



# NEW MEDIA CENTERS

## 2002 STRATEGIC PLAN

### VISION

#### What We Want To Be

NMC builds bridges between innovative people and organizations who are using new technologies to inspire, energize, stimulate, and support learning and creative expression.

### MISSION

#### What We Do

NMC will accomplish its vision by seeking and building collaborative relationships; understanding and meeting the needs of its members; advocating and stimulating the use of new technologies; and demonstrating a true passion for learning and creative expression.

### GOALS

#### What We Want To Achieve

- |                  |  |
|------------------|--|
| Élan             | • Enhance the regard and influence of NMC                      |
| Energy           | • Infuse the membership with purpose                           |
| Excitement       | • Create a buzz within the organization and in its environment |
| Entrepreneurship | • Strengthen and grow the capacity of NMC to be successful     |

### STRATEGIC INITIATIVES

#### How We Will Do It

To accomplish its goals and mission, NMC will focus on five key strategic initiatives.

- **Emerging Technologies** – NMC will target one or more emerging technologies to explore and develop in depth among the membership each year
- **Strategic Partnerships** – NMC will establish new forms of partnership and build creative relationships with companies and organizations expressly to accomplish its strategic initiatives
- **Centers of Excellence** – NMC will identify Centers of Excellence in key technologies and development arenas among the members
- **Membership Development and Expansion** – NMC will expand its membership in creative ways that add value to the existing members
- **Core Programs and Services** – NMC will expand and enhance services to all categories of members