



## PUBLIC RELATIONS

### Murray State University announces new partnership initiatives with West Kentucky Community and Technical College



Murray State University and West Kentucky Community and Technical College (WKCTC)

have expanded their existing relationship by introducing two new partnership initiatives that will positively impact both current and future students.

The first announcement is the signing of a Memorandum of Understanding between both institutions, which will provide assistance to eligible students who wish to transfer from an associate's degree program at WKCTC to a bachelor's degree program at Murray State's Paducah Regional Campus. Through WKCTC's Guarantee Program, eligible students will receive

financial assistance for tuition and fees while enrolled at that institution. Once students transfer to Murray State to enroll in classes at its Paducah Regional Campus, new transfer students who are eligible will receive tuition assistance through the Murray State Promise initiative, which provides scholarship assistance for eligible first-time freshmen and new transfer students, who pay no tuition through this program.

The second partnership announcement is the establishment of a 2+2 articulation agreement, which will provide students who have earned an associate's degree at WKCTC a seamless transfer process into Murray State's bachelor's degree program in Exercise Science. The Exercise Science program is now offered at Murray State's Paducah Regional Campus.

News media coverage included stories by WPSD, KFVS and WSIL - all three major TV networks in the multi-state region.

### Murray State University offers eligible students federal stimulus funds

School officials announced this past summer that the University will distribute approximately \$4.5 million to eligible students who are enrolled in courses this fall semester, with monies coming from the Federal Higher Education Emergency Relief Fund, part of the American Rescue Plan passed in March.

At the time of the announcement, Murray State had already forgiven close to \$1 million in student debt on their accounts heading into the fall semester, which began on August 17.

News media coverage included a feature story and interview with President Dr. Bob Jackson on WSIL as well as a feature story in the Paducah Sun and Lane Report.



### Rodeo team continues with preparations for successful season

The Murray State University rodeo team continues with preparations for a successful season and building momentum for the program, coupled with support from University administration, the Hutson School of Agriculture, as well as generous alumni and supporters.

Through a strategic planning process which began earlier this year, many enhancements are underway that encompass facilities, scholarships, student success, and community involvement. Several enhancements were announced publicly in a formal rodeo team kickoff and update meeting held on August 16, where more than 80 members, alumni and supporters gathered. The kickoff meeting was also hosted via Facebook Live.

The Murray State University Rodeo Team began in 1976 and hosts the oldest rodeo in Kentucky. The mission of the men's and women's rodeo teams is to provide the opportunity for students to earn a college degree while pursuing the sport of college rodeo.

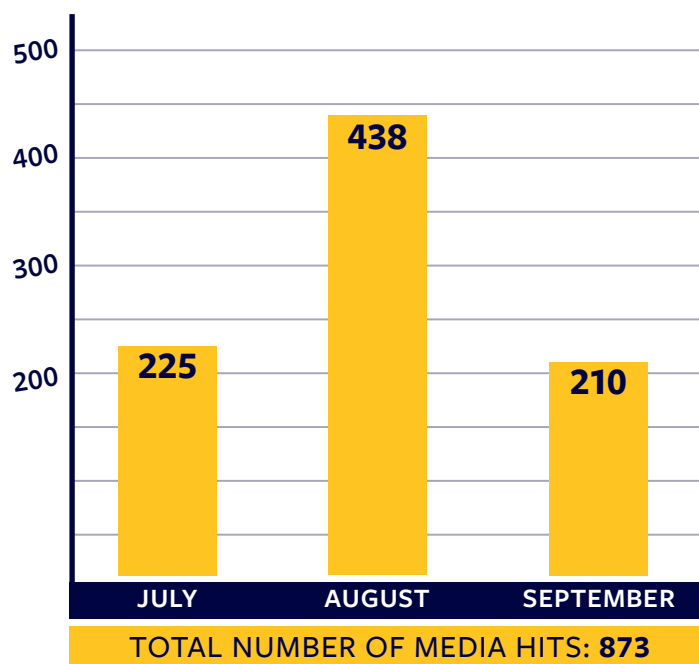
Coached by J.D. Van Hooser while being supported by Murray State's Hutson School of Agriculture, the team competes in the Ozark Region of the National Intercollegiate Rodeo Association (NIRA). The NIRA hosts an annual College National Finals Rodeo in Casper, Wyoming. NIRA consists of 11 different regions throughout the United States.

News media coverage included a feature story in the Murray Ledger & Times and Kentucky Ag Connection.

## MURRAY STATE IN THE MEDIA

- ★ Murray State University recognized nationally by multiple publications for quality, value and student success
- ★ University awarded \$554,750 to help low-income, potential first-generation college students access higher education
- ★ Dr. David Eaton named dean of the Arthur J. Bauernfeind College of Business
- ★ Center for Autism Spectrum Disorders holds ribbon-cutting ceremony
- ★ Murray State recognized nationally as one of Kentucky's best employers by Forbes
- ★ New "Show Us How You Lovett" fundraising campaign to benefit historic Lovett Auditorium
- ★ University reports significant increases in giving to benefit students and community
- ★ Chemistry professor named as Fulbright Specialist

## MEDIA COVERAGE



\* 25% increase YTD in media hits from 2020.

## DIGITAL SERVICES



▶ New Image Spot:  
<https://www.youtube.com/watch?v=o9n2JCtvQ1o>



▶ Promotional video for Interdisciplinary Early Childhood Education at Murray State:  
<https://youtu.be/O4N0bPIs890>



▶ Story of Lovett Renovations:  
<https://youtu.be/wLSJCrrMIN0>



To view any of these videos, please visit [murraystate.edu/bmc/report](https://murraystate.edu/bmc/report)

## SOCIAL MEDIA



Wallpaper Wednesday



Racer 101

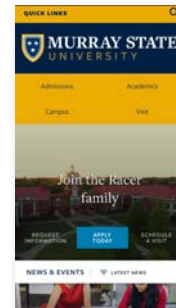


Accolade and Point of Pride

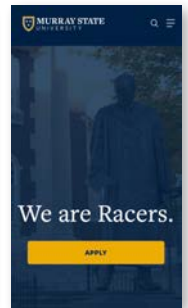
- ★ Introduced “Wallpaper Wednesday” and published a new branded wallpaper for users to screenshot and use on their own phones.
- ★ Additional Instagram and Facebook stories were created for Racer 101 and Racer Nation Orientation with the help of Racer Nation Orientation counselors.
- ★ Great Beginnings leaders created Facebook and Instagram stories to help promote events for students as they returned to campus.
- ★ A new social media toolkit was created for those across campus to use to highlight Murray State accolades and points of pride on their social media accounts.

## WEB MANAGEMENT

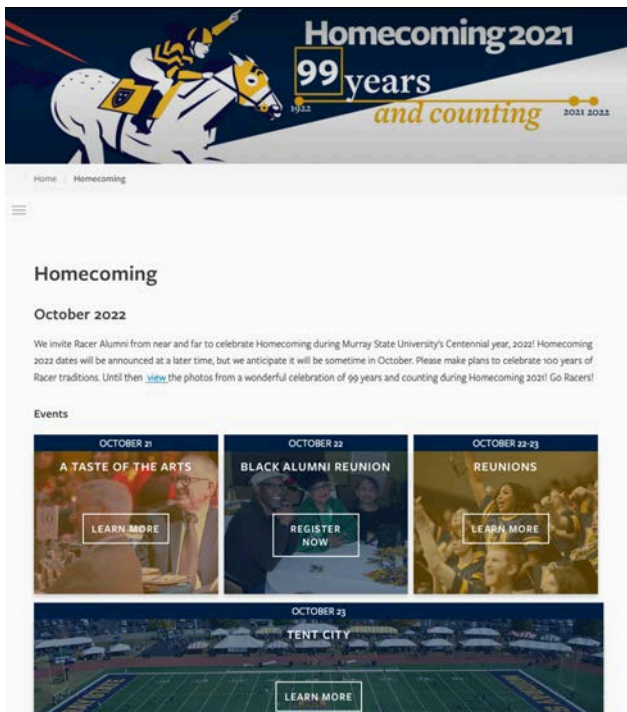
- ★ We published new policies and procedures for web governance and CMS users that focuses on accessibility guidelines and providing a positive experience for users.
- ★ We published new guidance on the proper use of short URLs.
- ★ We prepared to transition all users to Omni CMS v11 to replace OU Campus v10
- ★ We migrated all content from the current site into the new site.
- ★ We created the site for Homecoming 2021.



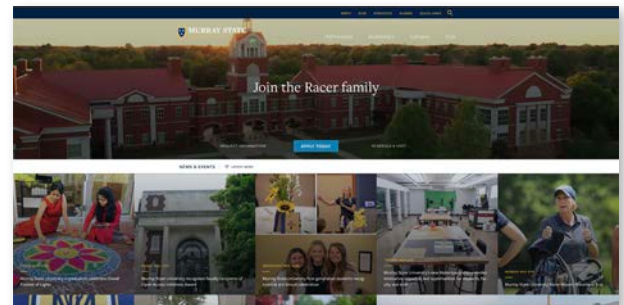
Before



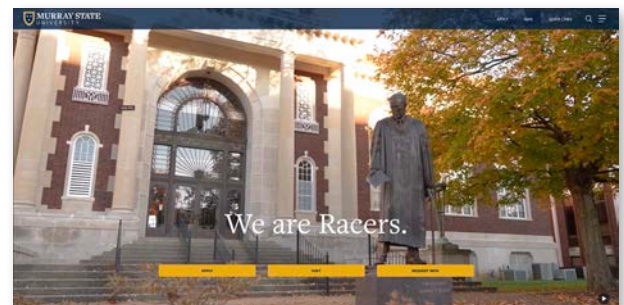
After



Homecoming 2021



Before



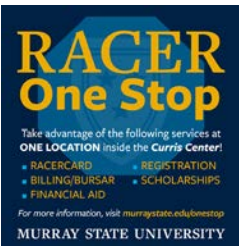
After

Before and after: the 2015 and 2021 websites



## GRAPHIC DESIGN/PRINTING

- ★ Social media templates, signage and flyers were created at the beginning of the semester to advertise services at Racer One Stop located in the Curris Center.
- ★ Advertising graphics were created to target high school students announcing when a Murray State University representative would be visiting their school for recruitment purposes.
- ★ Updates were made to cost sheets for first-time freshmen students and transfer students.
- ★ Postcards, yard signs, sandwich boards and programs were created to advertise Racer Days.
- ★ Ads were designed for the development office to be included in Racer football and basketball programs.
- ★ The Quick Facts flyer was updated with recent Murray State University accolades and data.
- ★ Enrollment materials were created to assist the human resources department.
- ★ Advertising and social media graphics were designed to assist the transfer center at Murray State University.



## Racer One Stop Graphic



## Cost Sheet



Development Ad



## Open Enrollment



### Visit Day Graphic



## Racer Days Postcard



## Quick Facts Flyer



### Transfer Ad

To access an e-edition of this report and previous quarterly reports, visit [murraystate.edu/bmc/report](http://murraystate.edu/bmc/report)



**MURRAY STATE**  
UNIVERSITY

# We are Racers.

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