



What Does It Mean To Be Named a New Media Center?

Four times in its history, the New Media Consortium (NMC) has invited colleges, universities, museums, and other learning-focused organizations to be considered for inclusion in the distinctive group of innovative and visionary institutions who have been named as *New Media Centers*. Since its founding in 1993, only about 125 exceptional institutions have been granted this designation, which denotes an organization deeply committed to expanding the boundaries of teaching, learning, and creative expression. In recognition of its tenth anniversary, the NMC Board of Directors commissioned a fourth worldwide *Search for Excellence* in 2003 to identify fifty colleges, universities, and museums especially deserving of this honor.

The *New Media Center* Selection Committee considers applications against the following criteria:

1. **Impact** – How has the work of this organization influenced the conduct or efficacy of teaching, learning, or creative expression?
2. **Innovation** – How is this organization demonstrating innovation and creativity in teaching, in reaching students or the public, in the arts, or in its applications of technology?
3. **Collaboration** – Has the organization demonstrated that it is committed to collaboration both within and outside the institution?
4. **Diversity** – In what ways will this organization add to the NMC's community of innovators?
5. **Viability** – Do the efforts which have earned the organization consideration as a *New Media Center* seem sustainable over the long term? Does it have the vision and resources to remain committed to innovation and creativity for the long term?

RIGHTS & PRIVILEGES OF NEW MEDIA CENTERS

The New Media Center designation, once conveyed, remains with an institution for as long as it chooses to use it. Colleges receive the rights and privileges of *New Media Center* status immediately upon recommendation by the selection committee. These include the right to display the trademarked *New Media Center* logo, and to identify themselves as *New Media Centers*. The New Media Center logo is mark of excellence, an indication of the exemplary status an institution has achieved.

Institutions granted status as a *New Media Center* are automatically invited to membership in the New Media Consortium (NMC), which conveys a wide range of valuable benefits, but the designation does not include membership in the NMC, for which an annual dues payment is assessed. *New Media Centers* are eligible to participate in selected NMC projects and activities, and receive special consideration in submission of proposals for NMC conferences and events.

For questions regarding the rights & privileges of New Media Centers, or NMC membership and benefits, see the NMC website at www.nmc.org, email nmc@nmc.org, or call the NMC offices at 512 445-4200.