



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 social networking to 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.

If you have any questions, please contact the NMC at 512-445-4200 or info@nmc.org



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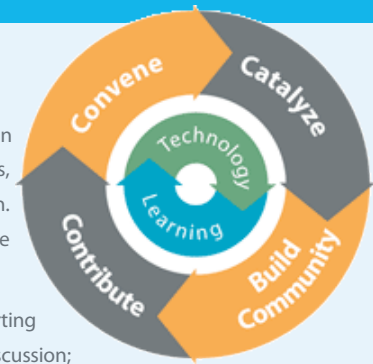


NMC Initiatives and Projects

As part of its ongoing research, the NMC identifies areas of potential impact in teaching, learning, research, and creative expression. These areas, or initiatives, are designed to address a need or challenge, framed in the form of a question. The activities and programs undertaken by the NMC aim to tease out the relevant issues related to each question and find ways to address them.

Within each initiative, the NMC employs four strategies to develop supporting activities. These 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 long term and ongoing efforts that support all of the activities of the organization. These initiatives are primary strategies for accomplishing the mission of the NMC. In addition to the three core initiatives, several **focus area initiatives** allow the NMC to deeply explore an area of interest. As the landscape of technology and higher education changes, new focus area initiatives are developed; and as new ideas become established and part of general practice, the older NMC initiatives that investigated them are retired.



Core Area Initiatives (2008-2010)

Dynamic Knowledge Initiative

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

The DKI defines the NMC's approaches to collaboration and how it aims to create new knowledge. The initiative encourages the NMC to model and promote effective use of social tools in support of knowledge generation and sharing. 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 object and visual literacy, and the NMC's first forays into online meetings. Later work includes research and explorations of collective intelligence and the ways social networking tools enable us to access and share useful information. 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 ensures the NMC's continual focus on identifying and understanding promising emerging technologies, especially through the lenses of creative inquiry and 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 series of annual *Horizon Reports*, has become one of the most widely read publications in higher education, used by educational and other institutions all over the world. Readership is conservatively placed in the tens of thousands every year. As part of a related focus on practical applications of technology to large problems, the annual *Symposium on the Future* was launched in 2009 to explore how emerging technologies might be brought to bear on a wide range of issues of global importance.

<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 brings to life the NMC value of 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 actively seeks "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 specialized projects and programs for museums, research centers, and foundations, as well as formal linkages with organizations like ECAR, ELI, CNI, CoSN, MERLOT, CATS, the Digital Storytelling Institute, Linden Lab, and Global Kids. Some of the NMC's largest and most impactful projects, including the Pachyderm Project, the Marcus Digital Arts Education Project, the Steve in Action Project, the MacArthur Series on Digital Media and Learning, and the NMC/Economist Magazine Future of Higher Education Project are all part of this initiative. <http://www.nmc.org/initiatives/new-collaborations>

Focus Area Initiatives (2008-2010)

New Media and Learning Initiative

How has the growth and acceptance of new media opened new opportunities for teaching and learning?

At the core of this initiative is a focus on how communication, art, learning, and technology are converging. A major goal of this effort is to stimulate ideas about how to use emerging media forms more effectively, especially at the intersection of these areas. This work permeates much of what the NMC does, but the initiative is an umbrella for specially focused programs. These have included the 21st Century Literacy Summit, which convened an international working group of thought leaders in this arena, traditional and online conferences on visual literacy and other topics related to new media and learning, alliances with groups like the Marcus Foundation and the MacArthur Foundation, and publications such as *A Global Imperative: The Report of the 21st Century Literacy Summit*. <http://www.nmc.org/initiatives/new-media-learning>

New Scholarship Initiative

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

This initiative, which grew from work that originated in the *Horizon Project*, focuses on understanding the ways the practice of scholarship is changing, new forms of scholarly production, and the role of new media and especially the network, in scholarly work. The overall goal is to expand awareness of the many exciting developments in scholarly communication, and to help establish notions of quality and permanence. Included are efforts aimed at identifying how to assess the contributions of emerging forms of scholarship, showcasing the ways institutions are supporting experimentation with new methods of expression and ways of visualizing information, and stimulating greater use, understanding, and awareness of the value of these forms. Activities under this umbrella to date have included face-to-face and online conferences, new alliances with other groups working in this space, new publications, and experimentation with dialog-rich approaches to writing. Among the successes of the initiative so far are six volumes of new work in the areas of digital media and learning published by the MIT Press as part of the MacArthur Series on Digital Media and Learning, and the NMC's media-rich annual Summer Conference Proceedings.

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

Immersive Learning 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 conducts and sponsors research and projects focusing on how virtual spaces can increase engagement of both students and faculty around learning, on the nature of virtual interactions, and on activities that stimulate the use of and experimentation with these technologies. Examples include the NMC Campus Project, a large-scale experiment in the design of virtual learning experiences and spaces that involves nearly 150 colleges, universities, and schools; traditional and experimental meetings, symposia and conferences on real-world topics; and experimental and proof-of-concept events hosted in the virtual world of Second Life. NMC Virtual Worlds provides a suite of development and provisioning services that support the development of educational uses for virtual worlds. The NMC's latest effort under the NMC Virtual Worlds umbrella is the Hakone Project, which uses the Second Life Server platform to create highly secure and private spaces for projects, teaching, and collaboration.

<http://www.nmc.org/initiatives/immersive-learning>





Membership Benefits

NMC offers a wide range of benefits and services to members in support of innovation and collaboration between and among its member institutions.

Community Resources

NMC is first and foremost a community of innovators, and the NMC provides many resources and benefits in support of the NMC community as part of the membership package.

- **NMC Summer Conference.** Unlimited registrations at the deeply discounted member rate of \$499 (non-member rate is \$799 each). The Summer Conference is one of higher education's most distinctive and practical technology-focused events.
- **The NMC Series of Virtual Symposia.** Members receive ten complimentary registrations for the NMC Series of Virtual Symposia (legacy members rate is \$125 and non-members rate is \$149).
- **NMC Director's Meeting.** Discounted registration rates for the Annual Director's Meeting. (Not available to Legacy members).
- **Access to the NMC Free Online Seminars - Adobe First Mondays and Connect@NMC.**
- **NMC's Campus in Second Life.** NMC members can use the extensive NMC Campus as a virtual location for member events, space for classes and presentations, and a Second Life venue to accompany real life events.
- **Email Lists.** Dynamic, active member discussions on technology, technical challenges, and issues of the day.

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 and 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 six major initiatives. Content across the site is associated with these initiatives and pulled into each initiative's page.
- **Online Conference and Registration System.** 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 needed. Your personal account provides an up-to-date list of all conferences you have attended and all presentations you have made.
- **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, Twitter, Facebook, LinkedIn, Delicious, Flickr), and even list their Second Life avatar and image. Other users who are online can start a chat session with other members who are online at the same time.
- **Member Created Content.** All authorized users can contribute a wide variety of content directly to the NMC web site.



- **Conference Presentation Archive.** Browse and search among the hundreds of presentations and related materials from the NMC conferences since November 2007.
- **New Media Conference Calendar.** Anyone from an NMC Member organization can post a local conference or workshop they wish to share to a shared calendar.
- **NMC Job Board.** Anyone from an NMC Member organization can share a job announcement on our job board, which we also retain as an archive of previously listed positions.

Free Member Services

NMC members enjoy a wide range of free services that are included as part of the membership package. These include:

- **Exclusive printed copies of NMC research reports,** newsletters, and other publications. Non-members only have access to electronic versions of these reports.
- **Advisory Services from NMC Virtual Worlds** related to immersive 3D environments, including planning considerations, configuration/security, and design considerations.
- **NMC's exclusive online discussion groups,** which explore emerging technologies; solutions to technological challenges; management challenges and issues; staff development and training; and pedagogy.
- **NMC's Custom Survey Service,** which provides members a mechanism to quickly assess the pulse of their peers on issues of the day. Included are the Annual Survey of Member Organizations and Topical Technology Surveys on how individuals use specific types of new media.
- **Free grant writing consultation services,** as well as assistance in identifying partners for funded projects.

Fee-Based Services

The NMC currently offers two suites of fee-based services. Each is heavily discounted for qualified educational, cultural, 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 [chart for pricing](#)
- Daily sim rentals for event overflow (\$250/day)
- Event management (\$10 per participant with \$250 minimum)
- Basic terraforming & landscape services (\$1500 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 Pachyderm hosting and support services to colleges, museums, and Pachyderm users, including:

- Access to the Pachyderm Help Line
- Membership in the Pachyderm User's Community



NMC Virtual Worlds Custom Services

The NMC provides a full suite of services in support of virtual worlds targeted expressly to the needs of educational and cultural institutions. Qualified educational institutions and museums receive a 25% discount on these services; NMC members receive an additional 10% reduction. 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
- Real-life object replication and modeling
- Custom scripting and animations
- Custom avatar creation
- Property management services

Detailed proposals will be provided on request. Visit the Virtual Worlds web site for client case studies.



NMC Corporate Partner 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, please send an email to info@nmc.org or call the NMC office at 512-445-4200.



About the NMC

The New Media Consortium (NMC) is an international not-for-profit consortium of learning-focused organizations dedicated to the exploration and use of new media and new technologies. Its hundreds of [member institutions](#) constitute an elite list of the most highly regarded colleges and universities in the world, as well as leading museums, key research centers, and some of the world's most forward-thinking companies. For more than 15 years, the consortium and its members have dedicated themselves to exploring and developing potential applications of emerging technologies for learning, research, and creative inquiry. The consortium's *Horizon Reports* are regarded worldwide as the most timely and authoritative sources of information on new and emerging technologies available to education anywhere. For more information on the NMC, visit its website at www.nmc.org.

The New Media Consortium

sparkling 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 or email to info@nmc.org.

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

Signature

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 or email to info@nmc.org. 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.

If you are interested in Corporate Partnership, please visit the NMC website at <http://www.nmc.org/partner/benefits>



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