

## nmc members are...



innovating...



collaborating...



influencing...



making an impact...



around campus...



around the world

## It's your turn to...

The institutions of the New Media Consortium are outstanding innovators, committed to pushing the boundaries of teaching, learning, and creative expression with enthusiasm, and adept in the application of technology. If your organization believes in the same values as the organizations that comprise the NMC—quality, innovation, efficacy, and collaboration—you should consider joining the NMC.

**...innovate** NMC members are charting the frontiers of technology in higher education and creative expression. Already experienced with today's technology, NMC institutions are discovering, developing, and experimenting with the technologies of tomorrow. NMC members are investigating the potential applications of emerging technologies for teaching and learning—from virtual worlds to educational gaming to new forms of scholarship—and at the same time, are defining the shape of education itself.

**...collaborate** At conferences and events, and through the NMC's unique online community, NMC members keep in touch and work together. Members share knowledge and advice, form lasting partnerships, and seek new ways to collaborate both in person and at a distance. The NMC forges alliances with leaders in industry as well as education to provide its membership with a broad network of expertise from which to draw.

**...influence** NMC members are recognized as technology leaders. Whether in the world of higher education, libraries, museums, or industry, membership in this elite group signals a commitment to excellence and a place at the vanguard of technological advancement. Active membership in NMC denotes significant involvement in a respected professional community.

**...make an impact** NMC membership provides a way to extend the reach of your organization's impact. Members increase their organization's visibility and build connections by sharing the results of research and study, serving on a multi-institutional advisory board, or hosting an NMC event. Members have the opportunity to contribute to NMC publications and to help determine the future direction of this dynamic organization.

If your organization shares the drive and distinction that characterize NMC member institutions, we invite you to join this select group of leaders and innovators.

[www.nmc.org](http://www.nmc.org)

## NMC Initiatives and Projects

As part of its ongoing research, the NMC identifies areas of potential impact in teaching, learning, and creative expression. Each of the initiatives that guide the activities of the NMC centers on an unanswered question of broad application to the NMC community.

Three long term, ongoing core initiatives support all the activities of the organization. These initiatives are primary strategies for accomplishing the mission of the NMC. In addition, focus area initiatives allow the NMC to deeply explore an area of interest. From time to time, new focus area initiatives may be added or existing ones retired.

Within each initiative, the NMC employs four strategies designed to tease out the relevant issues and find ways to address them. These strategies are to convene people around ideas; to catalyze dialog and discussion; to build community and engage people; and to contribute to the field in the form of publications, demonstration and other projects, and information archives.

The NMC's three core initiatives are:

### Dynamic Knowledge Initiative

*How can technology drive the formation of new knowledge, expand dialog, and fuel the exchange of ideas?*

At the center of this initiative are the NMC's values of collaboration and community, and the activities within it cut across the full scope of the NMC's efforts. The Dynamic Knowledge Initiative (DKI) began several years ago with an exploration of social computing and the tools that could support it, and was greatly informed by the work of Douglas Engelbart. Early efforts included extensive literature reviews on topics like learning objects and visual literacy, and the NMC's first forays into online meetings. The DKI is the impetus behind the *NMC Series of Virtual Symposia*, as well as the extensive online social networking tools that are at the center of the NMC's website and its growing community in the virtual world of Second Life. <http://www.nmc.org/initiatives/dynamic-knowledge>

### Emerging Technology Initiative

*How can the NMC and its members keep abreast of emerging technologies that may be important to our collective work?*

This initiative focuses on identifying and understanding promising emerging technologies, with the goal of applying them to the creative process and to learning. The initiative is designed to stimulate systematic thinking about the future and its possible impacts, and is a fertile source of new ideas and major projects for the organization, several of which have themselves emerged as NMC initiatives. The Horizon Project is the centerpiece of the Emerging Technology Initiative, and its most visible product, the NMC's annual *Horizon Report*, has become one of the most widely read publications in higher education, with a readership in the tens of thousands every year. In 2008, the NMC introduced several new Horizon Projects focused on specific program areas, including Horizon.au, which will focus on emerging technologies and their impact on education through a uniquely Australasian lens and Horizon.Museum, which will consider the role of emerging technologies on museums.

<http://www.nmc.org/initiatives/emerging-technology>

### New Collaborations Initiative

*How can we leverage the work of learning organizations outside our usual spheres to inform and enhance our own work and reach new audiences?*

This initiative encourages cross-sector idea sharing as a way to stimulate new projects, new partnerships, and new ways of thinking within the NMC and its partners and affiliates. As part of this initiative, the NMC looks for "fellow traveler" organizations and ways to leverage the work

of such organizations with ours, using a broad frame in that analysis. Among the impacts of this approach have been new member categories and programs for museums, research centers, and foundations, as well as formal linkages with organizations like ECAR, ELI, CNI, MERLOT, CATS, the Digital Storytelling Institute, and Global Kids. Projects like Pachyderm, the Edward and Betty Marcus Digital Arts Education Project, and the MacArthur Series on Digital Media and Learning are all part of this initiative.

<http://www.nmc.org/initiatives/new-collaborations>

### Focus Area Initiatives

Focus area initiatives allow the NMC to deeply explore an area of interest. From time to time, new focus area initiatives may be added or existing ones retired. A summary of the NMC's focus initiatives appears below.

### Educational Gaming Initiative

*How can we make activities that bring people together around knowledge and the exchange of ideas more engaging? How might we also remove or lessen barriers of time, distance, and culture?*

Under the umbrella of this initiative, the NMC sponsors research and projects that focus on ways the engagement of games and virtual spaces can be applied to learning and online interactions, and on activities that stimulate the use and experimentation of these technologies.

### New Media and Learning Initiative

*How has the growth and acceptance of new media opened new opportunities for learning, scholarship, and creative expression?*

At the core of this initiative is a focus on how communication, art, learning, and technology are converging. A major goal is to stimulate ideas about how to use emerging media forms more effectively.

### New Scholarship Initiative

*How are the processes and products of scholarship changing? What does this mean for the academy?*

This initiative, the NMC's newest, focuses on understanding the ways the practice of scholarship is changing, and on highlighting new forms of scholarly production. Included are efforts aimed at identifying how to assess the contributions of emerging forms of scholarship, supporting experimentation with new methods of expression and ways of visualizing information, and stimulating awareness of the value of these forms.

### The Pachyderm Project

*How can we help people and institutions create media-rich digital stories about their work and passions?*

Since the release of the Pachyderm platform in October 2005, the focus of this initiative has been on building and supporting the community of Pachyderm users, encouraging its use in museums and higher education, and stimulating adoption of the tool and the materials created with it.

### Learning Objects Initiative (Retired)

*Are there systemic and more efficient solutions that can make creating effective web-based learning easier?*

This initiative, now retired, focused on stimulating and supporting the authoring of learning objects. At the time, the theoretical work that informed the software to house learning objects (repositories) was well established, but it was very difficult to author effective, engaging learning objects.

For a complete description of all NMC initiatives both past and present, please see the NMC website ([www.nmc.org/initiatives](http://www.nmc.org/initiatives)).

## NMC Member Benefits

NMC membership includes a number of advantageous benefits, as well as a full spectrum of free services. NMC members also enjoy substantial discounts on NMC fee-based and custom services, as detailed in the sections that follow. The basic NMC member benefits include:

### NMC Conferences and Events

- Unlimited registrations to the NMC Summer Conference at the deeply discounted member rate of \$449 (non-member rate is \$749 each). The Summer Conference is one of higher education's most distinctive and practical technology-focused events.
- Regular members receive ten free complimentary registrations a year for the NMC's Virtual Symposia (non-member rate is \$249 each), as well as discounted registration rates for the annual Directors Meeting. Organizations outside of North America have unlimited complimentary registrations for the online events.
- Exclusive early registration access for free hands-on software training at the NMC Summer Conference.

### NMC Research and Publications

- Receive exclusive advance access to NMC research reports, newsletters, and other publications, as well as valuable hard copy versions not generally available to the public.
- Participate in major NMC research and publication processes such as the Horizon Project Advisory Board and others.

## NMC Member Services

NMC members also enjoy access to a wide range of services that are included as part of the membership package and are thus free to member institutions. These include:

- Use of NMC's renowned experimental campus in Second Life as a virtual location for member events, space for classes and presentations, and a Second Life venue to accompany real life events. (up to a \$2,500 value).
- Advisory Services from NMC Virtual Worlds related to virtual worlds, including planning considerations, configuration and security, and design considerations (\$500 value).
- Ten complimentary Pachyderm accounts on one of the NMC's hosted Pachyderm servers (\$1,500 value).
- Early access to NMC research reports, newsletters, and other publications.
- NMC's exclusive online discussion groups, which explore emerging technologies, solutions to technological challenges, management challenges and issues, staff development and training, and pedagogy.
- Free grant writing consultation services, as well as assistance in identifying partners for funded projects.
- NMC's Custom Survey Service, which provides members a mechanism to quickly assess the pulse of their peers on issues of the day. The Annual Survey of Member Organizations is included in this service.

## Web Resources

The NMC's website includes a host of web 2.0 and social networking components, and many new services like profiles, RSS feeds, rich media. Some of the new features include:

- Dynamic Content. Virtually every page is updated instantly on loading. The home page features the most current NMC and member news and information, and a "tag cloud" that updates based on user tags.
- Embedded NMC Initiative Framework. Large portions of the site are organized around the NMC's seven major initiatives. Content across the site is associated with these initiatives and pulled into each initiatives pages.
- New Conference and Proposal Systems. These functions are completely integrated with the site now, enabling fast and easy submission and updates to registration and other information. Once your profile is

established, registration and other form-based processes will pull the info automatically for you and give you a chance to update it if need be.

- User Profiles. Users can update their own contact information, enter a bio, upload a photo, list job skills, provide account names for web services (Skype, AIM, del.icio.us, flickr), and even list their Second Life avatar and image. Other users who are online can start a chat sessions with other members who are online at the same time.
- Member Created Content. All authorized users of the site have capabilities to contribute a wide variety of content.

## NMC Fee-Based Services

The NMC currently offers two suites of fee-based services. Each is heavily discounted for qualified educational and not-for-profit institutions.

**NMC Virtual Worlds** provides a range of fixed-rate services in Second Life and other virtual platforms, including:

- Land lease plans for educators and institutions (*see <http://virtualworlds.nmc.org/docs/services.pdf> for pricing*)
- Daily sim rentals for event overflow (\$250/day)
- Event management (\$10 per participant with \$250 minimum)
- Basic terraforming & landscape services (\$1,500 per sim)

**Pachyderm Services** The NMC developed Pachyderm as an easy-to-use multimedia authoring tool designed for people who have little or no multimedia authoring experience. Pachyderm Services provides hosting and support services to Pachyderm users, including:

- Discounts for the annual Pachyderm Conference
- Access to the Pachyderm Help Line
- Membership in the Pachyderm User's Community

## NMC Custom Services

The NMC provides a full suite of services in support of virtual worlds targeted expressly to the needs of educational institutions. Qualified educational institutions and museums receive a 10% discount on these services; NMC members receive an additional 25% reduction — often a savings of thousands of dollars. In addition, NMC offers a collection of specialized custom services to its corporate members.

**NMC Virtual Worlds** The education and learning full-service provider for Second Life, NMC Virtual Worlds specializes in educational and learning-focused projects of all kinds, large and small, and provides a comprehensive palette of custom services, including:

- Full-service sim and estate development
- Full spectrum design services
- Architectural modeling and rendering
- Custom terraforming and landscaping
- Object replication and modeling
- Custom scripting and animations
- Custom avatar creation
- Property management services

Detailed proposals will be provided on request; contact us at <http://virtualworlds.nmc.org/contact>. For additional information and client case studies, see <http://virtualworlds.nmc.org>

**NMC Corporate Services** The NMC offers its corporate partners a range of custom fee-based services, including:

- Custom surveys, focus groups, and other market research services for the higher education market
- White paper conceptualization, research, and development
- Demonstration and proof-of-concept projects

For additional information on any of these NMC member benefits and services, email the NMC offices at [info@nmc.org](mailto:info@nmc.org) or call us at 512-445-4200.



## About the NMC

The New Media Consortium (NMC) is an internationally focused 501(c)3 not-for-profit consortium of nearly 300 learning-focused organizations dedicated to the exploration and use of new media and new technologies. NMC member institutions are found in almost every state in the United States, across Canada, and in Europe, Asia and Australia. Among the membership are an elite list of the most highly regarded colleges and universities in the world, as well as a growing list of innovative museums, research centers, foundations, and forward-thinking companies.

The consortium serves as a catalyst for the development of new applications of technology to support learning and creative expression, and sponsors programs and activities designed to stimulate innovation, encourage collaboration, and recognize excellence among its member institutions. Through its many projects, its comprehensive website, and its series of international conferences, the NMC stimulates dialog and understanding through the exploration of promising ideas, technologies, and applications.

As a central part of its mission, the NMC encourages and supports innovation in the pursuit of effective collaboration, especially in the activities and projects in which it plays a leadership role. For more information on the NMC, visit its website at [www.nmc.org](http://www.nmc.org).



**The New Media Consortium**  
sparking innovative learning and creativity

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## Ready to join? Here's how.

Membership in the NMC is \$2,500 per year. To join, simply complete this form and return it to the NMC via fax at 512-445-4205.

### **NMC Membership Commitment Form**

*We accept the invitation to join the New Media Consortium.*

\_\_\_\_\_  
Name *(please print)*

\_\_\_\_\_  
Title *(please print)*

#### **Key Contact Information**

*Please complete the following for the person who will be the primary contact for the NMC membership.*

\_\_\_\_\_  
Primary Contact

\_\_\_\_\_  
Institution

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State/Province, Zip/Postal Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Email

\_\_\_\_\_  
Institution/Departmental website

Receipt of this commitment form by the NMC confirms your acceptance of our invitation to join the New Media Consortium as a full member, with all the rights and privileges of NMC membership. It should be completed fully and signed by the appropriate official, generally the primary contact.

Please return by fax to 512-445-4205, no cover sheet is necessary. Upon receipt of this completed form, your membership will be activated immediately and an invoice sent to you for the annual dues.

If you have any questions, please contact the NMC at 512-445-4200 or [info@nmc.org](mailto:info@nmc.org).