



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

JULY – SEPTEMBER 2024

PUBLIC RELATIONS



Dr. Bob Jackson announces his retirement

After many years of loyal and dedicated service and 43 years of association with his Alma Mater, Dr. Bob Jackson has announced his retirement as president of Murray State University effective June 30, 2025. He will continue his employment as President Emeritus and assist with a future transition and as a special advisor to the Board of Regents through a future date.

Jackson has served as president since August 7, 2018, and has held other administrative roles including president of the Murray State University Foundation, Inc. Both President Jackson and his wife, Karen, are alumni of the University.

Under Jackson's leadership, Murray State University has experienced significant growth and success in its mission to advance higher education in our region, state and nation. The University developed a renewed focus on recruitment and retention of students, advanced new academic programs, enjoyed athletic successes and changes, enhanced the look and design of campus with a new School of Nursing and Health Professions building under construction, a Veterinary Sciences building, a Learning Commons and new Residential Hall funded and in design, along with the recent acquisition of Station 74 at Murray State University.

The Board of Regents will begin a search for his successor, ensuring a smooth transition and the continuation of the University's important work for our region, state and nation.

Murray State University's economic impact is highlighted in recent report

*Updated study shares that University
generates more than \$633 million in economic
output activity for the Commonwealth*

Murray State University's economic impact on the Commonwealth and the west Kentucky region is highlighted in a recent report.

Based on a 2017 comprehensive study led by Professor Emeritus Dr. Gil Mathis, updated for inflation, Murray State University generates more than \$633 million in economic output activity for the Commonwealth.

Report findings also include the following:

- \$265 million: annual total revenue generated by University employee, student and visitor spending
- \$23 million: annual state and local tax revenue generated by activity associated with Murray State University
- \$1.18 billion: estimated increase in earning capacity generated by nearly 42,000 Racer alumni who reside in Kentucky
- 6,025: total direct and indirect jobs created as a result of Murray State University's business operations

The 2024 state biennium budget includes funding and support for Murray State University, including a record amount of capital projects funding. Approximately \$250 million in capital project and asset preservation funding has been provided to Murray State University over the past two state budgets.

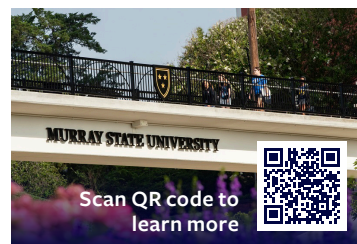


Murray State University recognized nationally by U.S. News & World Report for 34th consecutive year and earns #1 "Best Value School" designation in the South region

Murray State University has again been recognized by U.S. News & World Report as one of the top universities in the country in multiple categories, marking the institution's 34th consecutive year of top-tier rankings by the national college guide.

While the University has been ranked highly in the regional "Best Value School" category in past years, Murray State earned the #1 "Best Value School" designation in the South region this year.

Further, Murray State ranked as the top Kentucky public regional comprehensive institution in the South in categories including Regional Universities, Top Public Schools, the aforementioned Best Value Schools and Best Colleges for Veterans.



Murray State University expands student mental health resources through new TimelyCare partnership

Murray State University has expanded its student mental health resources through a new partnership with TimelyCare, a 24/7 virtual health and well-being provider that serves more than 2.3 million students at over 350 campuses nationwide.

The partnership is an extension of Murray State's ongoing student mental health resources, many of which are available on campus and virtually through the University Counseling Services and the Psychological Center.

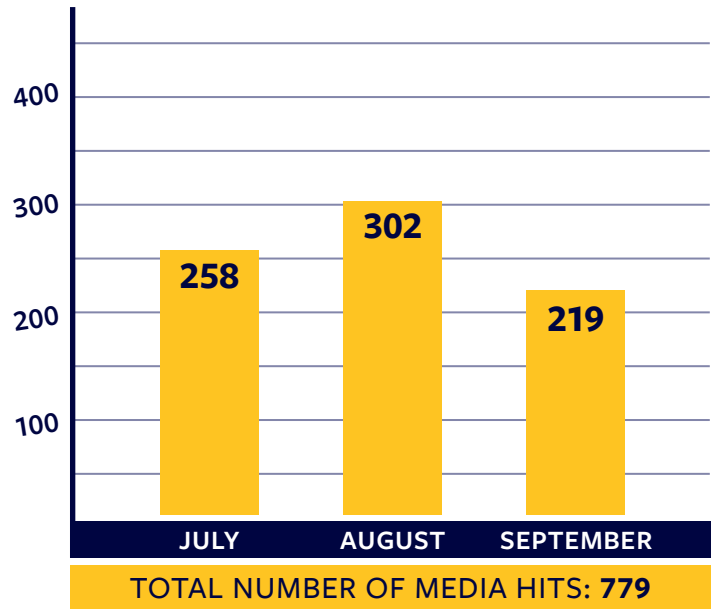
Through TimelyCare on their phone or other device, Murray State students can select from a wide-ranging menu of virtual care options in all 50 states at no cost and without the barrier of traditional insurance, including on-demand mental health and emotional support, scheduled counseling from licensed mental health providers, psychiatric support and more.

Students are encouraged to download the Murray State TimelyCare app through Apple's App Store, Google Play or at timelycare.com/murraystate in order to set up their profile, select a provider who fits their needs and schedule an appointment.

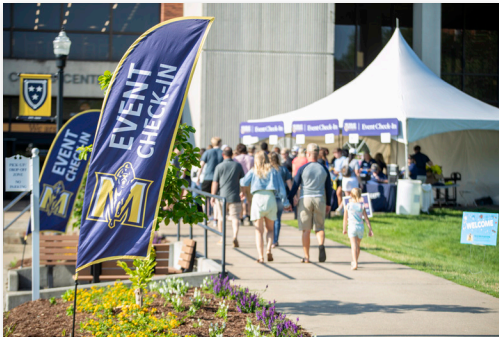
MURRAY STATE IN THE MEDIA

- ★ Murray State University and Madisonville Community College sign transfer agreement for Electromechanical Engineering Technology program
- ★ Murray State University announces a new partnership with Murray-Calloway County Hospital as campus health services provider
- ★ Murray State University recognized as a new member of the FirstGen Forward Network
- ★ Murray State University's statewide Program of Distinction in Cybersecurity and Network Management reports enrollment boom, announces new Industrial Cybersecurity Certificate program
- ★ Murray State University recognized nationally by Colleges of Distinction in its 2024-2025 rankings
- ★ Murray State University recognized by Niche, student reviews in numerous categories
- ★ Murray State University recognized by *Wall Street Journal* in "Best Colleges in the United States" rankings
- ★ Murray State University holds ribbon cutting for DEVsource Technology Solutions Esports Arena

MEDIA COVERAGE



DIGITAL MEDIA SERVICES



MSU Minute: Racer Nation Orientation

The summer was packed with numerous Racer Nation Orientation dates for new students to get acclimated to campus.



To watch the video, scan the QR code or go to bit.ly/MSMRNO



Career Services Cookout

Career Services kicked off the fall semester with their annual Career Services Cookout. Free food and fun times!



To watch the video, scan the QR code or go to bit.ly/CareerCookout



Hancock Biological Station's 700th Cruise

Researchers at Murray State University's Hancock Biological Station celebrated the 700th Cruise of the Kentucky Lake Long-Term Monitoring Program (a cruise occurs every 16 days, since 1988) on August 2, 2024.



To watch the video, scan the QR code or go to bit.ly/HBStour

SOCIAL MEDIA



I Love Being a Racer

New “I love being a Racer...” social media campaign began featuring many Murray State student leaders.



Apply Now! Fall 2025

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



Racers Give

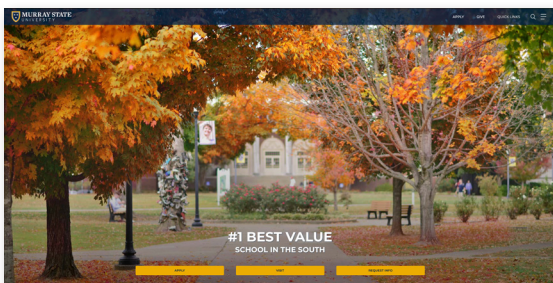
Collaborated with the Office of Development to promote the Racers Give campaign.



Murray State Scholarships

Focused on fall 2025 admitted students with the creation of graphics encouraging admitted students to complete the scholarship application.

WEB MANAGEMENT



Screenshot of the new homepage with the #1 Best Value ranking

Web Design Enhancements

The current web design launched in November of 2021. We've made a few updates to the design recently.

We updated the homepage to feature the #1 Best Value ranking and replaced the background video with an image of campus in the fall. Switching out the video improves the page load speed on desktop. Background videos do not work on mobile devices, so this change aligns the mobile and desktop experiences. Plus, current industry best practices recommend large hero images as a replacement for background videos.

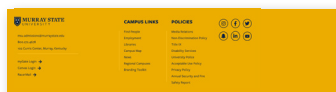
We've also updated the footer's background color from gold to white. This change provides a better user experience by increasing the contrast of the foreground and background colors.

We changed the font and design of the CTA Take the Next Step section. This section appears on every page with the main calls to action (CTAs) of requesting information, applying and visiting campus. The new version changes the font from the secondary Freight to the primary, friendlier Montserrat font. The text is bolder and more eye-catching, including a slight gold drop-shadow, which is a new feature that only recently became possible, garnering full browser support in July of this year.

All of these changes incorporate the latest best design practices while improving the user experience, better serving the website's primary goal of student recruitment.



CTA Take the Next Step and Footer (before)



CTA Take the Next Step and Footer (after)



GRAPHIC DESIGN/PRINTING



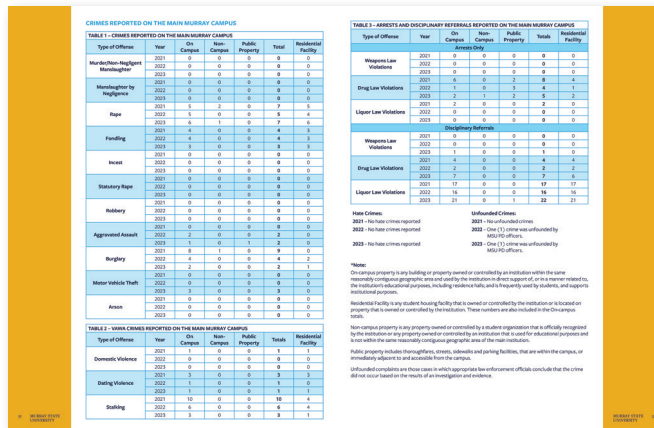
Road Piece

We refreshed the design of the Road Piece for the Office of Recruitment.



Recruitment Postcards

We created postcards for the Office of Recruitment to promote upcoming Racer Days and Saturday Visits.



2024 Annual Security and Fire Safety Report

We updated the Annual Security and Fire Safety Report for the Murray State Police Department.



Student Government Association

SGA Logo

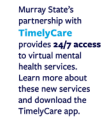
We designed a new logo for the Murray State Student Government Association (SGA).



STUDENTS, we are here for you!

MENTAL HEALTH SERVICES FOR STUDENTS

University Counseling Services and the Psychological Center provide a variety of on-campus counseling services, including both in-person and virtual sessions. Both of these locations offer scheduled and walk-in sessions.



TimelyCare

The Center for Student Engagement and Success, as well as the Office of Student Enrichment, Academic Excellence and Leadership are committed to the personal well-being and success of our students through a variety of important services and programs.

Center for Student Engagement and Success

Office of Student Enrichment, Academic Excellence and Leadership



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Mental Health Marketing Campaign

We assisted with marketing materials to promote the QEP MSU Matter/ Racers Care mental health initiative.

To access an e-edition of this report and previous quarterly reports, visit murraystate.edu/bmc



We are Racers.

Shawn Touney

Executive Director of Marketing and Communication
429 Sparks Hall | 270-809-2198 | stouney@murraystate.edu