



sparkling innovative  
learning & creativity

## about the nmc

The New Media Consortium (NMC) is an international 501(c)3 not-for-profit consortium of over 200 leading colleges, universities, museums, corporations, and other learning-focused organizations dedicated to the exploration and use of new media and new technologies. NMC member institutions are found in almost every state in the US, across Canada, and in Europe, Latin America, and Japan. Among the membership are an elite list of the most highly regarded colleges and universities in the world, as well as a growing list of innovative museums, research centers, foundations, and forward-thinking companies.

The consortium serves as a catalyst for the development of new applications of technology to support learning and creative expression, and sponsors programs and activities designed to stimulate innovation, encourage collaboration, and recognize excellence among its member institutions. Through its many projects, its comprehensive web site, and its series of international conferences, the NMC stimulates dialog and understanding through the exploration of promising ideas, technologies, and applications.

Four major initiatives organize the NMC's work into clusters. Two of these support the NMC's focus on stimulating innovation, and provide a framework for its explorations. The *Emerging Technologies Initiative* focuses on expanding the boundaries of teaching, learning and creative expression by creatively applying new tools in new contexts. The Horizon Project, the centerpiece of this initiative, charts the landscape of emerging technologies and produces the NMC's annual *Horizon Report*. The *New Media Literacy & Learning Initiative*, the NMC's newest, is a multi-year effort to explore and expand the potential of new developments in visual and digital literacy. In 2005, this initiative replaced the longstanding and very successful *Learning Object Initiative*.

The remaining two initiatives provide the foundation for the work of the consortium. The *Dynamic Knowledge Initiative* provides a mechanism for the NMC to generate, distribute, and share knowledge on topics of interest to the organization. The NMC's *Series of Online Conferences*, through which the NMC is building a web of knowledge and online resources, is the most visible expression of this initiative. The *New Collaborations Initiative* encourages collaboration, knowledge exchange, and joint projects between colleges and universities, museums, libraries, research centers, and other learning-focused organizations. The Pachyderm Project is its centerpiece and experimental test bed.

The NMC brings all this work together each year in its flagship event, the annual *NMC Summer Conference*, which attracts nearly 500 participants each June. Regional and online conferences throughout the year bring members together for topically focused dialogs. These forums are designed to explore not only emerging ideas and technologies, but also the tough pedagogical, legal, and technological issues that often accompany them. An ongoing series of smaller projects and events target issues and technologies still on the horizon for in-depth exploration.

As a central part of its mission, the NMC encourages and supports innovation in the pursuit of effective collaboration, especially in the activities and projects in which it plays a leadership role. For more information on the NMC, visit its web site at [www.nmc.org](http://www.nmc.org).