



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

JANUARY – MARCH 2022

PUBLIC RELATIONS



Murray State University Joins the Missouri Valley Conference

The Murray State University Board of Regents accepted an invitation from the Missouri Valley Conference (MVC) during a special meeting on Jan. 7, 2022. The Murray State Racers will become the 11th member of the MVC beginning July 1, 2022.

The announcement generated a significant amount of interest, excitement and media exposure nationally.

Within a six-day period in conjunction with the announcement in January, the total potential reach of MSU's announcement of joining the MVC through traditional media coverage (mass media such as TV/Radio/Newspaper) was nearly 1 billion individuals. The Advertising Value Equivalency (AVE) (monetary value of media coverage through mass media such as TV/Radio/Newspaper) was \$9.3 million.

News coverage of the MSU/MVC announcement spanned across the country and world. Top states with media coverage were Kentucky, Illinois, California, Iowa and Indiana. Global media coverage included Canada, India, the United Kingdom, Australia and the United Arab Emirates.



Murray State University celebrates centennial year in 2022

Murray State University is celebrating its centennial in 2022 with numerous special events, exclusive merchandise and items, fundraising campaigns and much

more. Individuals interested in learning about the University's centennial plans and its 100-year history can visit

murraystate.edu/centennial.

The University has received multiple feature stories in the MSU News as well as the Murray Ledger & Times.

History professor shares expertise with current situation in Ukraine

Dr. Marjorie Hilton was interviewed by WPSD to share her expertise about the current state of the crisis in the Ukraine. See the interview and video story at

<https://bit.ly/3JKnBrQ>.



New nursing simulation lab to provide hands-on experience for students

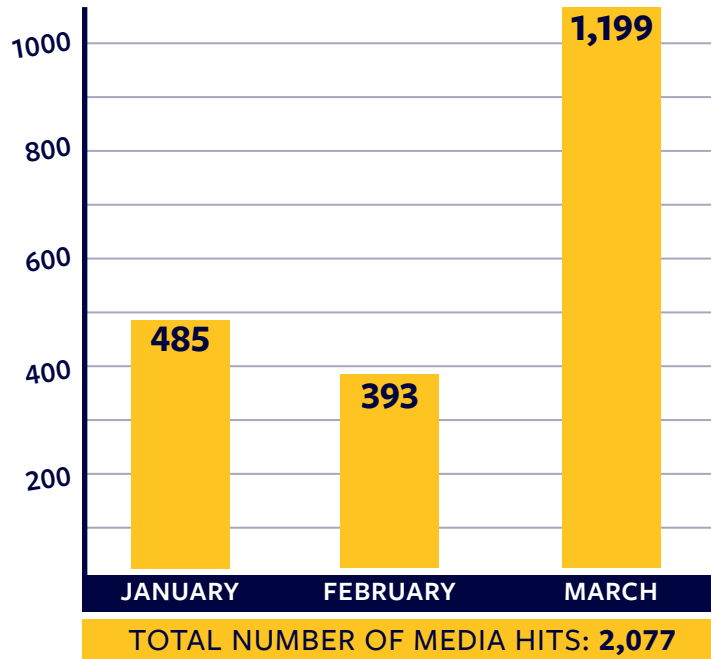
A partnership with Murray State's School of Nursing and Health Professions and the Murray-Calloway County Hospital will provide new experiential learning opportunities for nursing students and prepare them for collaborative interdisciplinary practice in their future careers.

Coverage of the recent ribbon cutting included a feature story in the Murray Ledger & Times.

See the feature video produced by the Digital Media Services team at <https://bit.ly/3OaqPid>.

MURRAY STATE IN THE MEDIA

MEDIA COVERAGE



DIGITAL SERVICES



- ▶ Presidential Fellow Research on High Altitude Balloon (HAB) technology and payload design:
<https://youtu.be/4a5gSSgBU1M>

Matthew Smith is a Design Engineering Technology student and Presidential Fellow in the School of Engineering at Murray State University. Murray State University requires its Presidential Fellows to conduct independent academic research. "My research is focused on High Altitude Balloon (HAB) technology and payload design. Since I am majoring in Design Engineering Technology, I can utilize the skills that I acquire in CAD and SOLIDWORKS to aid me in designing and manufacturing payloads. The project utilizes a variety of manufacturing methods including 3D printing. For this project we launched GoPro cameras and other data recording devices to record temperature, video and other information from the atmosphere."



- ▶ Nursing Sim Lab Ribbon Cutting:
<https://youtu.be/1FiULn4ZjCQ>

Murray-Calloway County Hospital and the Murray State University School of Nursing and Health Professions are working together to provide students with hands-on-training in the new simulation lab.



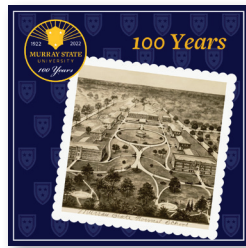
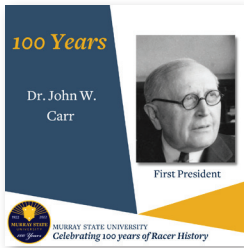
- ▶ COEHS Golden Scholars Event:
https://youtu.be/bEr7mca_eDo

Murray State University's College of Education and Human Services welcomed incoming potential students as part of the Golden Scholars Event.



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

SOCIAL MEDIA



Created a marketing toolkit for Murray State's Centennial celebration and used the platform to showcase Murray State Centennial milestones throughout the years.



Promoted the "Give Bold" campaign, led by the Office of Development, honoring the passage of the Normal School Enabling Act by the Kentucky General Assembly in 1922. This marked the launch of the very first fundraising campaign that would lead to the establishment of the Murray State Normal School.



Created social media stories on Instagram and Facebook which highlighted Admitted Student Weekend activities.

WEB MANAGEMENT



During the NCAA Tournament, the Murray State University website endured a vast increase in web traffic creating a need to better leverage website visitors. We developed a plan to best leverage the web traffic increase due to the NCAA tournament. This included a reduction of page loading speed on mobile devices and an update to the call to action (CTA) was changed to promote brand awareness. The usual CTA on the mobile homepage was listed as "apply." The updated CTA to learn more about Murray

State now directs users to the murraystate.edu/about page.

The first round of updates included:

- A replacement of the homepage video/Pogue Library photo being replaced with a photo of Racer One and a jockey.
- Versions of the website were optimized to reduce page loading speed specifically on mobile devices with the assumption that most users would be searching for more information about Murray State on their phones.
- An update to the call-to-action (CTA) was changed to better promote brand awareness. The previous CTA on the mobile homepage was listed as "apply." The CTA has now been changed to "learn more about Murray State" directing users to the murraystate.edu/about page.

Website traffic increase from mobile users (average users is around 52 percent):

- From Mar. 8 – Mar. 13 there was a 40 percent increase compared to the previous week at 35 percent
- From Mar. 15 – Mar. 20 there was a 119.49 percent increase

The top three pages with the most traffic included the main homepage (murraystate.edu), the about page (murraystate.edu/about) and the city of Murray page (murraystate.edu/about/cityofmurray).

Index (main homepage):

- Views: 91,064 vs. 19,466
- Unique views: 75,213 vs. 15,061

About page:

- Views: 18,477 vs. 484
- Unique views: 16,872 vs. 437

City of Murray page:

- Views: 12,496 vs. 213
- Unique views: 11,490 vs. 190

Additionally, the quickfacts page (murraystate.edu/about/quickfacts) saw a significant increase with 3,076 unique views vs. 152 in the previous period. Another positive was the page depth with 50 percent of users visiting multiple pages on the website.

GRAPHIC DESIGN/PRINTING



This advertisement graphic was created to promote a transfer event hosted by the transfer admissions team at this year's annual All Campus Sing. The graphics included were based off of a retro 1960s music festival and concert poster, and included a photo of groups that referenced classic bands in honor of Murray State's Centennial year celebration.



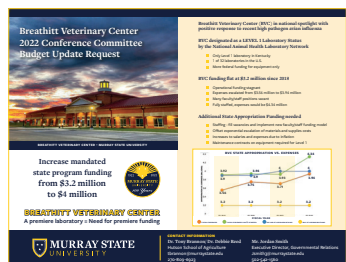
This advertisement graphic was created to promote a transfer event hosted by the transfer admissions team in the month of April. The graphics included were based off of an "April showers bring May flowers" theme.



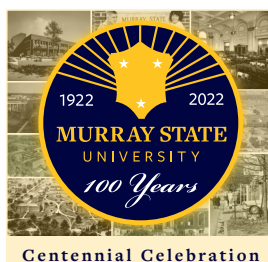
This postcard design was created to promote a leadership and training program at Murray State's Madisonville regional campus that will take place during the 2022 - 2023 school year. An additional postcard was created to promote the same event at the Paducah regional campus.



This advertisement graphic was designed to promote the School of Engineering at Murray State University.



This flyer was created to present to the Kentucky State legislature on behalf of the Hutson School of Agriculture at Murray State University.



This sandwich board was designed to be placed outside of the new Wrather Museum exhibit for the Office of Development. The board features a collage of vintage Murray State photos placed within a box resembling a polaroid photo in honor of Murray State's Centennial year celebration.



This centennial banner was created to highlight Murray State University's centennial year on behalf of the Office of Development.

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



We are Racers.

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