

# 2003 strategic plan

## VISION

### *What We Want To Be*

NMC builds bridges between innovative people and organizations that 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*

- |                         |   |
|-------------------------|---|
| <b>Élan</b>             | • Influence the conversation and agenda within higher education |
| <b>Energy</b>           | • Involve the members in substantive programs and activities    |
| <b>Excitement</b>       | • Increase the awareness and regard for the work of NMC members |
| <b>Entrepreneurship</b> | • Strengthen and grow the capacity of the 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 continue to develop programs around promising emerging technologies, and to proactively engage in activities to explore and develop promising areas*
- **Strategic Partnerships** — *NMC will establish new forms of partnership and build creative relationships with companies and organizations expressly to accomplish its strategic initiatives*
- **Recognition of Excellence** — *NMC will recognize and honor excellence through ongoing recognition programs like the Centers of Excellence, NMC Fellows, Five Minutes of Fame, and "In the NMC Spotlight."*
- **Membership Development** — *NMC will expand its membership in creative ways that add value to the existing members*
- **Core Programs and Services** — *NMC will continue to enhance services to all categories of members whenever possible*