carefully-organized onboarding process. That structured approach stood out immediately.

“I was almost caught off guard with how thorough the onboarding process was,” said Sigma Nu

Communications Director Christopher Brenton. “I could really feel the full support of the Walsworth team, and that they were invested in setting me up for success.”

Beyond production support, Walsworth also began collaborating with Sigma Nu on updates to the magazine’s design and format. Together, the teams are working to develop a refreshed edition of the publication, giving new life to a magazine that has served alumni for more than a century while maintaining the quality look and feel readers expect.

## Results

Sigma Nu’s transition to Walsworth quickly resulted in a strong partnership built on communication and quality. With their first issue successfully produced and processes established, Sigma Nu has confidence in both the print production workflow and the creative direction of the publication moving forward.

By combining attentive service, a thorough onboarding experience and creative collaboration, Walsworth helped Sigma Nu transition their historic alumni publication to a new print partner while setting the stage for its next chapter.

