To ensure the consistency and quality of all college messages and the college’s visual image, the Marketing, Public Relations, and Advancement (MPR) division has the responsibility to develop all materials for external audiences. These are the materials which support student recruitment and retention goals and/or enhance communication goals and include (but not limited to):

- media advertising, program cluster brochures, schedules, catalogs, posters, and like materials for dissemination to the public
- newsletters

All costs incurred in the production of these materials are paid for by the MPR, division. The division also maintains responsibility for developing and implementing appropriate distribution for these materials.

Departments needing materials for any external audience, including those listed above, must contact the MPR division. MPR will review and/or develop the requested piece. If the requested piece is not among those usually produced by MPR, the request needs to be accompanied by an internal requisition completed and signed by the department head.

Departments that produce internal communications--newsletters, flyers, posters, etc.--are advised to use MATC’s The Visual Image which has appropriate use guidelines.

For assistance, call the Marketing, Public Relations, and Advancement division.

Office of Responsibility: Marketing, Public Relations, and Advancement