



PUBLIC RELATIONS



Faculty member receives international attention highlighting scholarly research

Dr. Ismail Karabas, assistant professor of marketing in the Arthur J. Bauernfeind College of Business, was featured in multiple national news stories including CBS, ABC, Fox, Yahoo, USNews and the Associated Press, highlighting his scholarly research in consumer tipping.



Read the story at bit.ly/41c132G.

At Murray State, Karabas teaches Integrated Marketing Communications (undergraduate), Marketing Planning and Application (MBA), among others. His primary research interests are services marketing and advertising, and a list of his publications are available on the faculty web page at murraystate.edu/business.

School of Engineering hosts Engineering Day

The School of Engineering hosted approximately 500 students across 14 high schools for Engineering Day 2023, a series of science, technology, engineering and math-centered challenges designed to teach engineering and construction concepts under the direction of Murray State faculty and staff.



Students competed in 15 events across campus; the University’s state-of-the-art Engineering and Physics Building served as the main hub, hosting competitions ranging from engineering design, robotics, computer-aided design, carbon dioxide-powered car races and physics.

Students also raced kayaks constructed from PVC pipe and plastic wrap in the Susan E. Bauernfeind Wellness Center swimming pool, showed off robots of their own creation and engineered survival shelters.

Participating schools included:

- Trigg County High School
- Stewart County High School
- Hancock County High School
- Owensboro Innovation Academy
- Graves County High School
- Lyon County High School
- Southern Indiana Career and Technical Center
- Calloway County High School
- Marshall County High School
- Henderson County High School
- McCracken County High School
- Paducah Tilghman High School
- Butler County Area Technical Center
- Benton Consolidated High School

News coverage included a story featuring Dr. Jamie Rogers, director of the School of Engineering, on WPSD Local 6.



New major gift makes \$100,000 available for recipients of Murray State’s Randy Lee McDonald Memorial Scholarship

Rick and Susie McDonald, parents of the late Randall Lee McDonald, have infused the Randy Lee McDonald Memorial Scholarship in memory of their son with a major gift of \$100,000 to be available for current awards to Murray State University.

The McDonalds established this scholarship several years ago with the Murray State University Foundation as a way to memorialize Randall’s fun-loving, competitive spirit and assist Murray State students with their educational and career goals. Now, the family has given the scholarship a major boost in funding, allowing them to touch the lives of many more students.

“These awards are so timely — some of Randall’s friends’ children would be college-aged, and he would love to know that his scholarship is helping them reach their dreams of attending Murray State University,” said Rick McDonald. “Randy loved the Lyon County community and West Kentucky. We want to help that legacy continue in his name.”

Randall grew up in Texas and was awarded a scholarship to pitch for Texas A&M University in 1978 and 1979. Later in life, he returned to his family’s western Kentucky roots, and like many family members before him, enrolled at Murray State University. He graduated in 1994 with an accounting degree, passing all four parts of the CPA exam on the first try and attaining the highest score that year in Kentucky. Randall sadly passed away at a young 42 years of age in 2001.

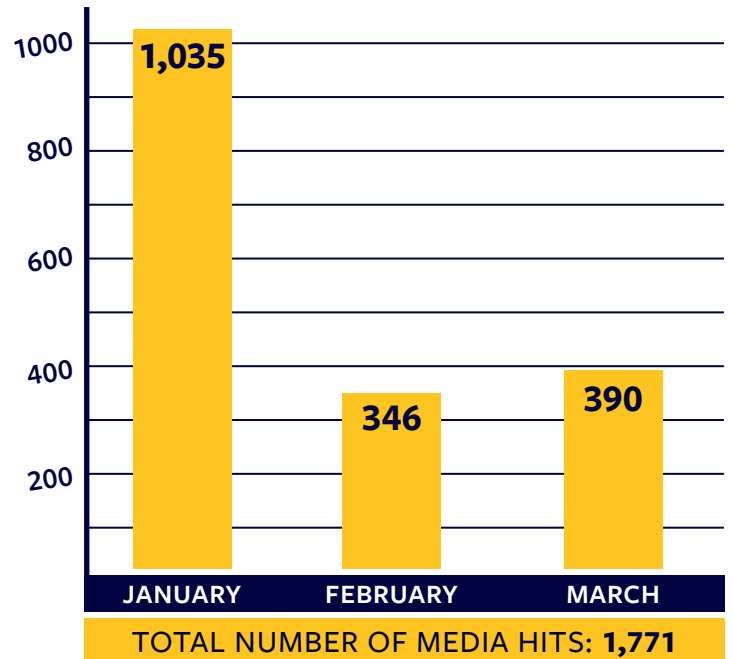
Through their generous gift, his family allows Randall’s legacy to live on through current and future Murray State students who dream big and work hard just like he did.

News coverage included a story by KFVS 12.

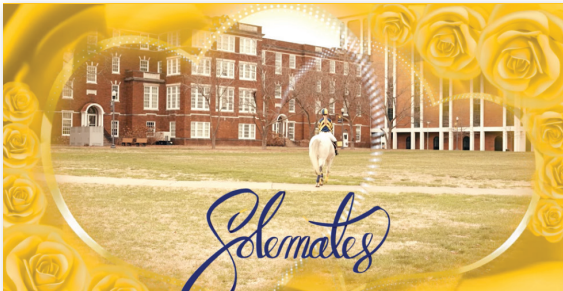
MURRAY STATE IN THE MEDIA

- ★ Racer Athletics launches the Dennis Jackson Leadership Program – Powered by Swift & Staley
- ★ University named a top producer of students receiving prestigious Fulbright awards
- ★ Dr. Ray Horton named 2023 College English Teacher of the Year
- ★ Mobile ordering now available at campus Starbucks
- ★ Murray State University earns 2023-2024 Military Friendly® School designation
- ★ Dr. Ben Littlepage selected as Fulbright Foreign Scholarship Award recipient
- ★ University's Presidential Lecture welcomes W. Earl Brown for "A Racer Success Story"

MEDIA COVERAGE



DIGITAL MEDIA SERVICES



- ▶ DMS followed along Racer One's search for his true "Solemate."

Link: youtu.be/EJIM0BgQuwI



- ▶ DMS highlighted the generosity of Kroger in the company's \$10,000 donation to Murray State's Racers Helping Racers food pantry.

Link: youtu.be/bYotGQqStpo



- ▶ DMS visited the Hutson School of Agriculture's Pre-Vet program as the students learned best practices for administering veterinary services to some of the school's cows.

Link: youtu.be/YJMJymeeXAU

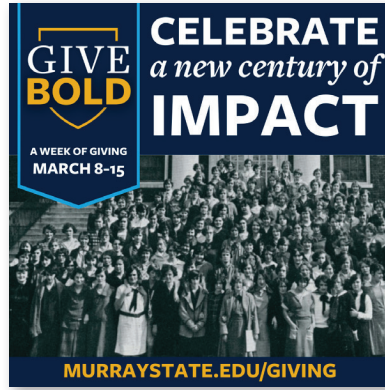


To view any of these videos, please visit murraystate.edu/bmc

SOCIAL MEDIA

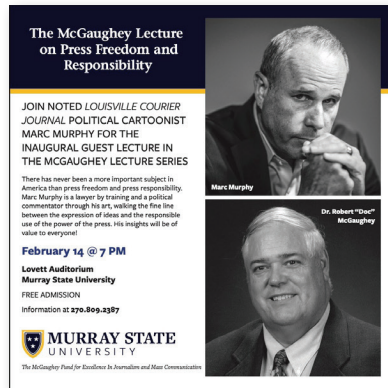


Created a social media campaign for the nationally recognized and statewide Program of Distinction, Cybersecurity and Network Management, which has been designated by the NSA as a National Center of Academic Excellence in Cyber Defense for Cybersecurity.



Promoted the "Give Bold" campaign in conjunction with the Office of Development.

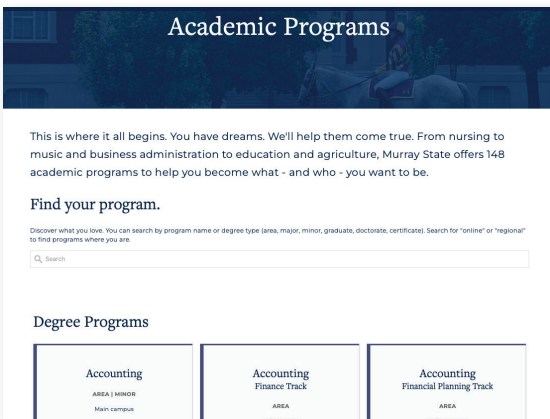
Collaborated with the Department of Journalism and Mass Communications to promote the first McGaughey Lecture on Press Freedom and Responsibility featuring political cartoonist Marc Murphy.



Launched the 2023 Racer Nation Orientation registration in conjunction with the Office of Recruitment with social media campaigns and registration countdown graphics.



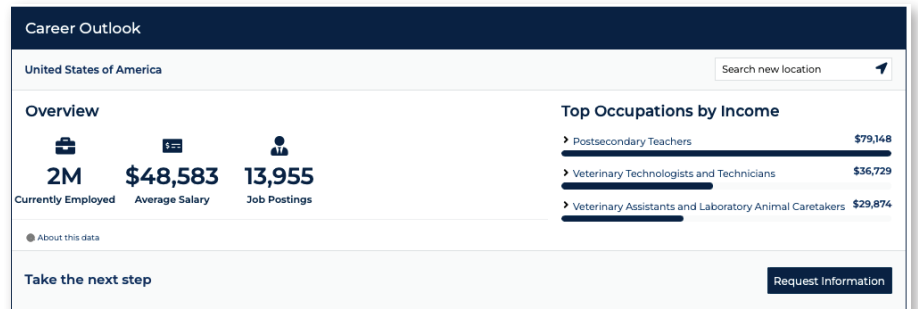
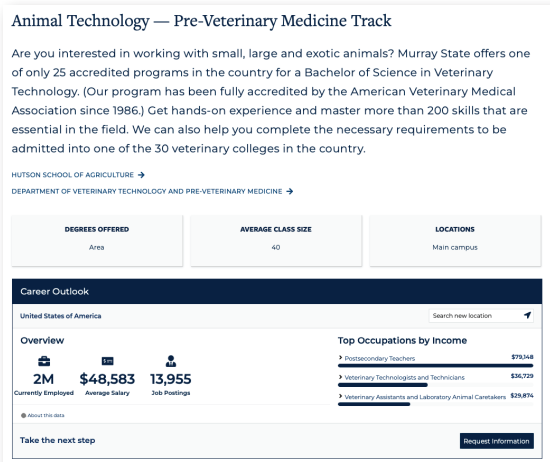
WEB MANAGEMENT



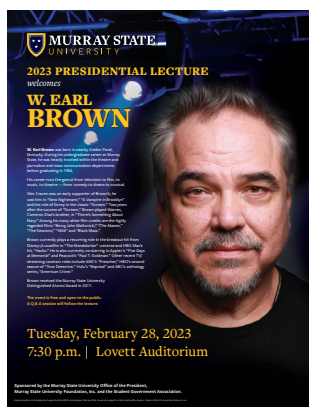
Web Management, with support from the Office of Academic Affairs, launched the new Academic Programs site in January 2023. The site allows users to search for programs by name, degree type and location.

Individual program pages feature a short description of the program, degrees, locations and average class size.

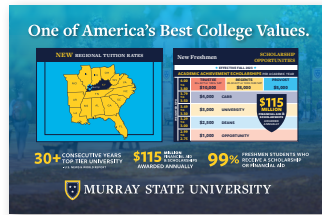
The new career pathways feature uses data from the Department of Labor to show an overview of the career outlook for graduates from the program, including the number of jobs available, average salary and top occupations by income. Users have the option to narrow the location to state, city/metro area or county.



GRAPHIC DESIGN/PRINTING



Posters, flyers and social media assets were created to promote the Presidential Lecture featuring W. Earl Brown.



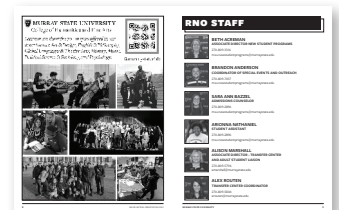
Postcards were created and sent to prospective students as part of the Yield process.



An event program and wayfinding signage were developed for Admitted Student Weekend to assist the Office of Recruitment.



An ad was created for the Economic Development program.



A viewbook was created for Racer Nation Orientation, providing information about community businesses, RNO counselors and helpful resources for the new student experience.



From left to right:

Greeting cards were created for the Office of Development to send as touchpoint communications with alumni and donors.

Notecards were created for the Office of Development as a third-quarter campaign outreach for each of the University's six colleges and schools.

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



We are Racers.

Shawn Touney

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