



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing and Communication

## QUARTERLY REPORT

JULY – SEPTEMBER 2025

### PUBLIC RELATIONS

#### Murray State University recognized nationally as a 'Best Bang for the Buck' by *Washington Monthly*

Murray State University has once again been highlighted as a best value for students seeking a college degree by *Washington Monthly* as the University is recognized in the publication's "Best Bang for the Buck" South region category for 2025.

Murray State, which has been featured in the publication's list in past years, is ranked by *Washington Monthly* based on its methodology highlighting access, affordability, outcomes and community and national service.

Among Kentucky regional, public universities, Murray State was noted as having the least amount of debt that a graduate has incurred upon graduation.

Murray State offers an expanded regional tuition rate that includes a total of 15 states across the country. These states include Alabama, Arkansas, Florida, Georgia, Illinois, Indiana, Louisiana, Mississippi, Missouri, North Carolina, Ohio, South Carolina, Tennessee, Virginia and West Virginia. Murray State also offers enhanced academic achievement scholarships that emphasize GPA for entering freshmen students.

Based on the University's most recent data, a record \$136 million is awarded annually to students in financial aid and scholarships, and among its freshman class, 99% received a scholarship or financial aid.

Admission for the 2026-27 academic year at Murray State University is open as future Racers can apply today at [admissions.murraystate.edu](https://admissions.murraystate.edu). Students interested in joining the Racer family can also learn more as well as schedule a campus visit by calling the office of recruitment at 270-809-2896 or emailing [msu.recruitment@murraystate.edu](mailto:msu.recruitment@murraystate.edu).



#### Murray State University mourns the loss of Dr. Jesse D. Jones

Murray State University is mourning the loss of Dr. Jesse D. Jones, a cherished alumnus and devoted benefactor of the institution who passed away on Aug. 7. He was a native of

Marshall County, Kentucky, and graduated from Murray State in 1964 with a bachelor's degree in chemistry and mathematics, achieving this milestone as a nontraditional student—raising a family, working a night shift and attending classes by day.

Throughout his life, Jones held his alma mater close to his heart. He became one of the University's most generous supporters—his philanthropy leaving an enduring mark on campus. Notably, the Jesse D. Jones College of Science, Engineering and Technology (JCSET) stands as a testament to his vision and generosity; the Jones Chemistry Building on the Dr. Gene W. Ray Science Campus also bears his name, and the Jesse L. Jones Family Clock Tower, named in honor of his father—has become a symbol woven into the heart of the University's landscape.

Jones was the single most generous individual donor in the University's history whose philanthropy touched programs and students across campus over a span of decades. He supported the annual Math Day and named the Ross Mathematical Studies and Career Center for his grandmother, Hattie Mayme Ross, funded the Racer Oral Communications Center in Waterfield Library,

supported equipment purchases to be included in the new Jackson Hall nursing building for which he is to be recognized through the naming of the Dr. Jesse D. Jones Faculty Lounge. He funded the renovations in Heritage Hall, establishing the Hall of Benefactors and Distinguished Alumni. In addition to these significant gifts, Jones established scholarship and professorship funds for both student and faculty support through the Jesse D. Jones Scholars and Jesse D. Jones Endowed Professorships. The Hattie Mayme Ross Science Library is named for his grandmother as well as the Jones-Ross Research Laboratory. Jones made a gift in honor of his friend, and named the Dr. Gary W. Boggess Science Resource Center. He also funded the connection between the Engineering and Physics Building and Jones Hall and named it after his son — the Timothy D. Jones Gateway.

Jones' life exemplified perseverance, unwavering dedication to education and a heartfelt desire to give back to the next generation. Jones was honored with a Murray State University Alumni Association Distinguished Alumni Award as well as their Golden Horseshoe Award for service. He was also granted an Honorary Doctorate in 2010 in recognition of his incredible career in chemistry, mostly with Albemarle Corporation where he worked to develop and secure more than 30 patents. His legacy lives on through the institutions that bear his name, the students who benefit from his generosity and the community that he shaped.

#### Murray State University announces transformational impact of historic capital campaign

Murray State University celebrates the successful close of its historic Be Bold: Forever Blue and Gold Centennial Campaign, which exceeded the University's goal of \$100 million with a final total of more than \$107.8 million raised for the future of Murray State. After seven years of dedication and generosity, the campaign officially concluded on June 30, 2025, with participation from close to 25,000 donors, including alumni, faculty, staff, community members, family of alumni, businesses and organizations and other friends of the University.

The campaign, designed to propel Murray State into its second century of service, focused on two critical areas: student access and support and academic excellence, coupled with strategic campus modernization, including support for Racer Athletics. The campaign was spearheaded by the Be Bold National Campaign Council, a group of Murray State alumni and friends, led by national campaign chair David Dill ('90), who volunteered their time and effort to bring the campaign's vision of making Murray State an accessible and modern campus for the 21st century to alumni and friends across the globe.



Half of the support raised will fund student scholarships, enabling the University to continue to keep the priority of making a Racer education accessible to all deserving students. Donors have established hundreds of new scholarships across many academic areas, many of which will directly support first-generation students and those with financial need.

Though the campaign goal has been met, the Murray State University Foundation will still graciously accept gifts in support of student scholarships, academic excellence and campus modernization. For giving information, visit [murraystate.edu/giving](https://murraystate.edu/giving) or call the Murray State University Office of Development at 270-809-3001.

## PUBLIC RELATIONS (CONTINUED)

### Breathitt Veterinary Center at Murray State University welcomes Dr. Narayan Paul as new director

The Breathitt Veterinary Center (BVC) at Murray State University is excited to announce the appointment of Dr. Narayan Chandra Paul as its new director.

A board-certified diplomate of the American College of Veterinary Microbiologists, Paul brings more than two decades of expertise in veterinary diagnostics, microbiology and leadership—alongside a proven track record in advancing animal health, food safety and public health. He assumed the role in July 2025.

Paul earned his Doctor of Veterinary Medicine from the University of Chittagong (Bangladesh), followed by a Master of Science in microbiology (virology) from Bangladesh Agricultural University, and a doctorate in microbiology (bacteriology) from the University of Copenhagen (Denmark). His distinguished career spans academia, international development and veterinary diagnostics, including service with the Food and Agriculture Organization of the United Nations.

Before joining BVC, Paul led the Bacteriology and Mycology Section at the Texas A&M Veterinary

Medical Diagnostic Laboratory, where he guided a team of scientists and technicians, expanded testing capabilities and spearheaded innovative research in bacterial and fungal diseases affecting livestock, companion animals and wildlife.

Throughout his career, Paul has collaborated with veterinarians, livestock producers and public health officials across the U.S. and internationally. His leadership in quality assurance and laboratory accreditation ensures the highest diagnostic standards. His expertise will continue to support producers, veterinarians and regulatory agencies in safeguarding animal health and ensuring the safety of the food supply in Kentucky.

As Director of BVC—a National Animal Health Laboratory Network Level 1 laboratory—Paul is committed to strengthening BVC's role as a trusted partner for Kentucky's animal agriculture industry and veterinary community.



### Murray State University recognized nationally by U.S. News & World Report for 35th consecutive year

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 35th consecutive year of top-tier rankings by the national college guide.

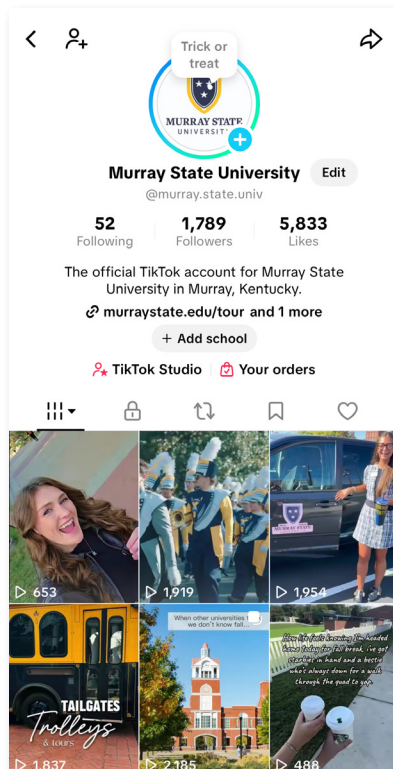
Murray State ranks in the South region as follows:

- 19th - Best Value Schools
- 6th - Top Public Schools
- 14th - Regional Universities
- 6th - Best Colleges for Veterans - Regional Universities

Murray State increased its ranking in the Top Public Schools, Top Regional Universities and Best Regional Universities for Veterans categories.

Murray State has also been recognized as a top university in undergraduate academic programs of engineering, nursing and psychology, and was recognized for its Doctor of Nursing Practice program, as well.

## SOCIAL MEDIA



#### TikTok

Launched the official Murray State University TikTok channel — now with 1,660 new followers at the end of the quarter

Generated 55,900 video views and reached 43,500 unique users in the first wave of content on TikTok



Be sure to follow @murray.state.univ on TikTok or scan the QR code to join the fun!



#### Great Beginnings

Created custom graphics and promoted the Great Beginnings countdown as students returned to campus for the fall semester



#### Fall Friday

Designed a promotional graphic for Fall Friday in collaboration with the Office of Recruitment

## MURRAY STATE IN THE MEDIA

★ Leadership Murray 2025-26 class includes several Racers

★ Murray State University President Dr. Ron Patterson visits Hopkinsville for Racer Spirit Listening and Learning Tour and signs two education partner agreements

★ Murray State University set to roll out new criminal justice concentration for MBA in spring 2026

★ Statewide Program of Distinction in Cybersecurity and Network Management reports third consecutive year of record enrollment

★ President Dr. Ron Patterson signs partnership agreement with Henderson Community College

★ School of Nursing and Health Professions receives \$499,000 award as part of larger \$1.5 million grant to increase training opportunities through simulation-based technology

## WEB MANAGEMENT

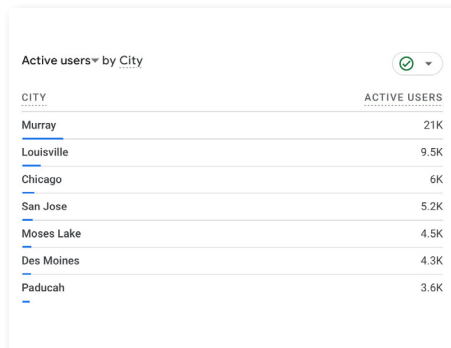
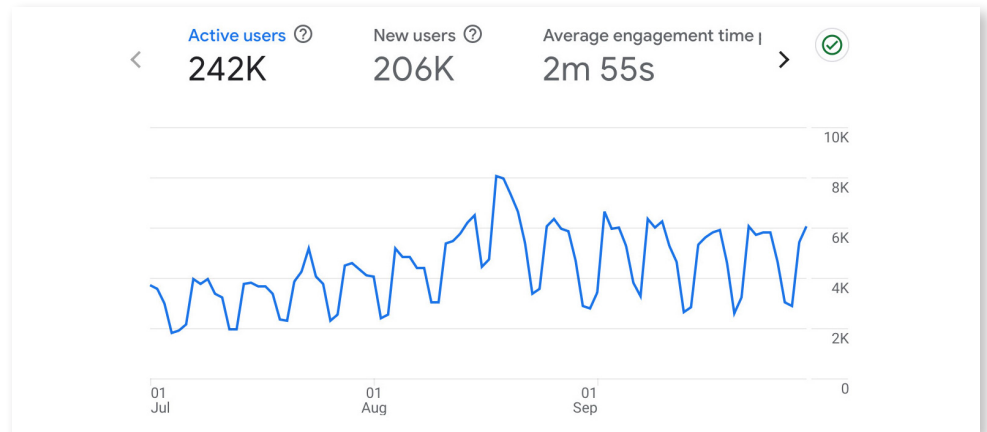
### Analytics for July 1 - September 30, 2025

Web Management uses Google Analytics and Microsoft Clarity to measure web traffic and interactions with our website. This data helps us improve the user experience and determine areas of interest to build more effective google ad campaigns.

Overall:

- 242K active users
- 209K new users

Most popular day - **Aug 18, 2025**, with 8,060 active users



### Demographics

#### Users by country:

1. United States - 207K
2. China - 9.7K
3. India - 3K

#### Users by gender:

1. 54.5% female
2. 45.5% male

#### Returning users by city:

1. Murray
2. Louisville
3. Chicago
4. Paducah
5. Nashville

#### Operating system:

1. iOS (iPhone)
2. Windows (PC)
3. Android (Android phone)
4. Macintosh (Apple computer)
5. Chrome OS (Chrome book)

#### Web browser:

1. Chrome
2. Safari
3. Edge

### From Clarity

#### Top states:

1. Kentucky
2. Tennessee
3. Indiana
4. Illinois
5. Oregon
6. Georgia
7. Missouri

#### Scroll depth:

54.5% (how far a user scrolls down the page)

#### User intent:

Almost 70% of sessions were measured as medium-high intent

Microsoft Clarity rates user sessions on a range from low to high intent as a way to measure engagement with the site. Low intent sessions have limited interaction or time on the page. Medium and high intent sessions have a higher engagement score with users interacting with the site through clicking links and scrolling.

## DIGITAL MEDIA SERVICES



### ▶ Be Bold: Forever Blue & Gold - Campaign Thank You!

A huge thank you to all the donors who supported the Be Bold: Forever Blue & Gold Campaign.



To watch the video, scan the QR code or go to [bit.ly/beboldcampaign](https://bit.ly/beboldcampaign).



### ▶ Family Weekend

Murray State welcomed families back for Family Weekend; a great opportunity to experience their student's college home!



To watch the video, scan the QR code or go to [bit.ly/familyweekend25](https://bit.ly/familyweekend25).



### ▶ Horticulture and Habitat for Humanity

Murray State's Horticulture Club recently partnered with Calloway County's Habitat for Humanity Chapter to beautify a new home.



To watch the video, scan the QR code or go to [bit.ly/horticulturehabitat](https://bit.ly/horticulturehabitat).



## GRAPHIC DESIGN/PRINTING



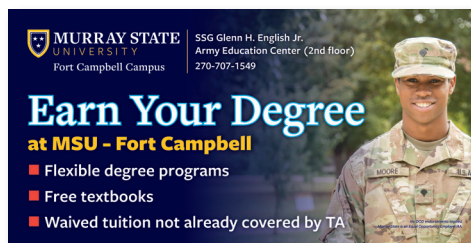
### Recruitment Postcards

The Office of Recruitment requested new greeting cards to send to potential students.



### Get Well Soon Card

The Office of Alumni Relations requested a "Get Well Soon" greeting card to send well wishes to members of the Racer family.



### Hopkinsville - Fort Campbell Campus Signage

The Fort Campbell Regional Campus requested a horizontal banner to promote the campus to the local community and, along with the Hopkinsville Regional Campus, photo frames for local students to take Instagram-worthy photos.



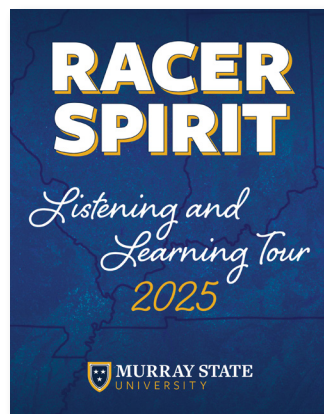
### Desk Calendar

The Offices of Recruitment and Student Affairs requested large desk calendars for the 2025-26 school year, including important dates such as Saturday Visits, scholarship and housing application deadlines and university closures.



### Racer Ready with the Transfer Center Marketing

The Transfer Center requested flyers and digital graphics promoting this semester's Racer Ready events. During these events, transfer students can have their application fee waived.



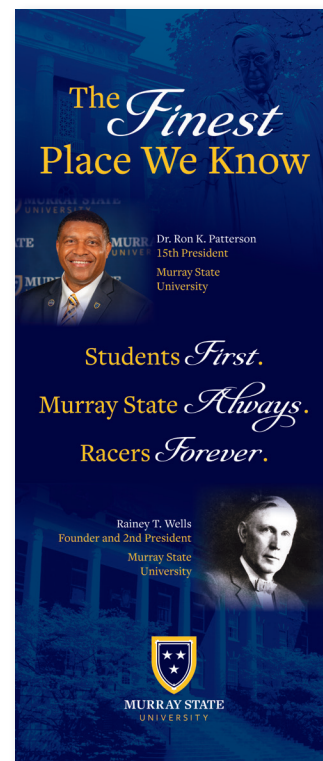
### Racer Spirit Listening and Learning Tour Marketing

The Office of Development requested flyers, digital graphics and signage promoting Dr. Patterson's Racer Spirit Listening and Learning Tour and Volunteer Summit.



### Accounting Banner and Bookmark

The Department of Accounting requested retractable banners and bookmarks promoting the forensic accounting and accountancy and analytics graduate programs.



### Presidential Banners

The Office of Development requested updated presidential banners to display behind Dr. Patterson at speaking engagements and board meetings.

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



We are Racers.

Shawn Touney

Executive Director of Marketing and Communication  
429 Sparks Hall | 270-809-2198 | [stouney@murraystate.edu](mailto:stouney@murraystate.edu)