



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

OCTOBER – DECEMBER 2021

PUBLIC RELATIONS



Murray State University featured in The Lane Report article

The October edition of The Lane Report featured Murray State University as part of its feature story on efforts by Kentucky colleges and universities to foster climates of diversity, equity and inclusion.

The article highlighted Murray State's Regents Fellowship Program, Marvin D. Mills Multicultural Center, Pride Center and Office of Multicultural Initiatives, Student Leadership and Inclusive Excellence.

The story can be read at <https://bit.ly/3rQtGm8>.

New Makerspace area provides innovative resources and opportunities for students, faculty and staff

Murray State University and University Libraries dedicated the new Makerspace area inside Waterfield Library as part of the University's many events and celebrations associated with Homecoming 2021 on Oct. 22.

Students, as well as faculty and staff, can gain hands-on experience through design and artistic expression with a variety of innovative technologies including 3D printing and scanning, laser cutting, virtual reality, photography, sewing and recording.

The new space also includes 12 dual-monitor workstations with cutting-edge software for 3D modeling, sound production, video editing, game creation, along with other digital editing tools and maker technology.

See the feature video produced by the Digital Media Services team at <https://bit.ly/3g52JWc>.



Center for Economic and Entrepreneurial Development continues to assist regional businesses through pandemic, recent storms

Murray State University's Center for Economic and Entrepreneurial Development (CEED) through the Arthur J. Bauernfeind College of Business has assisted various businesses in several ways, including the dissemination of important information, connecting businesses with important contacts and fielding requests for assistance in aiding recovery efforts. This outreach originated in Spring 2020 during the early stages of the COVID-19 pandemic, as well as in the aftermath of the devastating storms in the west Kentucky and multi-state region in December.

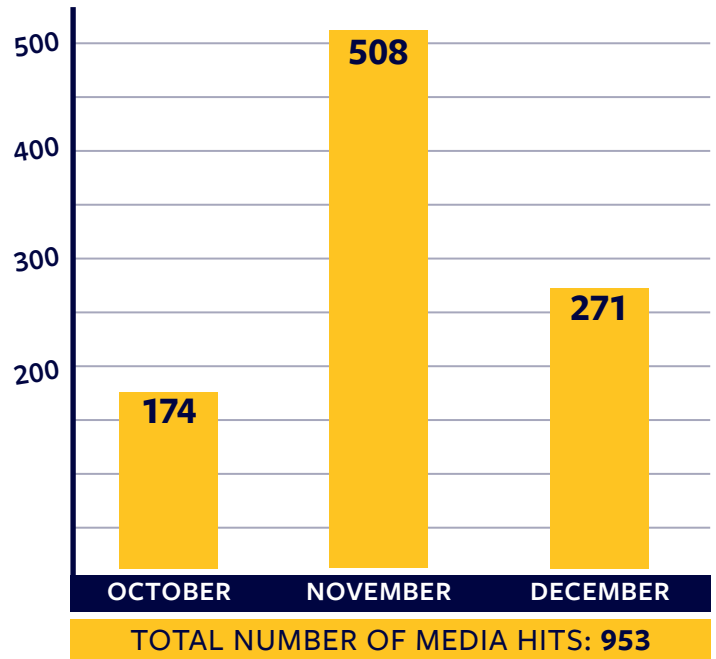
Following the devastation and upon the restoration of power from the Dec. 10 storms, CEED began immediately sending contact and resource information from state and national levels through the region to chambers of commerce, economic development organizations and area development district partners throughout its 26-county footprint. Information and resources from providers that continue to be shared include the United States Department of Agriculture, United States Small Business Administration, Tennessee Valley Authority, Delta Regional Authority, Kentucky League of Cities and Kentucky Association for Economic Development. In addition, contacts from the regional and other state entities have been providing useful information that has been redistributed through the CEED regional contact network.

Murray State will continue to support its community through its response, recovery and growth efforts.

MURRAY STATE IN THE MEDIA

- ★ Murray State University celebrates the naming of the Rudolph Equine Education Center.
- ★ Murray State University was awarded \$554,750 to help low-income, potential first-generation college students access higher education.
- ★ Murray State University launched a redesigned website.
- ★ Art students were chosen for a national printmaking exhibition.
- ★ Murray State University was recognized as a Phi Kappa Phi Circle of Excellence Gold Chapter.
- ★ The National Pan-Hellenic Council Plaza campaign is underway on campus.
- ★ The Indian Students Association celebrates Diwali Festival of Lights.
- ★ The Center for Adult and Regional Education and Department of Military Science announced new leadership for the ROTC program.

MEDIA COVERAGE



* 29% increase in media hits from 2020 to 2021.

DIGITAL SERVICES



- ▶ 18th Annual Holidays at Murray State featuring Concert Choir, Jazz Orchestra, Treble Choir and a cappella group EQ Blu. Broadcast via PBS affiliates throughout the country. <https://youtu.be/uqI9cwMUK5k>



- ▶ Promotional Video for Interdisciplinary Early Childhood Education: <https://youtu.be/O4N0bPls890>

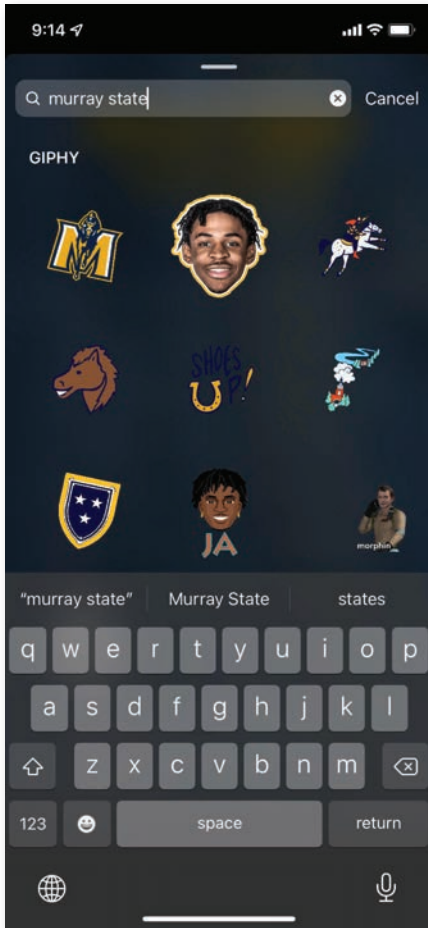


- ▶ Promotional video for the new Makerspace in Waterfield Library: <https://youtu.be/AOIUXFB5PSU>



To view any of these videos, please visit murraystate.edu/bmc

SOCIAL MEDIA



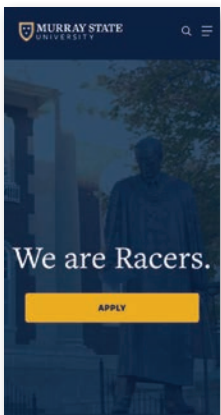
Instagram Gifs



Testimonial - Ellie McGowan, Class of '23

- ★ Introduced new Murray State gif graphics for Instagram, Facebook and Snapchat that users can include on their social media stories.
- ★ A new Murray State TikTok page was created to house videos for recruitment and general Murray State efforts.
- ★ Additional student testimonial graphics were added to the testimonial toolkit for use across campus.

WEB MANAGEMENT



Murray State University website redesign launch

Murray State University's web management launched a redesigned website on Nov. 15, 2021. The new design was the result of a multi-year project that began in the fall of 2019 focusing specifically on mobile devices. The project began with surveying current students, faculty, staff and alumni for feedback about the previous site. The goals of the project were to design a site that was user-friendly, efficient, ADA compliant and streamlined navigation options for desktop users.

Web Management implemented a web governance policy and developed a Canvas course for Omni CMS users. The course focuses on using the system, web accessibility, best practices and writing for the web.

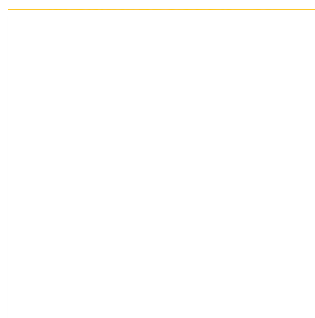
One of the goals of the project was making the site more ADA compliant. Initial scans after launch showed a 200% reduction in accessibility errors.



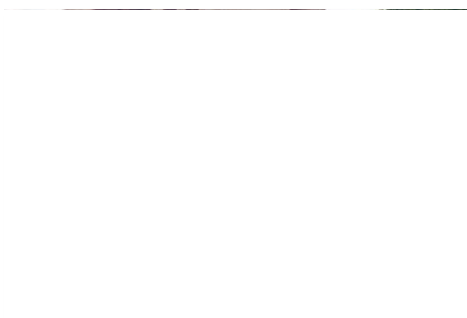
Department of Music Graphic



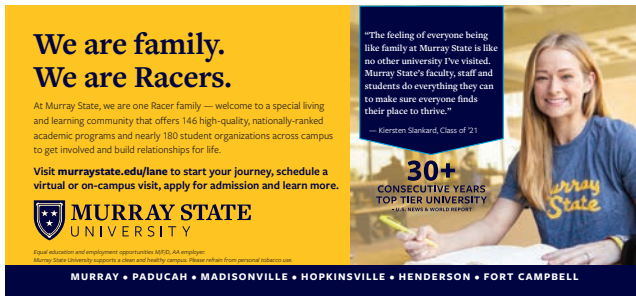
Family Brunch Graphic



Racer Day Transfer Center Graphic



"Best Value" Postcard



Lane Report Advertisement



Black Alumni Banner

- ★ Advertising graphics were created to assist the Department of Music.
- ★ Banners were created to spotlight black alumni of Murray State during Homecoming week.
- ★ Social media graphics were created to help the Transfer Center's November promotional endeavors.
- ★ Invitations were created to promote a family brunch for Legacy at Murray State.
- ★ "Best Value" postcards were created, continuing yield publication efforts.
- ★ Advertising graphics were created for the Lane Report.

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



We are Racers.

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