



MURRAY STATE UNIVERSITY

Office of Branding, Marketing and Communication

QUARTERLY REPORT

JANUARY – MARCH 2024

PUBLIC RELATIONS



Murray State University's Be Bold: Forever Blue & Gold Centennial Campaign most successful fundraising effort in University's history

Following a record-breaking level of generosity from donors and friends across the country, Murray State University's Be Bold: Forever Blue & Gold Centennial Campaign has reached an unprecedented level of total gifts and new documented commitments making it the most successful campaign in the history of the University. With total gifts and commitments now approaching \$77 million, the University is making excellent progress toward its goal of raising \$100 million through this historic campaign.

The Be Bold Campaign is inspiring donors to support students and programs across campus. Scholarship and other financial aid support is at an all-time record with \$127 million being provided including privately-funded scholarships.

"The success we are seeing strongly affirms that the goals of the campaign are resonating with donors and friends. Through their giving, they are joining our commitment to student success, enhancing academic excellence, modernizing our campus facilities and strengthening the long-standing championship tradition of Racer Athletics," said Murray State University President Dr. Bob Jackson. "We are profoundly grateful to our alumni, community partners and friends, as well as our faculty and staff who have made generous gifts to this historic campaign."

To make a gift to benefit programs and students at Murray State University, visit murraystate.edu/giving or call the office of development at 270-809-3001.



Murray State University receives \$1.5 million grant for cybersecurity certificate program

Murray State University's Cyber Education and Research Center recently received a \$1.5 million three-year grant from the Employment and Training Administration within the Department of Labor through the Delta Regional Authority to fund a Cybersecurity Analyst Certificate program.

The nine-month, 12-credit hour program aims to increase cybersecurity employment opportunities for marginalized populations within the Kentucky Delta Region and develop a sustainable pipeline of skilled cybersecurity analysts to meet the growing demand in the cybersecurity industry.

The curriculum covers a wide range of topics, from network configuration and vulnerability assessment to traffic analysis. With a focus on practical, real-world scenarios, students will learn to identify and mitigate cyber threats effectively, safeguarding organizations from potential breaches and data loss. All curriculum is aligned with industry certifications, allowing students to finish with multiple industry credentials.



The program offers free tuition for 12 credit hours, paid cybersecurity industry credentials, including Comptia's A+, Network+ and Security+, a free laptop to eligible students, paid internships, career coaching, job placement support and real world experience. Childcare support is available for class conflicts.

The program is designed for incumbent workers and new workforce entrants wishing to pursue a cyber analyst career, including individuals who are currently underemployed, seeking advancement, changing careers or wanting to earn a higher income, with an increased focus on those workers who have been historically marginalized within the field of technology.



Murray State University hosts drug safety summit on combating illicit fentanyl and saving lives

Murray State University, through its School of Nursing and Health Professions and in partnership with Kentucky Attorney General Russell Coleman, hosted a summit on the dangers of illicit fentanyl and the latest efforts to combat this deadly drug. In addition to state and local leaders, national leaders such as Jim Carroll, former director of the White House Office of National Drug Control Policy and Uttam Dhillon, former acting administrator of the Drug Enforcement Administration, participated.

This event included individuals who are on the cutting edge of the fight to save lives and emphasized the University's commitment to the role of prevention education, effective treatment and reducing the supply of drugs.

Attendees received an overview of new innovations taking place in the education, recovery and treatment sectors. Additionally, there was a discussion by law enforcement officials on the international supply of dangerous narcotics. At the conclusion of the event, guests had the opportunity for direct interaction with the panelists.

Panelists included:

- Russell Coleman, Kentucky Attorney General
- Jim Carroll, Former White House Director of the Office on Drug Control and Policy
- Uttam Dhillon, Former Acting Administrator of the Drug Enforcement Administration
- Eric Gremminger, CEO of ERP Health, and person in long-term recovery
- Dr. Susan Bissett, President of the Drug Intervention Institute, and maker of ONEbox
- Nick DeMauro, Executive Director and CEO, Law Enforcement Against Drugs and Violence
- Dr. Kristin Reid, Kentucky treatment provider
- Ryan Orr, Chief of Police, Murray State University
- Kaitlyn Krolkowski, Director of Administrative Services, Purchase District Health Department
- Local law enforcement representatives
- Community stakeholders

PUBLIC RELATIONS (CONTINUED)

Murray State University earns 2024-2025 Military Friendly® School designation

Along with several other recent rankings that Murray State University has received, Military Friendly® has awarded Murray State with the 2024-2025 Military Friendly® School designation, achieving silver status for the University.

Institutions earning the Military Friendly® School designation were evaluated using both public data sources and responses from a proprietary survey.

Murray State offers resources for military connected students such as personalized advising, career planning and placement, flexible online and weekend schedules for those who serve on active duty, disability services, free counseling services, free limited student health services and a psychological center.

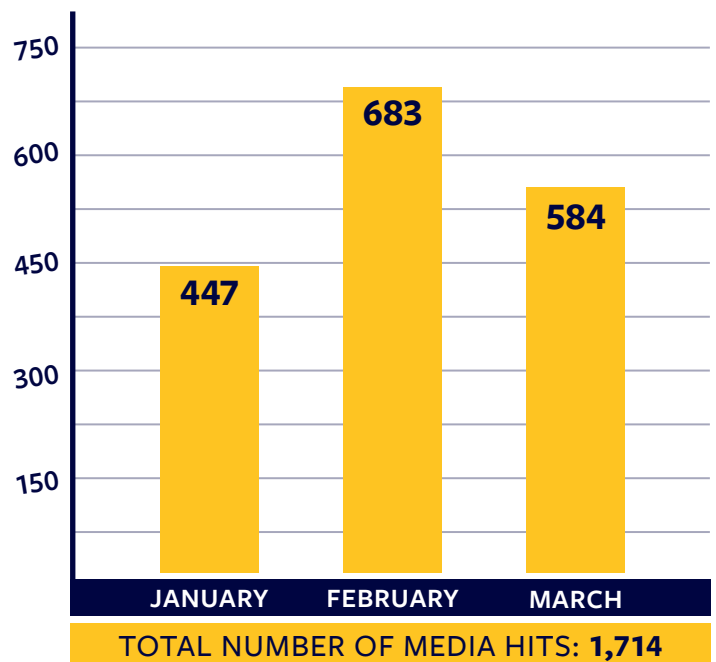
The University also offers military tuition discounts for military service members using Federal Tuition Assistance. These benefits can include tuition assistance and Veterans Affairs education benefits, college credit for military training, waived fees for courses, online classes, free graduation cords for veterans, textbook and fee discounts, free admission applications as well as waived tuition costs not covered by the Department of Defense Tuition Assistance Program.



MURRAY STATE IN THE MEDIA

- ★ School of Nursing and Health Professions boasts largest BSN program class in its history with 46 students admitted.
- ★ Murray State University continues to receive support for the exploration and development of a School of Veterinary Medicine.
- ★ Murray State University ranked among *U.S. News and World Report's* Best Online Programs in Computer Information Technology.
- ★ Creative Writing Professor Dr. Gwendolyn Paradise earns prestigious National Endowment for the Arts literature fellowship.
- ★ Murray State University has been recognized as one of the best schools for online master's degrees in 2024 by OnlineMastersDegrees.org for programs in economics, dietetics, speech pathology and communications.
- ★ Murray State University Police Department receives \$1.1 million in funding from the Commerce Justice Science Byrne Justice Program.
- ★ Dr. Mike Perlow named 2024 Murray State University Alumni Association Distinguished Professor.

MEDIA COVERAGE



DIGITAL MEDIA SERVICES



- ▶ The Murray State Minute featuring the groundbreaking for the new SONHP building.



Link:
youtube.com/watch?v=poV4D1hDs50



- ▶ Promotional video highlighting the Nurse Anesthesia program at Murray State.



Link:
youtu.be/ou71aG0fFUC



- ▶ The Murray State Minute promoting All Campus Sing.



Link:
youtu.be/GhUSE4LXq7I

SOCIAL MEDIA



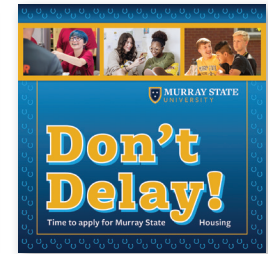
Collaborated with the Office of Development to promote and elevate the “Give Bold” Day of Giving campaign



Promoted the “Racer Ready with the Transfer Center” event, in which transfer students had their application fee waived



Supported the Office of Recruitment in preparing for the Admitted Student Kickoff event by creating graphics and taking over social media accounts



Continued to place focus on prospective new Racers to ensure they are Racer Ready to start their college journey for the fall 2024 semester

WEB MANAGEMENT

The Murray State website is visited thousands of times each day. It's a good idea to periodically check your content and make sure everything is up to date and accurate.

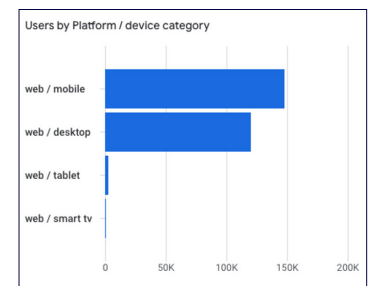
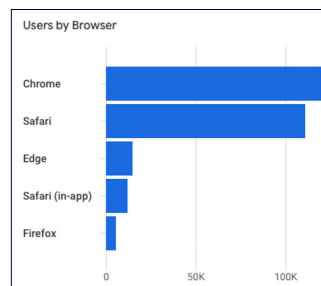
Comparing this year to the same period last year, we've seen growth in one very important area: Engagement. An engaged user spends time on the site and interacts with it in some way through clicks or scrolling. Our engagement rate was up 4.69 percent compared to last year. Users spent an average of 2 minutes 47 seconds on our site.

Data from January 1 to March 31, 2024

- 269,013 total users
- 342,473 engaged sessions
(A person is only counted once, but each time they visit the site, it is counted as a session. Engaged sessions exclude sessions where a user did not interact with the site by scrolling or clicking.)



- The majority of our users find our site via Google or Bing. Organic search led to 374,000 sessions!
- The majority of our visitors come from the U.S., but our top visits by country also include India, Bangladesh, China, Nepal, Ghana and Canada.
- If a user is signed in to their Google account, Google can pull more data about that user, including their gender. 54.3 percent of our users identify as female compared to 45.7 percent as male.



How users visit the site

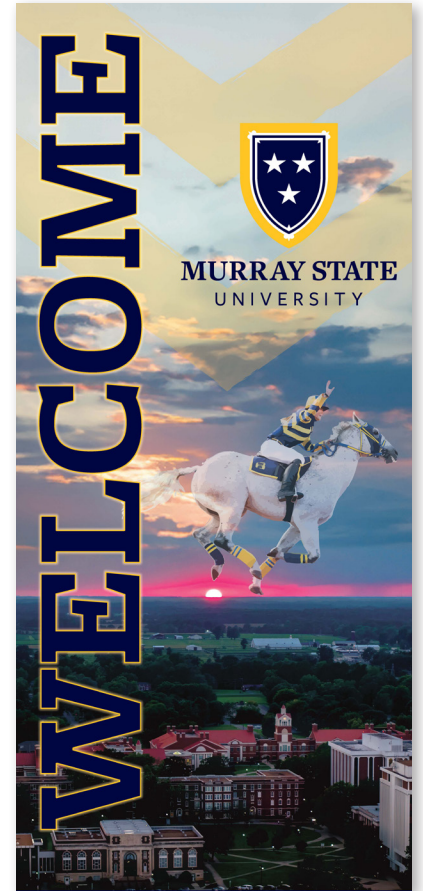
- 148,000 users were using a mobile device compared to 120,000 on desktop and 2,600 on tablet. (11 users used their smart TV.)
- 118,000 visitors were on an iPhone. 82,000 used a Windows PC, 33,000 used an Android, 27,000 used a Mac and 9,500 used Chromebooks.
- For browsers, Chrome edged out Safari with 120,936 users, and Safari accounted for 110,649. There were 14,605 users using Edge.

GRAPHIC DESIGN/PRINTING



Racer Nation Orientation Viewbook and Folder

A Racer Nation Orientation (RNO) Viewbook was created for 2024 Orientation sessions for the Office of Recruitment. The book contains important information for incoming students as well as advertisements representing area businesses and organizations, colleges and academic programs on campus. A folder was created for the Office of Recruitment to accompany the RNO materials.



Postcards

A Valentine's themed postcard was created as a touchpoint to potential Racers for the Office of Recruitment.

Admitted Student Kickoff Materials

Materials were produced for Admitted Student Kickoff in February for the Office of Recruitment.



A Yield postcard was designed for contact with students who have not yet applied for housing.



A "Thank You" postcard containing variable data was designed for the Office of Recruitment as follow-up for the RNO sessions. The front greeting was tailored to the student's name. The back of the postcard featured a hand-written note from RNO counselors.

Recruitment Signage

Banners and sandwich boards for the Office of Recruitment were created for RNO as well as general campus visits.



Gonfalons

Gonfalons for the registrar's office were created to represent the residential colleges in Commencement ceremonies.

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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