



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

JANUARY – MARCH 2025

### PUBLIC RELATIONS



#### Murray State University surpasses \$100 million goal in historic Be Bold: Forever Blue & Gold Centennial Campaign

Murray State University proudly announces that it has surpassed its ambitious \$100 million goal in the Be Bold: Forever Blue & Gold Centennial Campaign, marking a transformative moment in the University's history. The campaign, designed to propel Murray State into its second century, has focused on two critical areas: student access and support and academic excellence, coupled with strategic campus modernization, including support for Racer Athletics.

Launched in 2018 during the tenure of Dr. Bob Jackson as the 14th President of Murray State University, the campaign began with a silent phase, laying the groundwork for its success. A comprehensive Campaign Readiness Study conducted in 2021-22 affirmed the University's ability to achieve this milestone, and subsequent years of extraordinary donor support have made it a reality.

The Murray State University Foundation, Inc. will steward the majority of campaign gifts on behalf of the University, ensuring they create lasting benefits for students, faculty and programs.

To date, the campaign has secured over \$50 million in pledges and commitments, with more than \$51 million in gifts already collected. Since its inception, nearly 25,000 donors have contributed more than 110,000 gifts, underscoring the broad and passionate support for Murray State's vision.

Though the goal has been met, the Be Bold: Forever Blue & Gold Centennial Campaign will continue to accept gifts through June 30, 2025, ensuring that even more students, programs and campus initiatives benefit from this extraordinary effort.

#### Murray State University Board of Regents announces new nursing building to be named Jackson Hall in honor of Dr. Bob and Karen Jackson

Construction on Murray State University's new nursing building has begun, and on Dec. 13, 2024, the University's Board of Regents announced that the new building will be named the Robert L and Karen Miller Jackson School of Nursing and Health Professions Building, "Jackson Hall," in tribute to the legacy that both President and Mrs. Jackson have left to Murray State's nursing program and the University as a whole.

The Board recognized that during Dr. Jackson's tenure as Murray State's 14th President from 2018 through 2025, he led the University through a historic period of growth, change and innovation. With a unique vision for Murray State's future, Jackson achieved record-breaking support from both public and private sources for transformative campus improvements, the strengthening of academic and athletic programs and tremendous increases in resources for student assistance. He spearheaded state-funded projects, including a new Veterinary Sciences building, Learning Commons/Residence Hall, a new School of Nursing and Health Professions building and added bronze statues to campus to recognize and honor Racer One and Murray State's first President, Dr. John W. Carr. He initiated and carried out the preservation and improvement of historic campus facilities such as Lovett Auditorium, Wrather Hall and the Curris Center. He guided



the University through the COVID-19 pandemic, transitioned its athletic programs to the Missouri Valley Conference and Missouri Valley Football Conference and oversaw the \$100 million centennial capital campaign, Be Bold: Forever Blue and Gold.

Mrs. Jackson is a second-generation graduate of Murray State, earning a bachelor's degree in nursing. Her years of clinical focus were pediatrics and intensive care nursing. During her time as Murray State's First Lady and throughout the global pandemic, she devoted her time and nursing skills to the regional vaccination clinic held on campus. In recognition of her extraordinary contributions, she was honored with the COVID-19 Hero Award in 2021 by the College of Education and Human Services. She has remained an active alumna of her sorority, Alpha Sigma Alpha, serving on their advisory board for 30 years.



Design details of the new building and naming opportunities are available at [murraystate.edu/nursingbuilding](https://murraystate.edu/nursingbuilding).



#### Dr. Ron K. Patterson named Murray State University President

The Murray State University Board of Regents Presidential Search Committee has

announced Dr. Ron K. Patterson as Murray State University President. Currently Chadron State College President, Patterson will commence his role as the 15th President of Murray State on July 1, 2025. He will succeed President Dr. Bob Jackson, who will retire on June 30, 2025. The selection of Patterson follows an extensive process and national search.

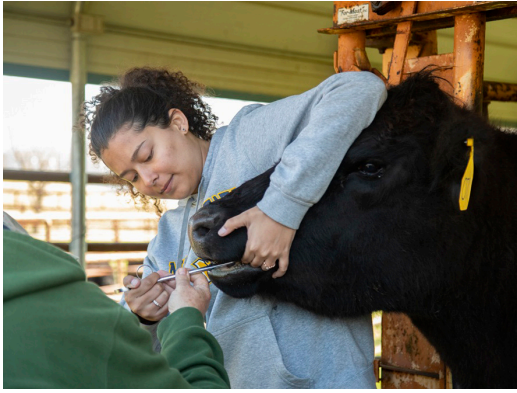
Patterson serves as president of Chadron State College, one of three state college institutions within the Nebraska State College System and an institution with approximately 2,300 students and 600 full-time faculty and staff. In his role, Patterson launched and chaired the college's new five-year

strategic plan, established strategic enrollment partnerships, commenced new academic programs and partnerships, furthered external relationships with federal, state and local government leaders, and fostered an environment of success within the college's Division II athletic programs.

Patterson earned a Doctor of Education in Higher Education Administration and Leadership at Creighton University, an Education Specialist degree with a concentration in Community College Administration at Arkansas State University, a Master of Arts at Marietta College, a Bachelor of Science at the University of Tennessee – Southern and an Associate of Arts at Northeast Mississippi Community College. He recently completed professional development offered by the American Academic Leadership Institute and Penn State University's Academic Leadership Academy for Academic Administration.

Patterson hails from Corinth, Mississippi. He and his wife, Jenny, have two children, Olivia and Braylon.

## PUBLIC RELATIONS (CONTINUED)



### 2025 Kentucky legislative session includes continued support to pursue a School of Veterinary Medicine

Murray State University's exploration of a School of Veterinary Medicine received a strong showing of support in the 2025 Kentucky legislative session.

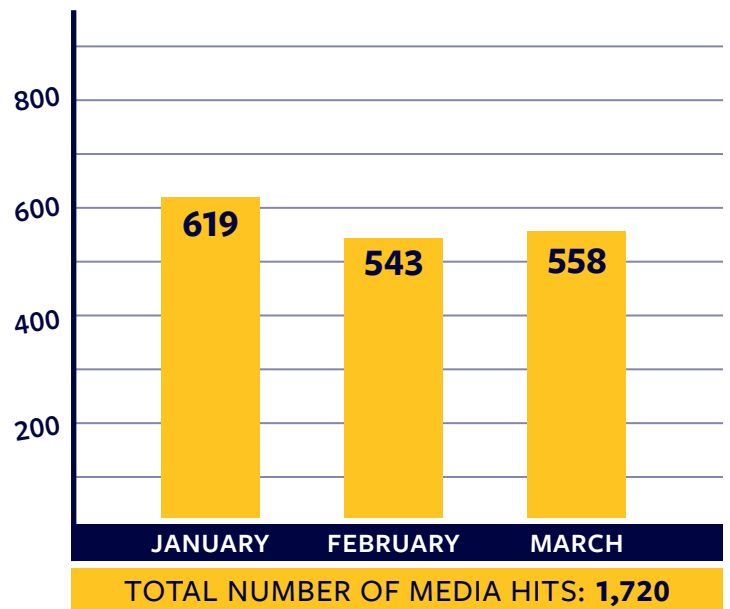
Senate Bill 77, which was passed unanimously by both chambers in a bipartisan manner and was signed into law by Governor Andy Beshear, continues to provide a path forward for the University to establish a new Doctorate in Veterinary Medicine at Murray State.

Murray State holds multiple existing assets on its campus, as well as a new \$60 million Veterinary Sciences Building to be constructed. The University's Hutson School of Agriculture has the largest estimated pre-veterinary medicine/veterinary technology enrollment of any university in Kentucky, and is just one of three programs in Kentucky that is fully accredited by the American Veterinary Medical Association.

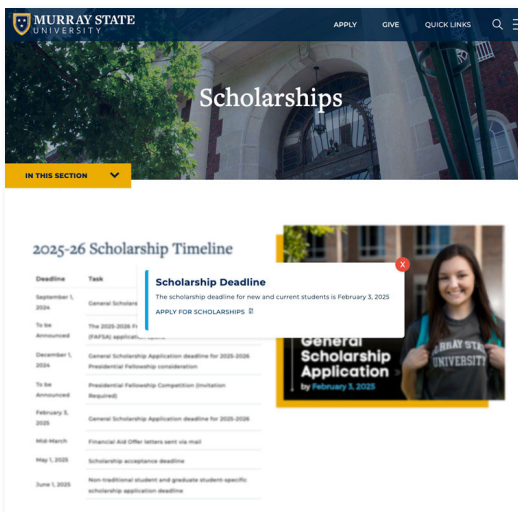
## MURRAY STATE IN THE MEDIA

- ★ Murray State University establishes the Badgett Family Teacher Education Program for aspiring educators
- ★ Murray State University and the SSC Services for Education grounds department recognized nationally
- ★ Murray State University earns 2024 Tree Campus recognition from Arbor Day Foundation
- ★ Shannon Slate named as director of Murray State University's Hopkinsville and Fort Campbell Regional Campuses
- ★ Murray State University's Dr. Robin Q. Zhang honored with Estes Memorial Teaching Award for GIS technology education
- ★ Partnership between Murray State University and Kentucky Community & Technical College System enhances opportunities for students
- ★ Murray State University recognized nationally by Colleges of Distinction
- ★ Murray Shakespeare Festival celebrates 25 years at Murray State University with staging of "Macbeth"

## MEDIA COVERAGE



## WEB MANAGEMENT



### Scholarship Popup

The web department implemented a popup message on key pages during the last two weeks of January to remind new and current students of the scholarship application deadline on Feb. 3, 2025. The message appeared on the homepage, first-time freshman admissions, financial aid, scholarships, tuition, enrollment and the housing pages. The number of scholarship applicants increased by 600, with almost 500 of those applications coming from current students. Fifty percent of the applications were received after the Jan. 17 launch of the popup.



## SOCIAL MEDIA



### Student Success Stories

Implemented a social media testimonial video series that highlights student success stories among various departments throughout the University



### "Give Bold" Campaign

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



### Admitted Student Kickoff

Supported the Office of Recruitment to promote the Admitted Student Kickoff event by creating graphics and taking over social media accounts at the event

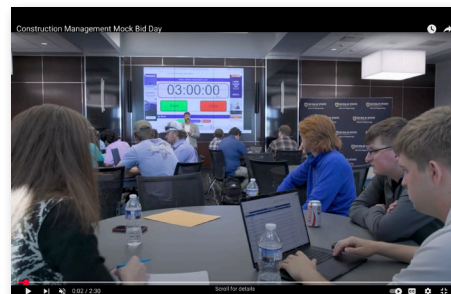
## DIGITAL MEDIA SERVICES



### ▶ Murray State Minute on Mental Health Services for the campus community



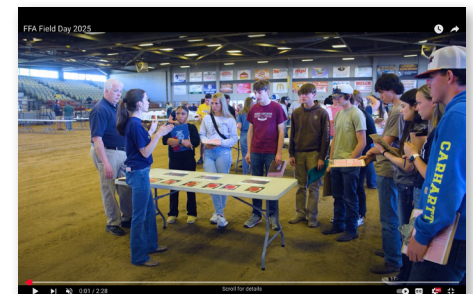
To watch the video, scan the QR code or go to [bit.ly/mentalhealthMSU](https://bit.ly/mentalhealthMSU).



### ▶ Construction Management Mock Bid Day



To watch the video, scan the QR code or go to [bit.ly/MockBidDay25](https://bit.ly/MockBidDay25).



### ▶ FFA Field Day



To watch the video, scan the QR code or go to [bit.ly/FFAFieldDay25](https://bit.ly/FFAFieldDay25).



## GRAPHIC DESIGN/PRINTING



**Admitted Student Kickoff Promotional Materials**  
Promotional materials for this year's Admitted Student Kickoff were created for the Office of Recruitment including a postcard, schedule and social media graphics.

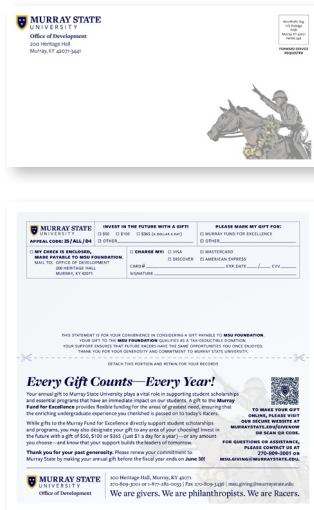


### Racer Nation Orientation Promotional Materials

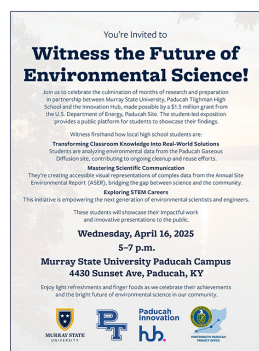
We designed promotional materials for this year's Racer Nation Orientation, including a viewbook, folder and new PowerPoint template.

### Financial Aid Postcard

We developed a postcard for the Office of Recruitment encouraging admitted students to complete the 2025-26 General Scholarship Application and FAFSA.



**D4 Mailer and Envelope**  
We refreshed the design of the fourth-quarter mailing for the Office of Development.



### ASER Reception eVite

We designed an eVite promoting a reception showcasing research done in partnership between Murray State University, Paducah Tilghman High School, the Paducah Innovation Hub and the U.S. Department of Energy, Paducah Site.



### National Quilt Museum eVite

We designed an eVite promoting a mathematics event hosted by the Jesse D. Jones College of Science, Engineering and Technology and the National Quilt Museum.



### Career Services Ad

An advertisement was created for Career Services to promote services to incoming students. The ad was part of Racer Nation Orientation's viewbook.

To access an e-edition of this report and previous quarterly reports, visit [murraystate.edu/bmc](https://murraystate.edu/bmc)



We are Racers.

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