



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

OCTOBER – DECEMBER 2024

### PUBLIC RELATIONS

#### Murray State University earns reaffirmation of accreditation by the Southern Association of Colleges and Schools Commission on Colleges

Murray State University has earned reaffirmation of its accreditation by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The new 10-year accreditation was a rigorous multi-year effort and process led by the Office of the Provost and involved numerous academic and administrative areas across the University to present a profile of the institution and demonstrate compliance with all SACSCOC standards and requirements. The process culminated in a multi-day campus visit by a SACSCOC review team this past spring.

This is the second consecutive 10-year reaffirmation in which there were no recommendations given by SACSCOC to Murray State.

“Murray State University received its first accreditation in 1928. Since that time, it has cultivated a tradition of excellence through the development and enhancement of its programs, services and resources,” said SACSCOC liaison and Associate Provost Dr. Bob Pervine. “It is because of this diligence that Murray State University has consistently upheld all accreditation requirements and standards presented by the Southern Association of Colleges and Schools Commission on Colleges. Murray State University is, first and foremost, committed to the success of its students, which makes the reaffirmation process a top priority.”



#### Dr. Aaron Thompson awarded an honorary doctorate at Murray State University's fall 2024 commencement

Dr. Aaron Thompson, president of the Kentucky Council on Postsecondary Education (CPE), was awarded an honorary doctorate from Murray State University as part of the fall 2024 commencement ceremony on Dec. 14.

Thompson is a passionate advocate for higher education. As a first-generation college student from rural Clay County, Kentucky, he experienced first-hand the transformative power of a college credential. As president of the CPE, he works to ensure all Kentuckians have an equal opportunity to improve their lives through postsecondary education.

Before taking the helm of CPE, Thompson served as interim president of Kentucky State University; CPE executive vice president and provost; and faculty member and administrator at Eastern Kentucky University. He has extensive leadership experience within the private and non-profit sectors and is a highly sought-after national speaker. Thompson has authored or co-authored numerous books and peer-reviewed publications on diversity, cultural competence, first-year experience programs, retention and student success, among other topics.

Thompson received his doctoral degree in sociology from the University of Kentucky, with an emphasis on organizational leadership. He earned a master's degree in industrial sociology from the University of Kentucky, and a bachelor's degree in political science from Eastern Kentucky University. He also holds honorary doctorates from Brescia University, Eastern Kentucky University and Union College.

#### Murray State University holds ribbon cutting to dedicate the Sgt. Patrick J. Medley Veteran and Military Student Success Coordinator Office

Murray State University, together with members of the Bechtel and Medley families, dedicated the Sgt. Patrick J. Medley Veteran and Military Student Success Coordinator Office this past Veterans Day, Nov. 11, 2024.

Located within the Office of Veteran and Military Student Success in the Blackburn Science Building on Murray State's campus and serving as the hub of the University's support structure for student veterans and veteran dependents, this newly named office also honors and memorializes the service and life of Sgt. Patrick James Medley.

Medley is the late father of Murray State alumna Whitney Medley Bechtel. A graduate from the Murray State University class of 2006, Whitney Bechtel, her husband Dr. Brett Bechtel and her late parents Patrick and Karen, have generously supported the University ever since Whitney enrolled more than 20 years ago. Through Whitney's experience as a Murray State student, her parents became avid Racer fans and contributed to the University's Parents Fund for many years even after her graduation. In 2022, the Bechtels established a scholarship for theatre students in memory of Whitney's mother, who loved theatre and acting.

More recently, the Bechtels made a new generous gift to the University to establish the Patrick J. Medley Veteran Scholarship to assist student veterans pursuing degrees in science and engineering.



## PUBLIC RELATIONS (CONTINUED)

### Murray State University celebrates Homecoming Oct. 17-19

Murray State University welcomed alumni back to campus for Homecoming 2024 on Oct. 17-19. Highlights included:

- **A Taste of the Arts:** The College of Humanities and Fine Arts hosted its annual fundraising gala.
- **50th Anniversary Golden Class Reunion:** The Murray State University Alumni Association (MSUAA) celebrated the Golden Anniversary Class Reunion, honoring the graduating class of 1974.
- **MSUAA Black Alumni Network Welcome and Networking Reception:** The Murray State University Alumni Association Black Alumni Network sponsored a Welcome and Networking Reception.
- **Homecoming Parade:** 2024's grand marshal was longtime Murray State University Student Government Advisor and Center for Student Involvement Director Jeanie Morgan, who retired from the University after 48 years of service.
- **MSUAA Tent City:** A beloved Homecoming tradition since 1989, Tent City provides the University's Greek organizations, student clubs, academic departments and residential colleges the opportunity to welcome alumni home and to give the public a snapshot look at all they have to offer.

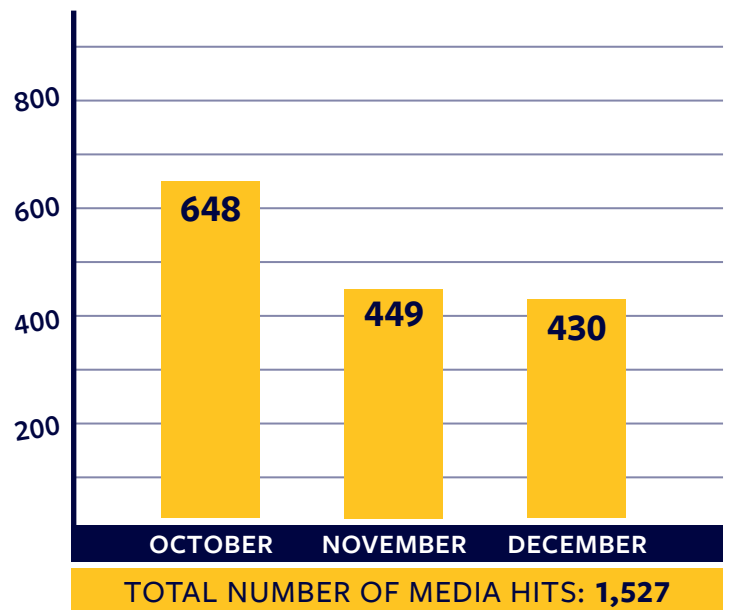


Brendan Hawkins of New Lenox, Illinois, and Maggie Blazina, of Marion, Kentucky, were crowned Homecoming King and Queen in conjunction with the football game against Illinois State University.

## MURRAY STATE IN THE MEDIA

- ★ Murray State University senior Andriah Hawthorne chosen for prestigious ASHA Minority Student Leadership Program
- ★ Murray State University graduate student Nia Jaco wins the University's fifth consecutive Jennie S. Ewald Award for school psychology
- ★ Murray State University's Eliza Kho named 2024 Outstanding Graduate Student Award recipient by Kentucky Counseling Association
- ★ Murray State University's Chair of Art & Design Department Dr. Rebecca Williams earns prestigious Kentucky Art Educator of the Year Award
- ★ Murray State alumna Anna Pace wins Elementary Art Educator of the Year
- ★ Murray State University's Nonprofit Leadership Studies program awards \$3,000 grant to Cassidy's Cause Therapeutic Riding Academy
- ★ Murray State University Model United Nations Team wins Outstanding Delegation Award at American Model United Nations Conference in Chicago
- ★ Murray State University's Dr. Rebecca Pender Baum honored with 2024 Tim Robertson Advocacy Award

### MEDIA COVERAGE



## SOCIAL MEDIA



### Racer Ready 2025

Implemented paid social media campaigns centered around yielding new admitted Racers that promoted steps for students to be Racer Ready for fall 2025.



### Giving Tuesday 2024

Collaborated with the Office of Development to promote the 2024 Giving Tuesday campaign by showcasing each aspect of the University to encourage giving.



### FAFSA 2025

Implemented the 2025-26 Federal Student Aid (FAFSA) communication plan to promote the FAFSA opening.

## WEB MANAGEMENT

### Registered Student Organizations

Web Management partnered with Kade Gambill, Student Activities Coordinator in the Center for Student Involvement, to develop a better way to display the list of Registered Student Organizations. We have over 140 registered organizations. Information about the organizations were included in a pdf that had to be updated and reuploaded often. The pdf was not searchable or user-friendly. The most challenging aspect of the project was creating the list in a format that provided a better user experience while being easy and manageable to update.

After a lot of trial and error, we found a way to convert a spreadsheet into data that could be uploaded through the CMS that would populate a mobile-friendly table on the website. Organizations are alphabetized automatically and can be sorted based on name or category. The list is also searchable. Clicking on an organization name opens a section for more details including contact information for the president and advisor.

### Registered Student Organizations

Last updated: 11/15/2024

Show  entries

Search:

Student Organization	Category
212 Campus Ministry	Religious
Student Organization: 212 Campus Ministry	
Category:	Religious
President:	James (Kyle) Wadley
Contact President:	jwadley2@murraystate.edu
Advisor:	Todd Broker
Contact Advisor:	tbroker@murraystate.edu
Ads Club	Open (Open to all students)
Agriculture Ambassadors	Departmental
Agriculture Engineering Technology Club	Open (Open to all students)
Agronomy Club	Departmental
Alliance	Open (Open to all students)
Alpha Delta Pi	Greek
Alpha Gamma Delta	Greek
Alpha Lambda Delta	Honor Society
Alpha Mu Gamma	Honor Society

Showing 1 to 10 of 140 entries

Previous  2 3 4 5 ... 14 Next

## DIGITAL MEDIA SERVICES



### Family Weekend

The Digital Media Team (DMS) highlighted the events surrounding Family Weekend 2024.



To watch the video, scan the QR code or go to [bit.ly/MSUFamily2024](https://bit.ly/MSUFamily2024).



### Homecoming

As always, Homecoming was an amazing weekend and DMS was there to capture the highlights.



To watch the video, scan the QR code or go to [bit.ly/msuhc2024](https://bit.ly/msuhc2024).



### Holidays at Murray State

The 21st Annual "Holidays at Murray State" was produced by DMS and highlighted the outstanding students and faculty in the Department of Music. This program aired on public broadcast stations throughout the nation.



To watch the video, scan the QR code or go to [bit.ly/MSUolidays2024](https://bit.ly/MSUolidays2024).



## GRAPHIC DESIGN/PRINTING



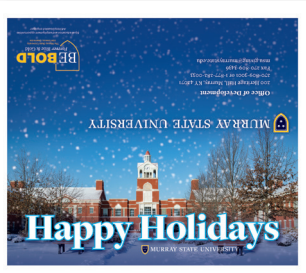
### Endowment Report Brochure

We designed an updated Endowment Report brochure for the Office of Development which included variable data. This helped to streamline an end-of-year reporting process for the MSU Foundation.



### Open Enrollment Quick Guide

We updated the Open Enrollment Quick Guide for Human Resources.



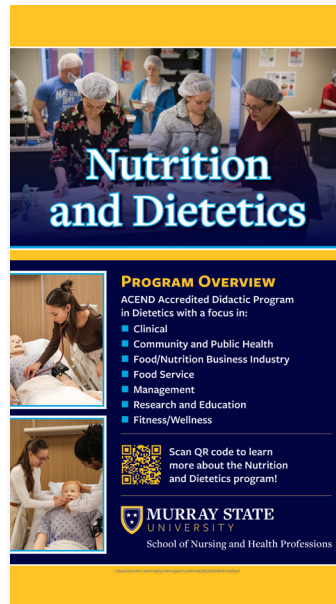
### Development Holiday Campaign 2024

We designed and assembled the annual holiday direct mail campaign for the Office of Development.



### Birthday Cards

We developed birthday cards for the Alumni Association to send to children of Murray State alumni. There are cards for children and teens.



### Nursing and Health Professions Banners

We designed tabletop banners promoting the Occupational Therapy (Paducah) and Nutrition and Dietetics programs.



### Seasonal Postcards

We designed seasonal postcards for the Office of Recruitment to send to new members of the Racer family.



### Racer Ready Postcards

We developed postcards to ensure admitted students are Racer Ready for Murray State.



### #1 Best Value Cards

We designed print mail materials highlighting why Murray State is the #1 Best Value School in the South Region. (U.S. News & World Report)



### Registration Yard Signs

We designed yard signs and promotional graphics encouraging students to register for the winter term and spring semester.

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



**MURRAY STATE**  
UNIVERSITY

We are Racers.

Shawn Touney

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