



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

OCTOBER – DECEMBER 2022

PUBLIC RELATIONS



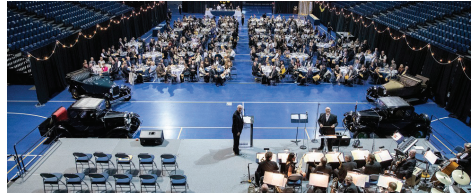
Engineering Physics program re-accredited by the Engineering Accreditation Commission of the Accreditation Board for Engineering and Technology

Murray State University's Engineering Physics degree program, administered by the School of Engineering, recently received reaccreditation by the Engineering Accreditation Commission of ABET (Accreditation Board for Engineering and Technology). This program has been EAC/ABET accredited for over 25 years.

The engineering physics program is a four-year engineering degree with tracks in mechanical engineering, electrical engineering, aerospace engineering and advanced physics. It is particularly strong in preparing students to work in cutting-edge technologies where traditional science and engineering disciplines overlap.

"This accreditation is a significant point of pride and affirms that our program meets the quality standards that produce graduates who are prepared to not only enter, but also succeed in the global workforce," said Jamie Rogers, interim director of the School of Engineering and ABET coordinator. "It is particularly beneficial for future engineers in Kentucky to graduate from an EAC/ABET accredited program, as this accreditation of a student's engineering degree program is required in order for the graduate to pursue professional engineering licensure."

The engineering physics program is housed in the 85,000-square-foot engineering and physics building on Murray State's Gene W. Ray Science Campus. The facility contains state-of-the-art classroom and instructional spaces, a high bay area for engineering projects, multiple student design labs and faculty office and research suites.



Murray State University celebrates centennial-themed Homecoming with Presidential Gala, announces \$100 million fundraising campaign

Murray State University celebrated its centennial in style with a 1920's themed Presidential Centennial Gala on Oct. 29 as part of Homecoming weekend. The Murray and Calloway County community as well as alumni and friends from throughout the region and beyond came together for a once-in-a-lifetime celebration of the institution's centennial.

A special announcement made by Murray State President Dr. Bob Jackson informed the nearly 400 event attendees of the public launch of the "Be Bold: Forever Blue and Gold Centennial Campaign," a \$100 million fundraising effort.

Through the generosity of alumni, friends and supporters of Murray State, the campaign will strive to reach \$100 million of support for the University. \$50 million will be directed toward student access including new scholarship

endowments and enhancing the traditions of a Murray State total college experience. Another \$50 million will be raised to support academic excellence and the strategic modernization of campus facilities, with a focus on new funding prioritizing teaching and learning, restoring original campus buildings, creating new greenspaces, and investing in athletics programs and facilities.

Murray State has already raised \$52.5 million during a quiet phase of the campaign which began in 2018 — a record total for the University over a four-year time period through the generosity of many supporters.

The gala, a dinner and dance celebration held in the CFSB Center, entertained guests dressed in their 1920's fashion and formal wear with an authentic swing band — Todd Hill and His Orchestra. As part of the program, a walk back through the history of the University was narrated by Carrie McGinnis, director of alumni relations, complete with a photo slideshow of special memories over the history of the institution. Guests also enjoyed photo opportunities with 1920's restored automobiles provided by the West Kentucky Region Model A Restorers Club, along with other era memorabilia and characters.

To make a gift to the University and help support the Be Bold: Forever Blue & Gold Centennial Campaign, call the Murray State Office of Development at 270-809-3001 or visit murraystate.edu/giving.



Hutson School of Agriculture recognizes area FFA students for outstanding accomplishments

The Hutson School of Agriculture honored high school students from the Purchase, Pennyryle and Green River regions as Murray State FFA All-Region Stars based on the students' demonstrated leadership in Future Farmers of America (FFA).

The Stars recognition banquet was held on Murray State's campus on Nov. 21 in honor of the recipients.

The honored FFA students attend a number of high schools in the 18-county Murray State service region, including the following:

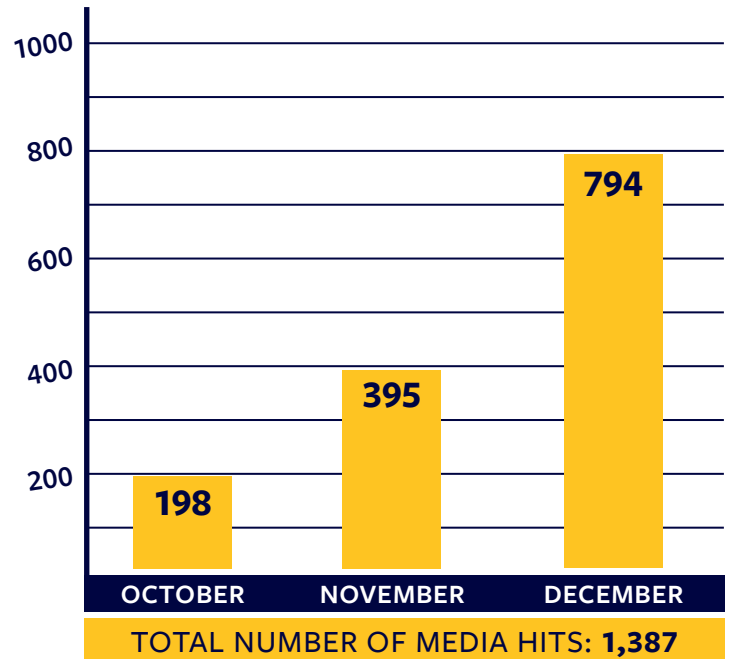
- Purchase region - Ballard Memorial, Calloway County, Carlisle County, Fulton County, Graves County, Livingston Central, Marshall County, McCracken County, Murray and Trigg County
- Pennyryle region - Caldwell County, Christian County, Crittenden County, Hopkins County Central, Hopkinsville, Muhlenberg County and Todd County Central
- Green River region - Henderson County, Union County and Webster County

Through a collaboration between the Hutson School of Agriculture and the Office of Branding, Marketing and Communication, media members receive photos as well as information for each recipient so they can access and publicize, specific to their respective coverage area.

MURRAY STATE IN THE MEDIA

- ★ Murray State University's McNair Scholars Program has been awarded a grant for five additional years
- ★ Murray State University and Anthem Blue Cross and Blue Shield Medicaid in Kentucky launch scholarship program for future health care heroes
- ★ Murray State University recognized by the National College Attainment Network
- ★ Murray State University and the SSC Services for Education grounds department recognized nationally
- ★ Murray State University's fall 2022 data highlights increase in enrollment, as well as continued growth in number of key categories
- ★ Murray State University's Military Science/ROTC Captain William Burgess selected for promotion
- ★ Murray State History Professor elected Chair of the Kentucky Humanities Council Board of Directors
- ★ Justice Bill Cunningham awarded an honorary doctorate at Murray State University commencement
- ★ Mary Ford Holland posthumously awarded an honorary doctorate at Murray State University commencement
- ★ Murray State University's Dr. Tony Brannon to retire in January 2023
- ★ Karami Underwood named new Director of Murray State University's Paducah Regional Campus

MEDIA COVERAGE



Total Number of Media Hits for 2022 - 6,388

* 22% increase in media hits for calendar year 2022 compared to 2021.

DIGITAL SERVICES



- ▶ DMS partnered with faculty and students in the Department of Music to produce the 19th Annual "Holidays at Murray State". The production was a nationwide program airing on public television stations.

Link: youtu.be/9J8YqENJTls



- ▶ In support of the Office of Recruitment, DMS produced a welcome video targeting prospective students and their families.

Link: youtu.be/HQe1xetK5Ao



- ▶ DMS documented all of the great events surrounding the Centennial Homecoming, including the full recording of the Centennial Gala.

Link: youtu.be/WPQd4Mn5s2g



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

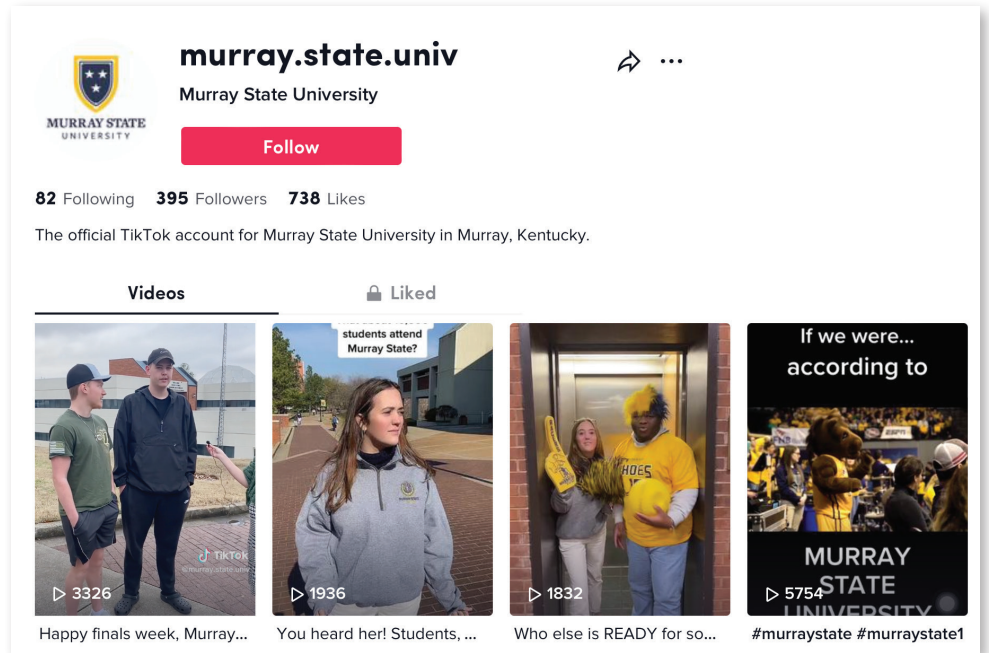
SOCIAL MEDIA



Continued ongoing recruitment and yield initiatives with the creation and promotion of new social media graphics for general applying, scholarship, housing and campus visits.



Supported the Transfer Center Racer Ready recruitment events with graphics and social media campaigns geared toward driving engagement and applications.



Launched Murray State University official TikTok page to post fun, trendy and engaging videos about Murray State.

Link: [tiktok.com/@murray.state.univ](https://www.tiktok.com/@murray.state.univ)

WEB MANAGEMENT



The Murray State website redesign was recognized as a Silver Winner in the 10th Annual Education Digital Marketing Awards. Entries were received from colleges, universities and secondary schools across the country. Judges for the EDM Awards consisted of a national panel of education marketers, advertising creative directors, marketing and advertising professionals.

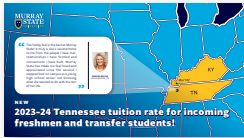
The redesign launched Nov. 15, 2021. Since launch, web analytics have shown a 4.33% increase in views, 6.48% increase in time users spend on the site and 20.74% decrease in bounce rates. Bounce rates are when a user visits the Murray State site and immediately leave.

The redesign is a mobile-first design and the numbers for mobile users have shown an increase.

Mobile use has increased 5% and users are coming to the site and interacting with it. 60% of new users are visiting the site on mobile devices.

- 21.72% increase in page views for mobile users (meaning more repeat visitors on mobile)
- 10.95% decrease in bounce rates
- 6.37% percent increase in pages per visit
- 18.99% increase in average visit duration

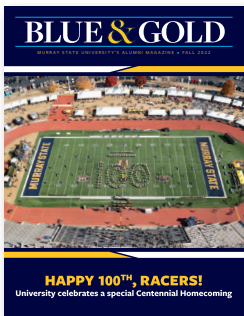
GRAPHIC DESIGN/PRINTING



Postcards and advertisements were created to aid with fourth quarter institutional advertising and recruitment efforts.



A set of 10 Exhibit Panels were printed for the Murray State University Centennial Celebration during Homecoming. The 3'x5' panels featured individuals who were instrumental to the origin and success of the University and also featured events that transpired during the last 100 years. The panels were mobile and were moved from place to place during the Homecoming events.



The *Blue & Gold* Alumni magazine for fall 2022 was printed highlighting the centennial homecoming among other events at Murray State.



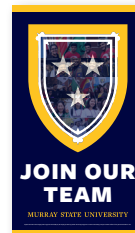
Emergency Contact cards were printed for the Kentucky Center for School Safety for use in their efforts to communicate hotlines available for child protection, suicide prevention, human trafficking and domestic violence.



Lockdown posters were printed for the Kentucky Center for School Safety to help them perform regularly scheduled school safety drills.



Posters were created for the Murray State University Police Department to promote the LiveSafe app across campus.



Full-size and tabletop banners, as well as flyers, were created for a minority faculty recruitment event in October. Coordination with several different departments around campus to design and finalize the products for the event took place. The banner "Join our Team" featured the Murray State shield with a group of students in its background, promoting diversity and inclusivity for the event.



A flyer was designed to promote the return of Ms. Elnora Ford to campus for a speaking event and to accept a posthumous doctorate awarded to her aunt, first Black student at Murray State, Ms. Mary Ford Holland.

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



MURRAY STATE
UNIVERSITY

We are Racers.

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