



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing and Communication

## QUARTERLY REPORT

OCTOBER – DECEMBER 2023

### PUBLIC RELATIONS

#### Murray State University receives award for marketing campaign highlighting University's centennial year



Centennial Logo

Murray State University has been recognized by the Council for Advancement and Support of Education (CASE) as an award winner for its marketing

campaign highlighting the University's centennial year in 2022.

The CASE District III award, which encompasses a nine-state region in the southeast, noted Murray State's marketing communications initiatives within its University Advancement division as a collaborative effort engaging both the campus and greater community by generating excitement and involvement for the milestone 100th year.

The successful results and impact of the marketing campaign led to an increased institutional awareness of Murray State and its 100-year history; an increase in areas of private giving, alumni engagement and student enrollment and excitement among the campus body in addition to other key metrics to propel Murray State into its second century.



The Murray State University campus and broader community participated in a special groundbreaking event for the University's new School of Nursing and Health Professions building.

#### Murray State University hosts groundbreaking for new School of Nursing and Health Professions building

The Murray State University campus and broader community participated in a special groundbreaking event for the University's new School of Nursing and Health Professions building on Dec. 8, 2023.

The building will offer Murray State students expanded opportunities such as laboratories, simulation areas, larger classrooms and more study and collaborative spaces. With the field of healthcare growing and seeing more demand, the new facility will help Murray State continue to meet the needs in the region for healthcare professionals.

In the last legislative session, the Kentucky General Assembly approved \$45.5 million in funding for the construction of the building, which is expected to open in January 2026.

Murray State University Dean of the School of Nursing and Health Professions, Dr. Dina Byers, shared that the new building "will be a place for collaboration and innovation."

"We will provide healthcare education that is interdisciplinary and collaborative by

using state-of-the-art technology and creative instruction," said Byers. "Graduates from these programs will have the knowledge and skills to provide care to complex patients in a variety of settings. Our graduates will be well-equipped to help meet the healthcare workforce needs of western Kentucky and beyond. The new space will allow the School of Nursing and Health Professions to expand and develop new healthcare programs."



3D rendering of the new School of Nursing and Health Professions building.

#### Council for the Accreditation of Educator Preparation visits College of Education and Human Services

Murray State University's College of Education and Human Services (COEHS) and teacher preparation programs in the Jesse D. Jones College of Science, Engineering and Technology; the College of Humanities and Fine Arts; and the Hutson School of Agriculture received their final site visit report from the Council for the Accreditation of Educator Preparation (CAEP) this year. The site visit occurred Oct. 15-17. CAEP is comparable to a quality control agency for teacher training programs, evaluating and assessing that these programs meet certain standards to prepare educators. This final site visit report indicated no "areas for improvement" and no "stipulations" in every standard for its initial and advanced programs. A CAEP accreditation committee will meet in early spring 2024 to review the site visit team's findings. The CAEP accreditation council will also meet to review the site visit team's results and the recommendations made by the committee. The accreditation council will determine the final outcome of the accreditation review. In May 2024, a letter will be sent from the president of CAEP reporting the final status of its review. The ongoing accreditation of the COEHS program will last for seven years.

"This was a 'clean' report from the site visit team, which is the best review from a site visit team that I have experienced in my 39 years of teacher education," said COEHS Dean, Dr. David Whaley.

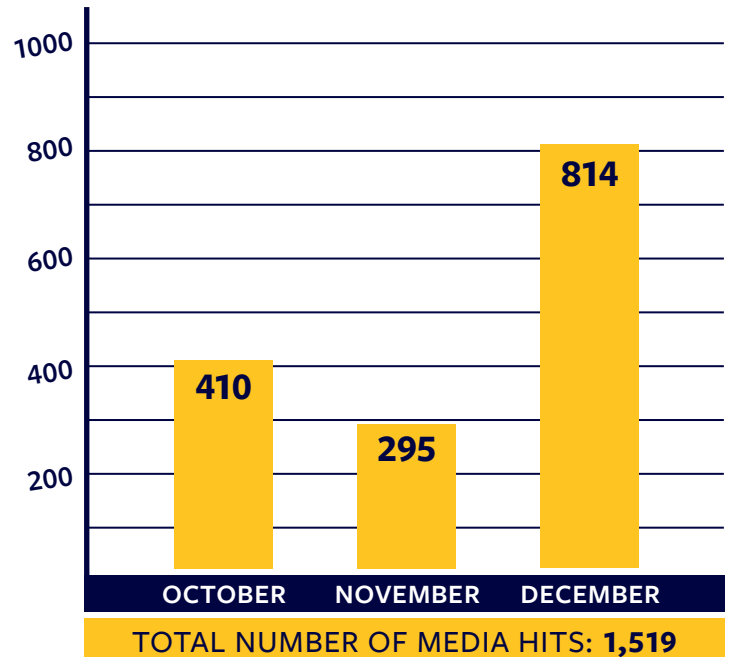


Alexander Hall

## MURRAY STATE IN THE MEDIA

- ★ Murray State University receives two awards at the Kentucky Economic Forum
- ★ Online master's degree program in Information Technology recognized nationally by *Forbes*
- ★ Dr. Rebecca Williams wins Kentucky Art Educators Association Higher Education Art Educator of the Year
- ★ Distinguished Alumnus David Dill receives Charles S. Lauer National Healthcare Award by B'nai B'rith International
- ★ Murray State University selected for Unmanned Aircraft Systems-Collegiate Training Initiative program
- ★ Cybersecurity and Network Management online master's degree program recognized nationally by *Cybersecurity Guide*

## MEDIA COVERAGE



## DIGITAL MEDIA SERVICES



- ▶ DMS and the Department of Music produced the 20th Annual "Holidays at Murray State," which aired on PBS affiliate television stations throughout the country.  
Link: [bit.ly/holidaysatmurraystate23](https://bit.ly/holidaysatmurraystate23)



- ▶ DMS highlighted Career Services' Career Expo 2023 event.  
Link: [bit.ly/msucareerexpo2023](https://bit.ly/msucareerexpo2023)



- ▶ DMS continued production of "The Murray State Minute" feature videos, including a highlight of the Arthur J. Bauernfeind College of Business. The Murray State Minute airs on regional broadcast, cable television and social media.  
Link: [bit.ly/MSMAJBCOB](https://bit.ly/MSMAJBCOB)





## SOCIAL MEDIA



While Murray State students were away from campus on winter break, several student leaders went to their former high schools to visit with the teachers that made an impact in their lives. This “Racers Home for the Holidays” initiative was highlighted through social media posts featuring Murray State student leaders at their local high schools.



Implemented the 2024-25 Federal Student Aid (FAFSA) communication plan to promote the new FAFSA launch.

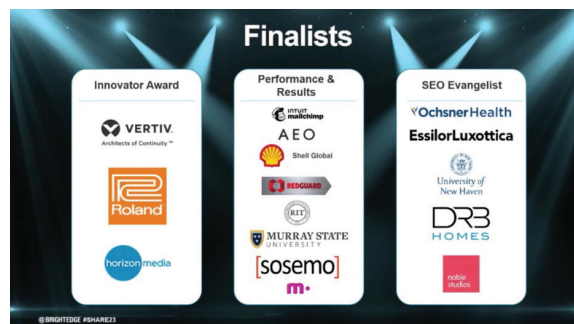


Collaborated with the Office of Development to promote the fall 2023 Racers Give Campaign, showcasing each aspect of the University to encourage giving.



## WEB MANAGEMENT

### Murray State web management recognized as Edgie award finalist



We started working with BrightEdge, an SEO (search engine optimization) platform in July of 2022. Our goal was to support recruitment efforts for the 2023-24 academic year by increasing awareness of our academic programs.

Alongside our BrightEdge customer success manager, we identified academic programs with the potential for growth and started working through those pages. One of our first projects focused on increasing traffic to pages in the department of nursing. We tracked our page rankings in Google search results, researched keywords, used competitive analysis to gauge the success of competitors' on-campus programs and applied recommendations based on our findings.



Measuring organic traffic (visitors who find our pages through Google or other search engines) for undergraduate programs in nursing, we found pageviews increased by 130.79% and unique views increased by 135.73% compared to the previous year. The traffic gains for graduate programs was also substantial. Organic traffic for the Nurse Anesthetist program pageviews increased by 127.57% and unique views increased by 149.85%.

As part of our success with the platform, Murray State was nominated for an Edgie award during BrightEdge's SHARE 23 annual conference. We were one of eight finalists in the Performance and Results category alongside companies like mailchimp, Shell Global and the Rochester Institute of Technology.

# GRAPHIC DESIGN/PRINTING



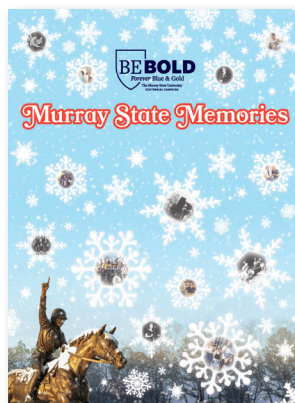
Our unit continued to support the recruitment office with Racer Day schedules and Admitted Student Kickoff postcards.

Social media and PowerPoint graphics were created for the transfer center to promote National Student Transfer Week events.



The annual Open Enrollment Quick Guide was created for Human Resources, showcasing the newest highlights, available plans and programs.

A mini-banner was created for the Arthur J. Bauernfeind College of Business to promote the available graduate programs.



Mailers were created for the Office of Development as part of the Be Bold: Forever Blue and Gold campaign. The D1 Mailers were tailored to supporters of the various colleges and schools on campus, while the D2 Holiday Mailer encouraged alumni to reflect on their time at Murray and consider supporting the next generation of Racers.

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



We are Racers.

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