

What SCA regards as fundamental

To consolidate and improve the Federal University of Jequitinhonha and Mucuri Valleys' image as a highly important institution in regional and national spheres, as well as its direction, faculty, students and administrative technicians' image. To warm establish relationships with the public, not only with professionals on the areas of the existing courses but also with the academic community and public opinion in general, using the press as mediator and generator of expectations. Optimize and warm establish new university relationships with opinion builders, with the objective of turning it into a permanent and reliable source of information in its fields of action.