



### PUBLIC RELATIONS



#### Murray State University's Office of Branding, Marketing and Communication presented with a Public Relations Society of America Bluegrass Chapter Landmarks of Excellence Award for departmental quarterly report

The primary purpose of this report is to continue to inform areas across campus of our office's resources, and how we can assist them with their goals and initiatives. We have deepened our relationships across campus and regularly see areas contact us for assistance with a particular need, such as developing a social media advertising campaign, after they have seen a recent collaboration with another department which inspired them to reach out to us.

This report is a continuation of our efforts to be the best service unit we can be in order to help advance Murray State.

#### Record freshman class highlights Murray State University's fall 2023 enrollment

Murray State University's enrollment in several key categories reflects historic growth with continued positive trends and momentum for the institution.

Murray State has welcomed the largest freshman class in the University's history, while this fall's overall enrollment is the largest since 2017.

##### Below is a snapshot of this fall's freshmen enrollment, as of Sept. 17, 2023:

- A total of 1,660 freshmen are enrolled at Murray State — the largest in the institution's history.
- Among the freshman class, 44 percent were ranked in the top quarter of their graduating class and 10 percent were valedictorians of their graduating classes.
- This year's freshman class earned an average GPA of 3.57 as high school students.
- This year's freshman class reflects a 17 percent increase in underrepresented minority students from last year's freshman class, and is the most diverse freshman class since prior to 2018.

##### Below is a snapshot of this fall's overall enrollment, as of Sept. 17, 2023:

- This fall's total enrollment of 9,818 is the largest in the last five years

and represents a nearly 4 percent increase over the previous year.

- This is the second consecutive year with an increase in overall enrollment.
- A total of 59 countries, 49 states and 111 counties in Kentucky are represented among the student body.
- The University's six-year graduation rate of 62 percent is the highest percentage since recordkeeping of this data began in 1993.
- The University's student first-to-second year retention rate of 76 percent is one of the highest among public, regional comprehensive universities in Kentucky.
- International student enrollment reflects an 18 percent increase from the previous year, with a 50 percent increase in international graduate student enrollment from the previous year.
- Enrollment in the University's Racer Academy dual credit program for high school students reflects a 13 percent increase from the previous year.



#### Murray State University Board of Regents adopts resolution of support to begin examining the development of a School of Veterinary Medicine

The Murray State University Board of Regents adopted a resolution of support at its Friday, Aug. 25, meeting to create a task force and begin a feasibility study to examine the statewide shortage of veterinarians and work toward the development of a School of Veterinary Medicine at Murray State University.

The state of Kentucky currently does not have a School of Veterinary Medicine, and approximately 70 students from Kentucky are accepted each year to out-of-state veterinary schools. In the United States, there are only 32 veterinary colleges accredited by the American Veterinary Medical Association (AVMA).

According to the U.S. Bureau of Labor Statistics (BLS), there are 86,300 veterinarians in the United States, and this

occupation is expected to grow by over 19 percent by 2031. The BLS also reports a total of 122,800 veterinarian technologists/technicians are working today and the field is expected to grow by 20 percent by 2031.

Murray State's Hutson School of Agriculture has the largest estimated pre-veterinary medicine/veterinary technology enrollment of any university in Kentucky and is just one of three programs in Kentucky that is fully accredited by the AVMA.

Murray State students are provided valuable hands-on learning opportunities that prepare them for success upon graduation. The University's A. Carman Animal Health Technology Center, located on Murray State's West Farm in Calloway

County, offers state-of-the-art equipment and supplies to prepare students for a career in the field of veterinary medicine.

The Breathitt Veterinary Center at Murray State University, under the direction of the Hutson School of Agriculture, is located in Christian County and is a nationally preeminent animal disease diagnostic laboratory dedicated to protecting the invaluable assets of Kentucky's equine, livestock and poultry industries. The center is the only Level 1 Laboratory Status designated by the USDA National Animal Health Laboratory system and one of only 60 laboratories in the United States (one of 23 laboratories with Level 1 status). The center serves as an important teaching and learning facility for Murray State students.

## PUBLIC RELATIONS (CONTINUED)



### Murray State University's Be Bold Centennial Campaign reports a record-breaking level of fundraising success

With the close of the first year of the public phase of Murray State University's Be Bold – Forever Blue & Gold Centennial Campaign, the University reports a record-breaking level of fundraising success in total gifts and new documented commitments in support of its students and programs. With total gifts and commitments exceeding \$16.7 million for the year July 1, 2022, through June 30, 2023, the University is making excellent progress toward its goal of raising \$100 million through this historic campaign.

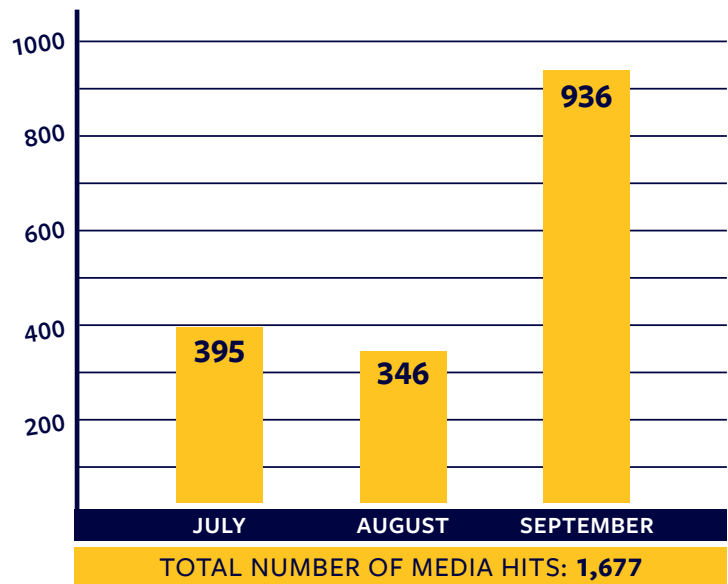
The success of this fundraising effort emphasizes Murray State's commitment to student support and success, enhancing academic excellence, strategic modernization of its campus facilities and strengthening the long-standing championship tradition of Racer Athletics, which more than doubled fundraising results over the previous year.

Following Murray State's centennial year, donors are giving campus-wide in support of programs and students at record levels. In early 2022, the Office of Development and the Murray State University Foundation, Inc. set a goal of establishing 100 new funds that would support new student scholarships, academic funds for excellence and increased support for teaching and learning. Murray State exceeded that goal by working with donors to establish 103 new funds by July 2023. Further evidence of increased giving is shown in the number of donors achieving record levels of support, with 25 new members of the Rainey T. Wells Giving Society, which recognizes donors with total support exceeding \$250,000 in gifts to the University.

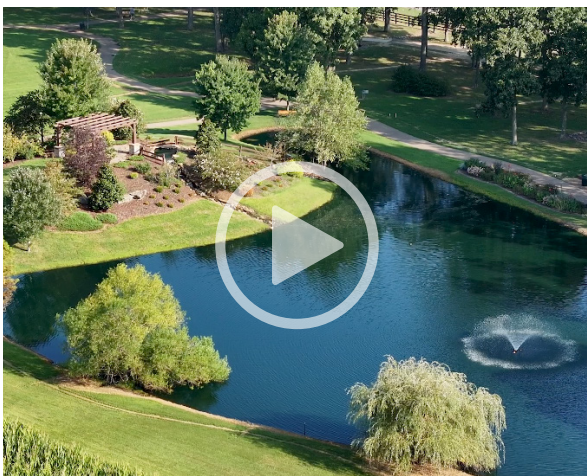
## MURRAY STATE IN THE MEDIA

- ★ Civil and Sustainability Engineering program accredited by the Engineering Accreditation Commission of the Accreditation Board for Engineering and Technology
- ★ Psychology professor Dr. Dan Wann recognized nationally by Research.com
- ★ Murray State University announces newly-named "Doran Arboretum at Murray State University" with establishment of the Doran Arboretum Fund for Excellence
- ★ Murray State University recognized nationally by U.S. News & World Report for 33rd consecutive year
- ★ School of Nursing and Health Professions receives \$1.5 million grant
- ★ Ryan Orr named Chief of Police for Murray State University Police Department
- ★ Murray State University announces the 2023-2024 recipient of the Coach Mark Brady Scholarship

### MEDIA COVERAGE



## DIGITAL MEDIA SERVICES



### The Murray State Minute

Digital Media Services began a new initiative for broadcast and social media. "The Murray State Minute" showcases stories from around campus in :60 and directs viewers to [murraystate.edu/msuminute](http://murraystate.edu/msuminute) for extended versions of the story. The stories are running on KFVS 12, WSIL 3 and a host of cable and streaming TV outlets throughout the service region. The September completion rate for the streaming TV audience reflects that more than 96 percent of viewers are watching the "Murray State Minute" in its entirety — well above the industry average.

"Minutes," thus far, include stories on MSU's Doran Arboretum, an update on the Centennial Campaign and recaps of Great Beginnings and Family Weekend.

As we focus on great stories throughout campus, we encourage faculty to reach out to us with stories about the great work you and your students are doing.



To see current and future "Murray State Minutes," visit [murraystate.edu/msuminute](http://murraystate.edu/msuminute).



## SOCIAL MEDIA



Promoted Family Weekend and the most current Points of Pride.



Implemented paid social media campaigns centered around prospective student recruitment in the 18-county regional area.



Initial efforts began focusing on fall 2024 admitted students with the creation of graphics encouraging admitted students to complete the scholarship application. In addition, graphics were developed to push housing application completion and campus visits.



Collaborated with the Transfer Center to promote the fall transfer Racer Ready event through organic and paid social media campaigns.



## WEB MANAGEMENT

### Comparing web traffic (July 1 - Oct. 1, 2022 vs. July 1 - Oct. 1, 2023)

Our web department has compiled data about our website's performance from July 1 to October 1 in 2022 compared to July 1 to October 1 in 2023.

The number of visitors has increased by 4 percent for all users and 9.8 percent in the United States. We've seen a massive surge in site visits from India, with a staggering 25.83 percent increase. It's great to see the impact of international recruitment efforts mirrored in the data.

Our engaged users are also up by 22.07 percent. According to Google, engaged users spend a significant amount of time on our website, actively using it. Engagement is a good metric for measuring the success of our website and the usefulness of our site.

We've found a continuing shift in how users are accessing our site. Mobile use continues to grow. For 2023, we have had 137,000 users on iOS, up by 10 percent compared to last year. In contrast, only 79,000 users are on Windows, historically the most popular browser for

accessing [murraystate.edu](http://murraystate.edu). Finally, mobile use is 58 percent, a 2.5 percent increase from last year. As more and more people use their mobile devices to browse the web, we must continue to optimize our website for mobile use. The 2021 redesign marked the beginning of those efforts, and future changes will be geared to further enhance the site for mobile users.

Overall, these statistics are very encouraging, and I can't wait to see how we continue to grow.

## PRINTING

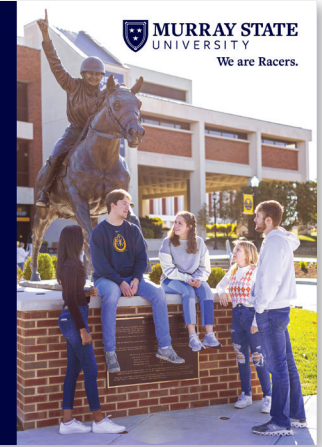


A large format poster was created for the Racers Helping Racers food pantry to assist Murray State students.



A large hanging banner was created to recognize the sponsors at the Breakfast on the Farm event held in September.

# GRAPHIC DESIGN



(pictured left to right)

Several publications were created for the 2024 recruitment season: Road Piece, Junior Piece, Senior Piece, Undergraduate Cost Sheet (not shown), Academic Program Sheet (not shown)



An Impact Report was created for the Office of Development. This report contains data pertaining to the previous year's fundraising efforts and information for current and potential donors.



The Annual Security Report was produced for the campus Police Department. This report is mandatory every year. The information is available to the public and contains the type and number of incidents or crimes the police department handles each year on campus.



An ad was created for the Lane Report to promote Kentucky's Program of Distinction: Cybersecurity and Network Management.



Career Fair flyers were created for the Career Services office to promote the fall career fair.

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



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