



NMC: The New Media Consortium

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For Immediate Release

NMC & Academic ADL Colab Announce Collaborative Agreement

NMC: The New Media Consortium and the Academic Advanced Distributed Learning (ADL) Co-Lab announce a collaborative initiative to increase the production and use of high quality, standards-based learning objects for higher education.

The NMC and the Academic ADL Co-Lab will collaborate to support the production of instructionally sound, standards-conformant learning objects, and work together to promote the dissemination and increase the use of such learning objects.

Ed Meachen, chair of the Academic ADL Co-Lab's governing body, sees a real synergy in the partnership. "The Academic ADL Co-Lab's applied research agenda," Meachen pointed out, "focused on building reusable, highly interoperable standards-based learning content fits very well with NMC's goal of exploring new delivery mechanisms enabling high quality learning opportunities anytime and anywhere."

Larry Johnson, CEO of the NMC, agrees, "Both partners in this alliance have great experience in the development of high quality learning resources. By working together, we will be able to combine our strengths and capabilities and coordinate our efforts to serve the needs of higher education institutions."

The Director of the Academic Co-Lab, Judy Brown, recognizes that "many of the main contacts for the existing partnerships are from the college or university continuing education departments, this relationship with the NMC brings the work of ADL to mainstream faculty."

Creating synergy between the author and user communities of learning objects in higher education will occur through:

- Encouraging the development of learning objects built on sound instructional design processes and reusable design principles and functions that can be used to address real needs within colleges and universities.
- Providing authors of learning objects guidance and feedback to help improve the quality and efficiency of their designs
- Identifying areas of particular potential to target with joint authoring initiatives.
- Collaboratively sponsoring activities and publications designed to expand the understanding of learning object principles and practice within the higher education community.

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The NMC and the Academic ADL Colab have joined in this collaborative initiative in recognition of their shared mission, values, and constituents.

"The key success factor in this alliance is that the NMC and the Academic ADL Colab share a common value system built on ideals like community, collaboration, learning and innovation," noted Johnson. "Our mutual hope is that by working together, drawing on the dedication, skills, and commitment of the people in both of our organizations, this alliance will serve as a powerful catalyst for the development of standards-based, reusable, interoperable learning objects and the expansion of practical, easily accessible learning object collections."

The NMC (www.nmc.net) is a non-profit organization that connects leaders in colleges, universities, museums and advanced technology companies that are working to define and explore new ways of teaching, learning, and creative expression.

The Academic Advanced Distributed Learning (ADL) Co-Lab (www.academiccolab.org) serves as the focal point for the nation's universities and colleges in promoting high quality, reusable content for distributed learning.

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