



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

JANUARY – MARCH 2021

PUBLIC RELATIONS

Murray State actively planning for traditional summer and fall



Murray State is actively making plans for a more normal and traditional summer and fall later this year.

“Our faculty, staff and students have done a wonderful job in adjusting to a drastically-changed world brought on by the pandemic,” said Murray State President Bob Jackson. “Throughout this time, we have maintained our high quality of teaching and learning to uphold our commitment to being the best student-centered

institution we can be. As we approach the beginning of the end to this pandemic and as vaccinations become more plentiful, we are actively planning for summer and next fall.”

The University has successfully managed the pandemic since February 2020 through the Racer Restart initiative and the 12 Racer Safe and Healthy Guidelines for a healthy and safe on campus experience for students, faculty and staff.

News media coverage this quarter included a feature story from WPSD at <https://bit.ly/3eoFF3y>.

University celebrates Black History Month with variety of events and programs

In February, the Office of Multicultural Initiatives, Student Leadership and Inclusive Excellence (Multicultural Initiatives), in partnership with Black Student Council, Brother to Brother, Sister to Sister and MSU Alliance, hosted a series of events in honor of Black History Month. The events centered around the second principle of Murray State’s Community Commitment, Learning from One Another.

The month started with Black Student Council (*pictured below*) greeting the campus community in the quad as they handed out treats and bookmarks featuring historical Black figures. Two distinguished speakers provided keynotes as part of the annual OMI speaker series. Corrine Witherspoon, director of the McClain Center for Diversity at Wittenberg University, spoke about the Black woman’s journey through leadership from Harriet Tubman to Kamala Harris. Dr. Kelvin King, author, activist and professor of English and Communication at Lawson State Community College, discussed the Black male experience related to academics, athletics and advancement. Black Student Council held poetry and poster contests that allowed students to express their creativity and share their stories through art. Alliance hosted an LGBTQ+ black history trivia event.



Esports program continues to grow

Murray State Esports has grown exponentially in just a few years.

The club began with a group of 10 to 15 students; at the end of 2020, the number was approximately 90 students. Currently, there are 122 students in the University’s esports club.

Esports not only allows students to participate in collegiate esports events and casual gaming events, but it also gives students opportunities to grow in their leadership skills, project management skills, art and design talents and to explore their passions.

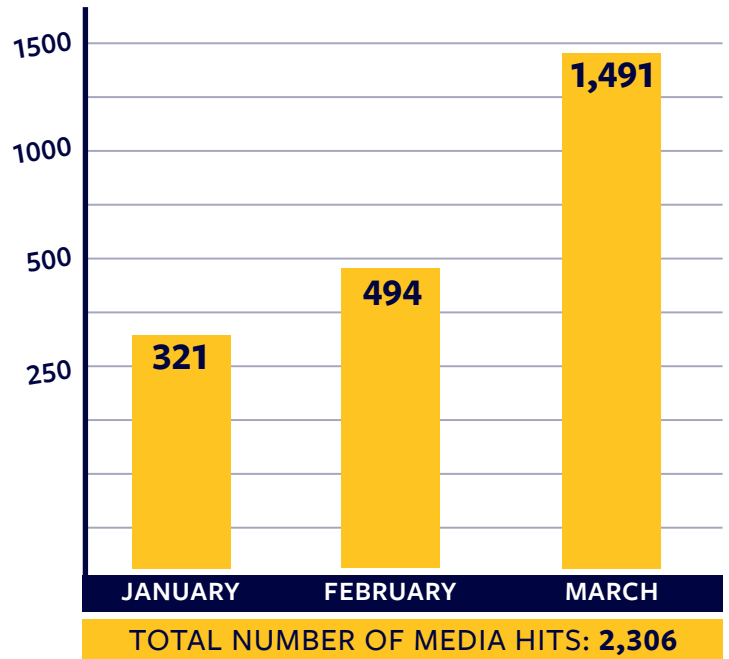
News media coverage this quarter included a feature story from WPSD at <https://bit.ly/3gtHm2r>.



MURRAY STATE IN THE MEDIA

- ★ Nursing students assisting at vaccination clinics
- ★ Dr. Oluwabunmi Dada selected for Academic Leadership Development Institute
- ★ Breathitt Veterinary Center designated as a Level 1 laboratory
- ★ Department of Music announces new Bachelor of Music in Musical Theatre degree
- ★ Chemistry and biology labs testing wastewater to help identify potential COVID-19 outbreaks
- ★ New Swift & Staley Inc. Scholarship to benefit students at Murray State University's Paducah Regional Campus
- ★ Murray State University's Wrather West Kentucky Museum hosts "Voices and Votes: Democracy in America" exhibit

MEDIA COVERAGE



VISUAL MEDIA



A video was created utilizing drone footage that captured the beautiful scenery during the winter snow.

See video at: <https://youtu.be/IMvDFJFXexU>



A promotional video was developed for Murray State Esports to highlight the group and the opportunities available to students.

See video at: <https://youtu.be/zYHPk5n12LQ>



A new :30 commercial was created focusing on the future of campus as the University moves toward a more normal fall 2021 semester.

See video at: <https://youtu.be/QHRxQ0a16Fc>

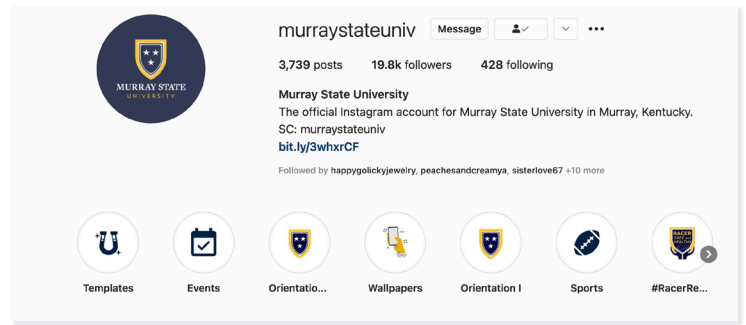


To view any of these videos, please visit murraystate.edu/bmc/report

SOCIAL MEDIA



This quarter, the office of branding, marketing and communication collaborated with the office of recruitment to promote the enhanced Murray State legacy program. Specific social media graphics were developed to support this effort.

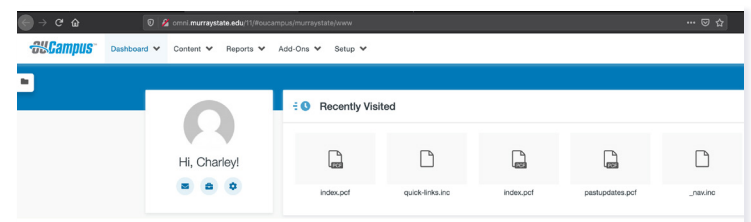


The Murray State Instagram page received many enhancements this quarter with new highlights graphics along with many fun and engaging story posts encouraging student, faculty, staff, graduate and even alumni interaction. In addition, focus was placed on safety and wellness with the creation of a Resource highlights section featuring posts centered around mental wellness, counseling services and other important contacts, in addition to Racer Safe and Healthy information.



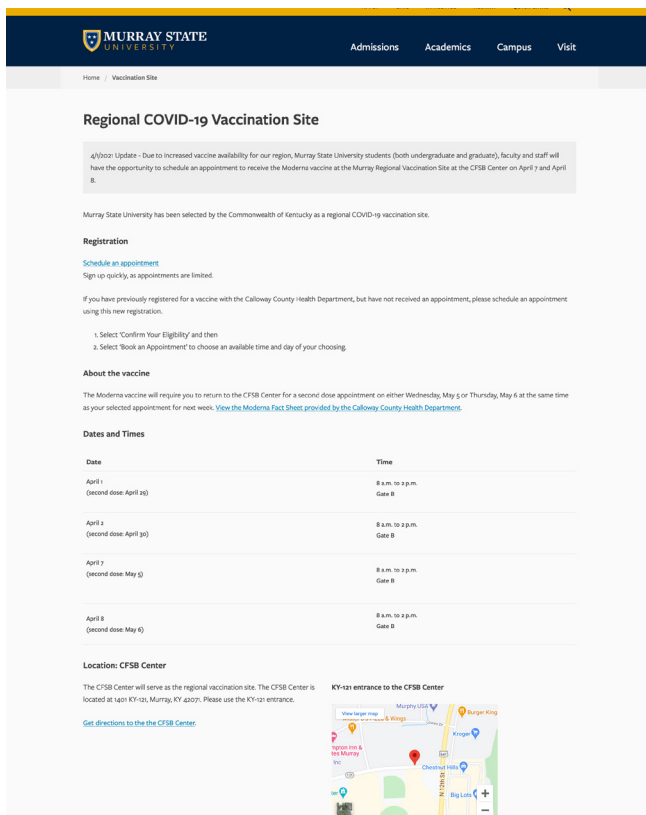
WEB MANAGEMENT

Web Management created and launched murraystate.edu/vaccine to support Murray State's CFSB Center's role as a designated regional vaccination site. The page launched on Feb. 4 and has been viewed by over 5,400 unique visitors to date.



As part of the ongoing website enhancement project, OU Campus (soon to be rebranded as Omni CMS) was updated to version 11 on March 9. Version 11 includes new features and a redesigned interface to improve user experience. Over 150 users at Murray State use OU Campus to keep their websites up to date.

The website enhance project continues to progress. New templates are being developed by Modern Campus with content migration scheduled to begin in June.



GRAPHIC DESIGN/PRINTING



Murray State “Ready. Set. Go” advertising and a “Bright Days Ahead” themed postcard were developed to deliver a message that the University is actively making plans for a more traditional summer and 2021-22 academic year.



Legacy postcards

New recruitment pieces were created to support enrollment efforts, including a postcard for Racer Days and spring postcards distributed to Murray State legacy families.



Advertisement appearing in The Lane Report



Bright Days Ahead postcard. Imagery also appeared on social media.

To encourage students to enroll in summer courses, summer themed yard signs were placed throughout campus.

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



We are Racers.

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