



## POLICY

Title: MARKETING AND COMMUNICATIONS	Code: H0203
Authority: Board Minutes, 12/13/72; 3/28/89; 12/18/18	Original Adoption: 12/13/72 Revised/Reviewed: 10/26/18 Effective: 12/18/18

The Milwaukee Area Technical College (MATC) Board of Directors recognizes the need to maintain a marketing and communications program that will inform prospective students of the educational programs and services of the College and inform prospective industry partners of the services offered.

The District will plan, implement, and manage a targeted marketing and communications program designed to inform the general public of MATC's mission, education programs, services, and achievements.