



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

APRIL – JUNE 2021

### PUBLIC RELATIONS



#### Murray State and Kentucky League of Cities announce community and economic development partnership

Murray State and the Kentucky League of Cities (KLC) are teaming up to provide the University's Center for Economic and Entrepreneurial Development training and informational services to elected city officials.

Additionally, KLC and the center will work together to identify and seek solutions to the challenges and issues facing elected city officials in the areas of community and economic development. This partnership will capitalize on Murray State's regional footprint and will aim to develop opportunities across the Commonwealth.

News of the partnership was shared by multiple local media outlets as well as at the state level, such as The Lane Report. Learn more about the partnership at <https://bit.ly/3ir6UfO>.

Learn more about Murray State's Center for Economic and Entrepreneurial Development at [murraystate.edu/ceed](https://murraystate.edu/ceed).

#### Faculty members' expertise included in regional and national stories by media

Dr. Eran Guse in the Department of Economics and Finance was part of a June story by WPSD, centered around updates shared by the U.S Bureau of Labor Statistics and the rising costs of consumer prices associated with goods and services.

See the story at  
<https://bit.ly/3kHN9U0>.



Dr. Eran Guse

Also this quarter, professor Dr. Dan Wann in the Department of Psychology was featured on Good Morning America as part of a segment discussing



Dr. Dan Wann

extreme sports fandom. The video interview is available at <https://www.goodmorningamerica.com/news/video/sports-fandom-crosses-line-78442844>.

Special thanks to Dr. Guse, Dr. Wann, and all of our faculty who have assisted our news media outlets by sharing their expertise and scholarly research.

#### Engineering Physics students design and build electric all-terrain vehicle



The Engineering Physics program provides opportunities for senior engineering students to design a product or device as a part of their senior design class. This year, an Engineering Physics senior team designed and built an electric all-terrain vehicle (E-Vehicle). This is the first time that the engineering program has invested in designing and successfully building an E-Vehicle.

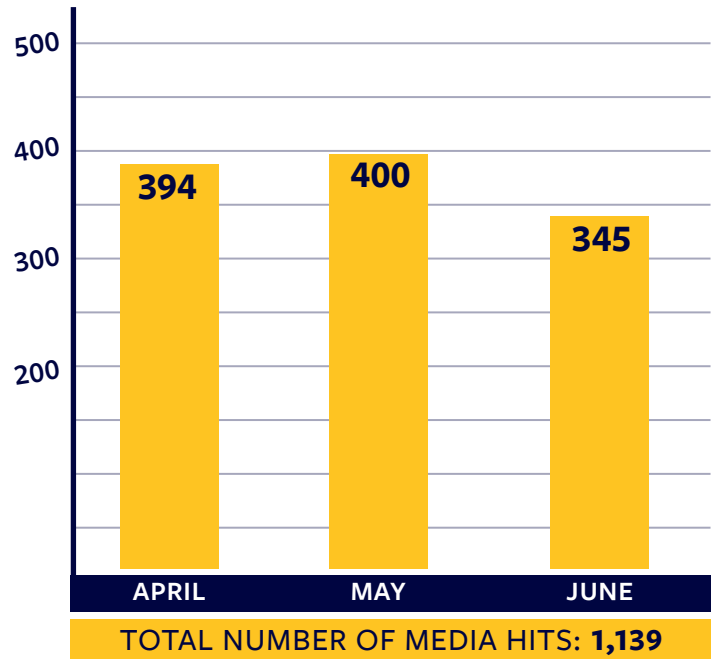
The E-Vehicle is a two-person off-road vehicle powered by a 17-horsepower electric motor with battery capacity of one hour of operation. The engineering students designed, fabricated and tested all vehicle systems, to include power transmission, suspension, steering, chassis and roll-cage structure.

News media coverage included stories by The Murray State News, WKMS and the Murray Ledger & Times.

## MURRAY STATE IN THE MEDIA

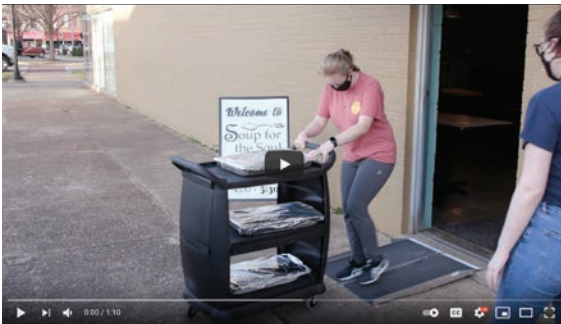
- ★ Graphic design program ranked #1 in Kentucky
- ★ Spring scholars week includes more than 100 students who are celebrated for their scholarly research
- ★ University awards its first pathways certificates for the Racer Academy program
- ★ Hunt Seat Equestrian Team has successful competitions
- ★ Center for Autism Spectrum Disorders launches Early Childhood Program
- ★ Dietetic Internship program within the School of Nursing and Health Professions receives accreditation for a Master of Science in Nutrition degree
- ★ University introduces the Hopkinsville Academy for Nonprofit Development and Leadership

## MEDIA COVERAGE



\*Five consecutive months with earned media growth from previous year's month; 25% increase YTD from 2020.

## VISUAL MEDIA



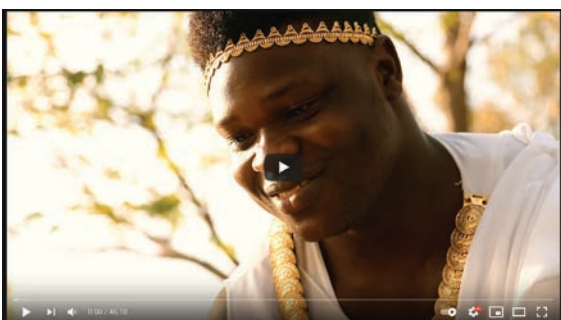
A video was created highlighting the work the Murray State chapter of Food Recovery Network is doing in the Murray community.

See video at: [https://youtu.be/SoTRpS8ik\\_4](https://youtu.be/SoTRpS8ik_4)



Murray State mechanical engineering students designed and constructed a fully electrical side-by-side vehicle highlighted in this promotional video.

See video at: <https://youtu.be/jw0Ue3d-NuM>



The Murray State department of music presented Monteverdi's L'Orfeo, filmed at various locations throughout the Murray State campus, the Arboretum and Clark's River to give it an organic feel.

See video at: <https://youtu.be/PdtI0hfclwY>



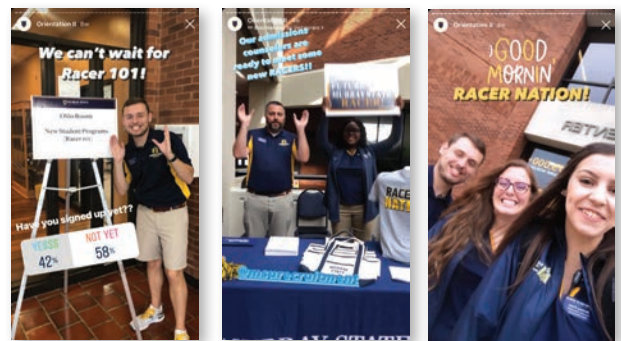
To view any of these videos, please visit [murraystate.edu/bmc/report](https://murraystate.edu/bmc/report)

## SOCIAL MEDIA

The Murray State Instagram was expanded with the addition of new Resource highlights featuring various organizations across campus that are accessible to students, faculty and staff.

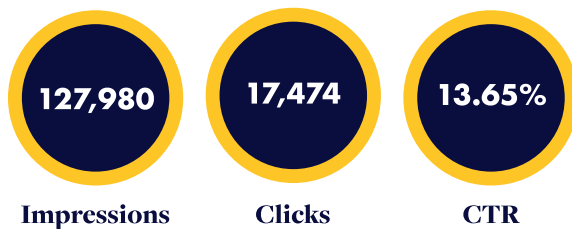
In addition, Instagram and Facebook Live's were created by Murray State Racer Nation Orientation leaders promoting a "day in the life" of each orientation session and encouraging new Racers to register for Racer Nation Orientation.

A testimonial toolkit was created featuring Murray State students that included approved social media content and graphics for departments and organizations to use across campus.



## WEB MANAGEMENT

### First-Time Freshmen



### International Students



Web Management managed successful Google Ad campaigns last year. One campaign meant to boost enrollment, targeted first-time freshmen in a 250 mile radius around Murray. The campaign ran continually from September 5, 2020 to May 22, 2021. Ads for the campaign were a mix of display, traditional search and dynamic search.

In late spring, Web Management launched a campaign to recruit international students in select countries. The campaign ran from April 29 to June 17, 2021.

Both campaigns exceeded industry standards for click-through rates (CTR). The average CTR for Google Ads in 2021 was 3.17% across all industries, with the education industry averaging 6.49%.

source - Google AdWords Industry Benchmarks for 2020



## GRAPHIC DESIGN/PRINTING

The Office of Development created a promotional giving campaign design encouraging giving for students that are first generation college students.

A print ad was designed supporting the offerings for the Hutson School of Agriculture.

The Racer Club Membership Guide was developed to encourage giving in support of Murray State Athletics.

Several recruitment pieces were created to support Murray State enrollment efforts including postcards for Racer Ready events, a flyer for the summer Transfer Center promotional event, Phi Theta Kappa scholarship flyer for transfer students and Racer Nation Orientation promotional elements.



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