

2003

Strategic Plan

*Celebrating 10 years of
Innovation &
Leadership*

Retrospective

2002 in Review

A Year of New Beginnings

- New leadership
- New governance philosophy
- New programs and services
- New vision
- New website and look
- New offices

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Retrospective

2002 in Review

A Year of New Alliances

- New partners and new forms of partnerships
- Alliances with MERLOT, CATS, NITLE, NISOD
- Collaborations with members and other NPOs for funded projects

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2002 in Review

A Year of New Growth

- Nine new university members
- New member category - museums
- Largest summer conference ever
- New programs

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2002 in Review

A Year of New Challenges

- Moved the offices
- New staff
- Office infrastructure
- Financial stability

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2002 in Review

A Year of New Initiatives

- Learning Object Initiative
- Horizon Project
- Dynamic Knowledge Communities
- Museum Initiative

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2002 Strategic Plan

Strategic Initiatives

*How We Will
Do It*



NEWMEDIA

Centers of Excellence – NMC will identify Centers of Excellence in key technologies and development arenas among the members

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

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

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The screenshot shows a Microsoft Internet Explorer browser window displaying the nmc website. The address bar shows the URL: http://www.nmc.org/gallery/spotlight/2002/spotlight_03_18.shtml. The website content includes:

- Header:** "n m c : welcome - Microsoft Internet Explorer" and "sparking innovative learning & creativity".
- Navigation:** A menu with "home", "gallery", "membership", "events", and "about nmc".
- Search:** A search box labeled "Search NMC" with a "Search" button.
- Membership:** A blue box with links for "Current Members", "Prospective Members", and "Visitors & Guests".
- 10th Anniversary:** A graphic celebrating the "10th 1993-2003 ANNIVERSARY".
- Spotlight:** A section titled "in the spotlight" featuring "IIMC Summer Conference: Register Now!" with details about the 2003 NMC Summer Conference and a "mark your calendars!" section for the "2003 Search for Excellence" and "Corel & NMC 10th Anniversary Poster Competition".
- Gallery:** A grid of images, including a "NMC Spotlight: The Curatorial Internship Program" featuring a portrait of a man.

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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.

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Mission

What We Do

NMC will reach its vision by

- demonstrating a true passion for learning and creative expression;
- stimulating the use of new technologies;
- building collaborative relationships; and
- meeting the needs of its members.

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Goals

What We Want to
Achieve

- Influence the conversation and agenda within higher education
- Involve the members in substantive programs and activities
- Increase the awareness and regard for the work of NMC members
- Strengthen and grow the capacity of the NMC to be successful

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Strategic Initiatives

How We Will Do It

The logo for NMC, consisting of the lowercase letters 'nmc' in a bold, orange, sans-serif font.

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.”

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

Membership Development — NMC will develop linkages with and within the membership and expand it 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