

Plan: 1363 Submitted: 12/9/2013  
2014-15 Program Plan  
Program: Marketing & Communication  
Unit: Marketing & Communications  
Area: President

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## 2014-15 Annual Program Plan

Name of Program: Marketing & Communication  
Name of Unit: Marketing & Communications  
Name of Area: President  
Date Completed: 12/9/2013

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### Program's Mission Statement

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The mission of the Department of Marketing and Communications is to enhance and support the College mission by providing leadership and vision for the College's internal and external communications, marketing, and promotional efforts and by serving the community and College as a resource for information, publications, and media relations.