



# NORTHBRIDGE TECHNOLOGY ALLIANCE

Helping people change the world

## Nexus Web Conference Center

### Overview

The Nexus Web Conference Center provides reliable and sophisticated group collaboration using internet-connected laptops, tablets and cell phones. Much like a traditional conference center, our global Web Conference Center provides users with a dedicated and private meeting location inside a secure space that is flexible enough to accommodate many types of meeting and collaboration needs. In contrast to a brick-and-mortar location, our Web Conference Center allows meeting attendees to participate from any geographic location at all using basic internet-connected devices.<sup>1</sup>

#### Digital Audio

Talk and listen over the internet with a digital voice quality that is higher than typical cell phone meeting lines.

#### Video Camera

Get the face-to-face experience with dedicated video feed for every meeting attendee.

#### Presentations

Present and view meeting materials as if you were in the same room together.

#### Whiteboard

Enhance a presentation or lecture, or just brainstorm, using a shared virtual whiteboard.

#### Desktop Sharing

Create live demonstrations by sharing the screen of a local desktop with the whole audience.

#### In-meeting Chat

Conduct polls or ask private questions using the on-screen chat window.

#### Recording and Playback

Make a meeting available on demand to folks who were unable to attend.

#### Webinars

Broadcast a presentation to three or hundreds of participants simultaneously.

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<sup>1</sup> See [Technical Specifications](http://northbridgetech.org/downloads/Northbridge_tech_specs.pdf) for details about the devices that are required to connect to a web conference:  
[http://northbridgetech.org/downloads/Northbridge\\_tech\\_specs.pdf](http://northbridgetech.org/downloads/Northbridge_tech_specs.pdf)

## Benefits of Web Conferencing

Though the value of face-to-face meetings remains unchallenged, many nonprofits are beginning to realize that the benefits of digital collaboration are also significant. If your nonprofit organization is not fluent with web conferencing tools and services then you may be missing out on an opportunity to extend your impact!

- Reduced travel expense <sup>2</sup>
- Increased capacity to collaborate with far away people
- Preserve and archive meeting records in a centralized place
- Include absent team members more effectively by preserving an important meeting for later playback
- Automated Post-meeting attendance reporting

## Why Northbridge for Your Web Conference Needs?

Of the marketplace options for web conference service, there are several reasons that Nexus is the best choice for charitable organizations who are working toward social justice or community building efforts.

### **Robust and stable feature set with unrivaled value proposition**

Because we are largely volunteer-supported, Northbridge is able to host an extraordinarily rich feature set that compares very favorably to leading profit-sector offerings. We are able to transform micro-grants of as little as \$60 USD into a full year of feature-rich service. Backed by the acclaimed Free and Open Source source code project called BigBlueButton<sup>3</sup>, Northbridge provides this value-laden, sophisticated web conferencing service exclusively to our qualified nonprofit partners in fulfillment of our US 501(c)(3) mission

### **Thorough training.**

Corporations of all structures and sizes report that there is a learning curve associated with

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2 Though there is cost associated with maintaining the computers that are used to connect to a web conference meeting, this total cost is typically much lower than repeated travel expenses. Also, many organizations already have in place the tools that are required to participate in a Nexus web conference.

3 [BigBlueButton](http://bigbluebutton.org): <http://bigbluebutton.org>

incorporating web conferencing practices into their overall communication strategies. We recognize that it is essential for organizations to become fluent and confident in the use of web conference tools in order for the benefits of web conferencing to be fully realized. Therefore, in fulfillment of our mission, we include high-quality, in-person training with every conference package.

### **Strengthen the social justice community.**

Every aspect of Northbridge operations promotes socially just, healthy and thriving communities. When our qualified partners use the Nexus Web Conference Center to fulfill their web conferencing needs, they also strengthen the civic-minded internships and intentional community-focused partnerships that are the backbone of all Northbridge operations and projects.

## **How Is the Nexus Web Conference Center Funded?**

As a US 501(c)(3) organization, Northbridge maintains Nexus by means of micro-grants<sup>4</sup> from the general public. A tax-exempt micro-grant of \$60 to Northbridge Technology Alliance allows us to activate one qualified partner for one full year in the Nexus Web Conference Center.

- Northbridge maintains a pool of micro-grants that have originated from our own support base and we direct them to our qualified partners using a prioritized wait list. This is the most traditional approach and requires that our qualified partners await micro-grant funding in order for their service to be activated.
- Northbridge supplies easy-to-understand, social media friendly materials to our qualified partners that they may use to locate a micro-grant source from within their own support base.

## **Eligibility**

Northbridge Technology Alliance creates technology solutions for charitable organizations who are engaged in social justice and community-building efforts.

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<sup>4</sup> Depending on small donations from motivated individuals allows Northbridge to use crowd funding techniques in order to support Nexus and also to enhance the overall cooperative, community focus that Northbridge champions.



In order to qualify for the Nexus Web Conference Center, a team must be under the direction of a Northbridge partner organization.

See [Partnership with Northbridge](#)<sup>5</sup> for complete details.

## **How Do I Apply To Become a Northbridge Partner?**

[Apply for partnership](#)<sup>6</sup> at the Northbridge Technology Alliance web site.

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5 [http://northbridgetech.org/downloads/Northbridge\\_partnership.pdf](http://northbridgetech.org/downloads/Northbridge_partnership.pdf)

6 <http://northbridgetech.org?view=apply>

