

## Community of Interest Strategic Plan Summary

# Visual Information & Public Affairs



### COI LEADER

Director of Administration and Resource Management

### COI MISSION STATEMENT

The Visual Information & Public Affairs Community exists to educate, train, and inform, service members, employees, their families and the public about the Marine Corps through effective verbal, written and audio/visual communications. Our purpose is to foster public understanding and support, while providing the warfighter with tools needed to accomplish the mission.

### COI VISION STATEMENT

The Visual Information & Public Affairs Community of Interest (COI) vision is to support the warfighter by meeting the information needs of the Marine Corps.

### COI GOALS

- Develop Visual Information & Public Affairs COI Steering Committee
- Conduct Visual Information & Public Affairs COI environmental analysis and forecast
- Establish Visual Information & Public Affairs COI key stakeholders and relationships
- Develop integrated tiered program of continuous learning
- Create standardized Individual Development Plans
- Develop Award and Recognition Program
- Develop COI specific Mentorship/Coaching Program
- Develop Visual Information & Public Affairs COI Strategic Communication Plan
- Identify and join/attend professional associations and conferences