



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

OCTOBER – DECEMBER 2025

PUBLIC RELATIONS

Murray State University's Fall 2025 enrollment indicates growth in numerous categories

Murray State University's Fall 2025 enrollment report indicates continued momentum and increases in multiple categories.

Murray State's total enrollment of 9,932 students (8,217 undergraduate students and 1,715 graduate students) is its second-largest student body over the past eight years and includes students from 116 Kentucky counties, 49 states and 60 countries.

Over the past seven years, Murray State has grown exponentially in categories including first-time freshman students (13.3% increase), first-time graduate students (a nearly 20% increase), international students (165% increase) and total enrollment (5% increase) in that timeframe.

An important marker of student progression toward graduation, Murray State's first-to-second year retention rate of 78% is its highest in five years, with continual increases in that timeframe.

This year's freshman class of 1,493 students includes the most students from the University's 18-county primary service region than it has had in the past six years. Thirteen percent of this year's freshman class were high school valedictorians, the highest percentage in the past seven years.

More and more freshmen (70% of this year's freshman class) are carrying earned college credit hours when enrolling at Murray State — the highest percentage recorded at the University.



Murray State University awards mini grants to support student success, well-being and engagement

Murray State University's *MSYou Matter; Racers Care* initiative recently announced recipients of its latest round of mini grants, which fund innovative projects designed to enhance student learning, engagement and well-being.

This semester's funded projects highlight creative efforts across campus to connect students with meaningful experiences both inside and outside the classroom. In total, \$50,000 was awarded. Three example projects include the following:

- **"Study Starter Pack,"**

Christy D'Ambrosio, Center for Student Engagement & Success (\$1,021)

The Center for Student Engagement & Success regularly visits classrooms to introduce students to key campus resources including mental health support, tutoring, budgeting tools and study strategies. With this mini grant, the office will create *Academic Support Kits* containing study skills handouts, highlighters, notecards, sticky notes and stress-relief materials. Each kit will also include a list of tutoring services and resource information tailored to each course presentation, giving students both the knowledge and tools to strengthen their academic success.

- **"Earth Day Celebration,"**

Emily Johnson, Sustainability (\$2,500)

The second annual Earth Day Celebration will offer hands-on crafts, sustainable snacks, eco-conscious giveaways and educational booths where students can explore ways to live greener and reduce plastic waste. This event aims to create a fun, educational and community-centered environment that celebrates sustainability and encourages students to make everyday choices that protect the planet.

- **"Adding Value, Quelling Fears, Fostering Social Interaction within Ag Business Students: Book Club Edition,"**

Jeffrey S. Young, Agricultural Business (\$2,479.25)

Responding to student concerns about uncertainty in the economy and job market, this project will establish a book club series through the Agribusiness Club. The series will provide a platform for students, faculty and staff to discuss timely and practical readings about economic and social issues, while fostering critical thinking, connection and mental wellness. The program aims to help students learn how to think about complex issues in the modern world rather than what to think.

The *MSYou Matter; Racers Care* mini grant program provides funding for innovative campus projects that advance Murray State's culture of engagement and well-being. Recipients are selected for their creativity, alignment with student success goals and potential for lasting impact.

About *MSYou Matter; Racers Care*

MSYou Matter; Racers Care is Murray State University's Quality Enhancement Plan (QEP), developed to promote engagement, well-being and care among students, faculty, staff and the community. Through initiatives such as the mini grant program, the QEP fosters meaningful, student-centered learning experiences that empower Racers to succeed academically and personally.

For a complete list of mini grant recipients, please visit bit.ly/49wQqiw.



Murray State University's Office of Branding, Marketing and Communication earns two Public Relations Society of America Bluegrass Chapter awards

Murray State University's Office of Branding, Marketing and Communication earned two Public Relations Society of America (PRSA) Bluegrass Chapter Awards at the chapter's 2025 Landmarks of Excellence awards ceremony, which was held in Louisville, Kentucky.

The office received awards for its marketing and communications efforts in Murray State's advocacy for a School of Veterinary Medicine, as well as for the development of an economic impact report print and design piece.

The PRSA Bluegrass Chapter has served communications professionals in Louisville, Kentucky, and the surrounding areas, including southern Indiana, since 1957. The chapter represents a diverse mix of experienced practitioners with a shared passion for advancing the practice of public relations across the region.

Founded in 1947, the Public Relations Society of America is the nation's largest professional organization seeking to advance the communications industry and its practitioners, and brings together the collective disciplines of public relations and marketing.

The Office of Branding, Marketing and Communication helped lead an integrated marketing and communications strategy centered around advocacy efforts toward the development of a new School of Veterinary Medicine at Murray State. The initiative is a key institutional and legislative priority in order to benefit the Commonwealth due to the current and projected shortage of veterinarians, particularly those who treat large animals.

In the fall of 2024, the Office of Branding, Marketing and Communication created an Economic Impact Report print and design piece to highlight Murray State's economic impact on the Commonwealth and the west Kentucky region. Based on a 2017 comprehensive study led by Professor Emeritus Dr. Gil Mathis, updated for inflation, Murray State generates more than \$633 million in economic output activity for the Commonwealth. Based on a 2024 Economic Impact Report led by Murray State Professor of Economics Dr. Simone Silva, University construction projects will generate more than \$348 million in economic output activity from 2024-30. That information was featured in the report, which provided figures including annual revenue generation, tax revenue generation, job creation and data points specific to several campus construction projects to further illustrate the University's impact. One of the primary goals of the piece was to be an impactful, yet easy-to-read deliverable.

Murray State University celebrates topping out ceremony for new School of Nursing and Health Professions Building

Murray State University celebrated a topping out ceremony for the new School of Nursing and Health Professions Building, Jackson Hall, on Oct. 30.

A topping out ceremony marks the placement of the final beam atop a new building, celebrating a key milestone in construction and honoring the efforts of everyone involved.

The new building, which is anticipated to open in the fall 2026 semester, was made possible by a \$45.5 million investment from the Commonwealth of Kentucky. It will offer state-of-the-art technology, expanded space for labs, larger classrooms, simulation areas, spaces for student and faculty collaboration and study, as well as the campus health clinic.

Guests gathered in the lower-level parking lot, just north of the building's construction site on N. 16th Street, before the beam was placed on the northwest corner of the building.

"Karen and I are very excited about the new School of Nursing and Health Professions building which will be a tremendous asset to Murray State University as we work to serve the nursing and health professions needs of our region and state," Murray State President Emeritus Dr. Bob Jackson said. "In addition, we are grateful for the naming of this facility, Jackson Hall, in our honor."

Individuals can visit murraystate.edu/construction to learn more about Jackson Hall, including information on several prestigious naming opportunities for donors and corporate partners to invest in the future of healthcare education in the region.



MURRAY STATE IN THE MEDIA

- ★ Nurse Anesthesia Program achieves 94% first-time pass rate and 100% overall pass rate on board exams
- ★ Murray State University's Hopkinsville Regional Campus partners with Sprocket to expand entrepreneurial support in Christian County
- ★ Murray State celebrates Homecoming 2025
- ★ Nonprofit Leadership Studies program presents Giving Back Endowment Grant to Journey Bags
- ★ Dr. Melvin and Mrs. Rita Henley to be honored by naming of Murray State University lecture hall
- ★ Chemistry Professor Dr. Bomman Loganathan delivers special lectures at prestigious academic institutions in South Korea
- ★ Murray State University secures significant funding to support student scholarships for aspiring healthcare professionals

WEB MANAGEMENT

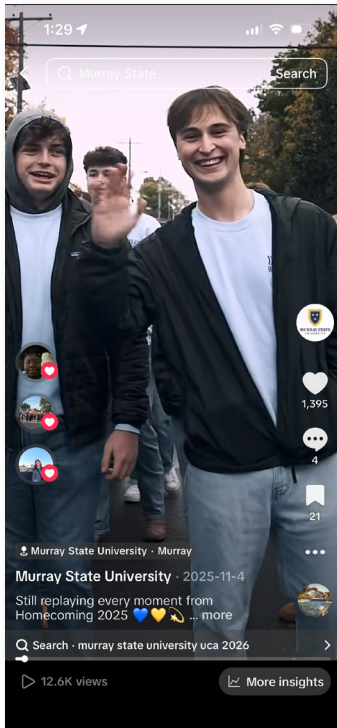
Web Management implemented a pop-up message about Racer Day on key pages, including the Murray State homepage. The pop-up included several features to enhance user experience, such as a slight delay and a setting to limit the number of times the message was shown to repeat visitors.

User behavior tracking shows that on-campus users frequently visit the homepage to navigate

to other Murray State systems using quicklinks. The three-second delay was intended to reduce frustration for frequent users. Additionally, the pop-up was coded to display once every three days.

The pop-up feature was part of an overall marketing strategy that led to the highest attendance on record for Racer Day.

SOCIAL MEDIA



TikTok

Murray State TikTok channel continues to grow after the launch last quarter:

Total Fans:

+26%

Post Engagement:

+13%

Total Video Views:

+15%

Most Engaging Video:

tinyurl.com/mse8wy2e



Be sure to follow

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



Tailgates, Trolleys & Tours

Collaborated with the Office of Recruitment to promote the first-ever Tailgates, Trolleys & Tours prospective student event.

DIGITAL MEDIA SERVICES



Racer Spirit: Listening and Learning Tour



To watch the video, scan the QR code or go to bit.ly/lltourrecap.



Murray State Homecoming 2025 Recap



To watch the video, scan the QR code or go to bit.ly/msuhc25.



The Holidays at Murray State 2025



To watch the video, scan the QR code or go to bit.ly/msuholidays25.

GRAPHIC DESIGN/PRINTING



High School Senior Academics Postcard

A postcard was created for the Office of Recruitment that introduces potential students to the academic offerings at Murray State.



Happy Holidays Postcard

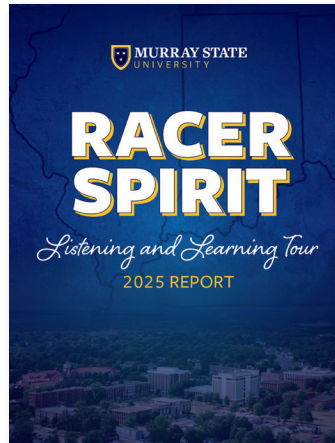
We developed a festive, wintry postcard for future Racers to enjoy around the holiday season.



Lane Report Ad

Calloway County Sheriff's Office Calendar Ad

Advertisements were designed for the Lane Report and the Calloway County Sheriff's Office calendar.



Racer Spirit Listening and Learning Tour 2025 Report

A report celebrating the conclusion of the Racer Spirit Listening and Learning Tour was created to provide a synopsis of the feedback Dr. Patterson received during the tour.



College of Business Tabletop Banner

A tabletop banner was designed for the Arthur J. Bauernfeind College of Business to display its current majors, minors, accreditations and social media channels at events.



Office of Development Mailer

The Office of Development's annual holiday giving campaign materials were updated to focus on the spirit of innovation and the light within the Murray State community.



Phi Theta Kappa (PTK) Scholarship Flyer

A flyer was created for the Transfer Center to promote the Phi Theta Kappa scholarship.



Holidays with the Racers Graphics

We developed digital graphics to promote the annual Holiday Open House at Oakhurst and the Town & Gown Concert at the beginning of the holiday season.

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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