



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

JULY – SEPTEMBER 2022

### PUBLIC RELATIONS



#### Partnership with the International Business College at Shandong Technology and Business University celebrates its first graduating cohort of students

The partnership between Murray State University's Arthur J. Bauernfeind College of Business and the International Business College at Shandong Technology and Business University (STBU), located in Yantai, China, recently celebrated the graduation of its first cohort of students.

The dual degree program provides classes to STBU students, allowing them to earn a degree from each university while remaining residents at STBU. Students selected for the program can choose between earning a degree in accounting or finance. Both degrees contain 42 hours of coursework (14 classes) of business-related courses taught by Murray State faculty in addition to the regular classes that are required to earn a degree from both universities. The program was developed to accept approximately 150 students in each cohort.

The first cohort of students was selected in the fall 2018 semester, and the initial classes were administered in the summer of 2019. Due to the COVID-19 pandemic in early 2020, international travel was closed and classes were transitioned to online courses. Fortunately, Murray State's Bauernfeind College of Business was well versed in developing and presenting classes in an online format.

Since the first cohort of 56 students were selected, there have been three other cohorts chosen, each with approximately 150 students. The program now consists of approximately 500 students, with the first cohort of students graduating with dual degrees in June 2022, a monumental achievement by both universities in the wake of a global pandemic.



#### Murray State University recognized nationally by *U.S. News & World Report* for 32nd consecutive year

Murray State University has again been recognized by *U.S. News & World Report* as one of the top schools in the country. The rankings list includes Murray State as one of the best universities in multiple categories, marking the institution's 32nd consecutive year of top-tier rankings by the reputable college guide.

One of the keynote pieces from this year's rankings is that Murray State is a top 10 regional university in both quality and value. Murray State is ranked 8th among peer institutions in the "Top Public Schools - Regional Universities South" category, 8th in the "Best Value Schools - Regional

Universities South" category, and 23rd in the "Best Regional Universities South" category — increasing its ranking in all three categories from the previous year. In fact, Murray State made a significant jump this past year from 34th to 8th in the aforementioned "Best Value Schools" category.

Murray State was also a top 10 regional university while increasing its ranking from last year in the "Best Colleges for Veterans - Regional Universities South" category, and further, was recognized in a category centered around access, quality, retention rate and student progression toward degree attainment.

Murray State's undergraduate programs in business, computer science, engineering and nursing were each ranked again this year on the *U.S. News & World Report* list for 2023.

The University was highlighted earlier this year as a best value for students seeking a college degree by *Washington Monthly* in its "Best Bang for the Buck" rankings. Also within the past year, Murray State has been spotlighted nationally for both quality and value by *Forbes*, *Money Magazine* and the *Wall Street Journal/Times Higher Education*.



#### Roslyn White Named Interim Assistant Vice President of Enrollment Management

Murray State University has named Roslyn White interim assistant vice president of enrollment management in the Division of Student Affairs and Enrollment Management. In this role, White will focus on developing strategies and initiatives aimed at undergraduate student recruitment, provide leadership and energy to the enrollment management team and serve as a resource in all areas of recruitment, admissions and retention.

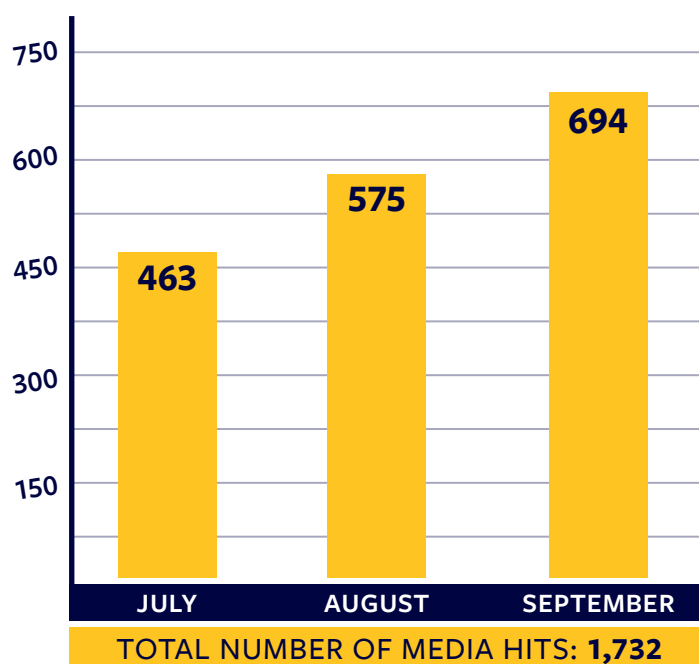
White's expertise is highly respected in the enrollment management profession due to her many years of expertise and experiences in the recruitment of students and working with parents and school officials. She is not only recognized professionally in the state of Kentucky, but also at a national level.

Previously, White has held multiple positions at Murray State University in the Office of Multicultural Recruitment, along with being director of admissions and recruitment at Meharry Medical College, director of educational programs at the Lincoln Foundation and assistant vice president for enrollment management at Alcorn State University. She is a 1997 Bachelor of Science graduate in elementary education from Mississippi Valley State University and an educational psychology major from Alcorn State University.

## MURRAY STATE IN THE MEDIA

- ★ Mrs. Emily Roark and Dr. David Meinschein appointed to Murray State University Board of Regents
- ★ Murray State University airs first podcast called *The Racer Alumni Podcast: Stories from the Finest Place We Know*
- ★ Murray State University announces 2022-23 Regents Fellowship recipients for the upcoming school year
- ★ Murray State University selected as top postsecondary agricultural education program in Kentucky while also named a national finalist
- ★ Nico Yantko named Murray State University Director of Athletics
- ★ Record fundraising reported by Murray State University in centennial year
- ★ Murray State University, Kentucky Community and Technical College System announce new partnership initiatives
- ★ Murray State University Psychology Professor named Research Fellow by the Sport Marketing Association

## MEDIA COVERAGE



- \* Five consecutive months with earned media growth from previous year's month.
- \* 98% increase in media hits from Q1 in 2021.

## DIGITAL SERVICES



- ▶ Be Bold: Forever Blue & Gold campaign video: <https://youtu.be/0OFmla46f8w>  
Video produced to kick off the Be Bold Campaign.



- ▶ Murray State "Racing Ahead" image spot: <https://youtu.be/MhZGdW2lsbs>  
New image spot used for advertising on broadcast and cable television, online advertising, as well as social media.



- ▶ HSOA Breakfast on the Farm program video: <https://youtu.be/j92kNxPq3aQ>  
The full program from the Hutson School of Agriculture's "Breakfast on the Farm."



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

## SOCIAL MEDIA

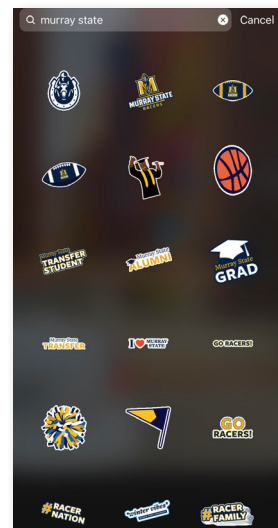
Military Discount and Veteran Accolades:  
Created social media graphics for military ranking and military tuition discount offerings for the main campus and regional campuses to use.



LinkedIn Ad Campaigns:  
Launched LinkedIn ad campaigns to promote the Portuguese Certification Program and the Organizational Communications graduate program.



GIPHY and GIPHY example:  
Launched additional GIPHY stickers that are available for use on Instagram and Facebook social media stories. Currently, there are 67 Murray State themed GIPHY stickers available that have garnered 1.8M views.



## WEB MANAGEMENT

Are you ready to become a Racer?



Congratulations!

You qualify for admission to Murray State.  
Please note, transfer students must have a GPA of 2.0 or above in college courses.

Submit your application to become part of the Racer family!

APPLY NOW →

The Department of Web Management developed an admissions calculator. The calculator gives prospective first-time freshman and transfer students the ability to quickly determine if they qualify for admission based on their GPAs.

Web Management has partnered with BrightEdge to enhance search engine optimization (SEO). The BrightEdge platform includes features that research keywords and provide recommendations for enhancements, image compression to increase page speeds on mobile devices and implementation of a consent bar. The consent bar meets legal requirements and provides website visitors with information about how their information is used for digital marketing and how the site is used.

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## GRAPHIC DESIGN/PRINTING



Stickers of Dunker were printed to help the Transfer Center roll out their Racer Ready Campaign running from September – November. The stickers will also add to their recruitment efforts for the year.

Racer One Stop yard signs were printed for the Registrar's Office in August. These yard signs advertised days and times that registration services would be offered to students.



Scholarship award notecards for Governor's Scholars, Governor's School for Entrepreneurship, Governor's School for the Arts and Commonwealth Honors Academy were printed with variable data as part of the yield publications process.



We are engineers.  
We are Racers.

We are physicists.  
We are Racers.

We are cyber.  
We are Racers.

We are nerds.  
We are Racers.

Photo Booth signs were printed for the School of Engineering to help promote the various occupations associated with an Engineering degree. The signs, held up by students, touted variations of our tagline, "We Are Racers."

A rack card was printed to promote Murray State's Paducah campus. The rack card featured bachelors and masters programs that are offered at the Paducah location.

Yard signs were printed for the Murray State Veteran and Military Student Success Office to advertise their new Veterans Lounge location and what is offered there. Veterans will be able to take advantage of TVs, coffee, soft drinks, snacks, computers and free printing.



A set of quick-fact postcards were created for the Recruitment Office to include in their student communication efforts.



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



**MURRAY STATE**  
UNIVERSITY

We are Racers.

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