



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

APRIL – JUNE 2022

### PUBLIC RELATIONS

#### Murray State University selected as host site for Governor's Scholars Program

Murray State University has been selected as a host site for the Governor's Scholars Program during the summers of 2023, 2024 and 2025.

The Governor's Scholars Program is a summer residential program for outstanding high school students in Kentucky who are rising seniors as part of an effort to enhance Kentucky's next generation of civic and economic leaders. Established in 1983, the program provides academic and personal growth through the balance of a strong liberal arts program with full co-curricular and residential life experiences. Students must complete an application and compete with others from across the state. Those selected attend the program free of charge.

The first class numbered 230 and was housed on one college campus. Since then, the program has enjoyed excellent support and grown to over 1,000 students on three campuses.

"The Governor's Scholars Program is a prestigious program that, for many years, has provided enriching opportunities for some of the best and brightest high school students in Kentucky," said Murray State President Dr. Bob Jackson. "Murray State University is honored to be accepted as a host site for the Summer 2023, 2024 and 2025 programs. We look forward to welcoming these future participants to our campus."

Murray State first hosted the Governor's Scholars Program in the 1980's and most recently hosted in 2018. The Summer 2023 Governor's Scholars Program at Murray State University will take place June 25 through July 29, 2023.

News coverage included stories by WPSD, KFVS and the Murray Ledger & Times.



#### Dr. Don Tharpe elected as Murray State University Board of Regents chairperson

Dr. Don I. Tharpe, '74, '75, was appointed Murray State University Board of Regents chairperson during the University's quarterly Board of Regents meeting on June 3, 2022, becoming the first African American Board of Regents chair in the institution's history. A member of Murray State's Board of Regents since 2017, Tharpe has most recently served as Board of Regents vice chair and audit and compliance committee chair.

Tharpe was voted unanimously by his Board of Regents' colleagues for the leadership position of chairperson.

"I am honored to be selected as the next chair of the Murray State University Board of Regents," Tharpe said. "The fact that this vote was unanimous humbles me greatly. I am passionate about my role as a board member and the work the board does as a body and as temporary caretakers of the University's assets. This is a significant

appointment because we are living in a world that realizes the importance of diversity and inclusion. There is no better way for the University's board to exhibit their commitment to diversity and inclusion than to elect a black man to this very important and influential position. The significance of this appointment is not just centered around our work at the board table, but the significance ripples out to include our entire University community. This community is made up of students, faculty, staff, administrators, students' families, alumni and supporters."

Tharpe is a native of Mayfield, Kentucky, a 1970 graduate of Mayfield High School, and earned both Bachelor of Science and Master of Science degrees in industrial education from Murray State. He earned his doctorate in educational administration from Virginia Polytechnic & State University in Blacksburg, Virginia. Tharpe received the Distinguished Alumnus Award from Murray State University in 2005, the highest honor an alumnus or alumna can earn from the Murray State University Alumni Association in recognizing those who have excelled both professionally and personally. Tharpe was also the recipient of the African American Heritage Lifetime Achievement Award in 2018.

Media coverage was seen at regional, state and national levels.

#### Murray State University students named Fulbright scholars

Four Murray State University students have been awarded Fulbright scholarships. This year's recipients of this prestigious award include Victoria Benard, Jaden Estes, Jasmine Neal and Mallory Wooldridge.

The Fulbright United States Student Program expands perspectives through academic and professional advancement and cross-culture dialogue, while creating connections in a complex and changing world. In partnership with more than 140 countries worldwide, the Fulbright Program offers unparalleled



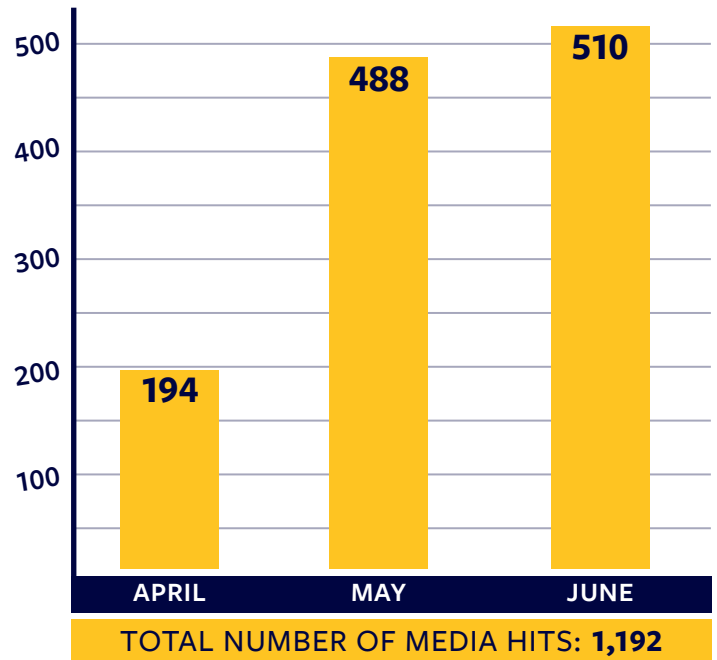
opportunities in all academic disciplines to passionate and accomplished graduating college seniors, graduate students and young professionals.

News media coverage included stories from the Murray Ledger & Times and KFVS.

## MURRAY STATE IN THE MEDIA

- ★ Murray State Football to join Missouri Valley Football Conference July of 2023
- ★ Murray State Doctor of Arts student wins Teacher of the Year by the Georgia Council of Teachers of English
- ★ Murray State University awards 18 Presidential Fellowships
- ★ University celebrates dedication of the United Systems and Software Project Suite
- ★ Murray State University named to Money Magazine's '2022 Best Colleges' list
- ★ Earl & Sue Steele Family Scholarship established at Murray State University
- ★ University names Christian Barnes Director of Donor Engagement and Communications
- ★ Murray State University's partnership with the International Business College at Shandong Technology and Business University celebrates its first graduating cohort of students

## MEDIA COVERAGE



## DIGITAL SERVICES



- ▶ The 70th Annual Future Farmers of America (FFA) Field Day story: <https://youtu.be/mXiPPeqiwAk>



- ▶ Promotional video for the Racer Band's new uniforms: <https://youtu.be/qnWNIRCwh7M>



- ▶ Alumni Racer parents testimonial promotional spotlight: <https://youtu.be/pQdnXKj8bGY>



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

## SOCIAL MEDIA

Continued collaboration with the Office of Recruitment and Admissions to develop a cohesive plan to encourage engagement on social media.



Created a new testimonial toolkit that includes parent and student testimonials. Elements include media graphics, content and videos that can be used across campus.

Developed targeted paid social media campaigns with several departments across campus to generate added exposure for programs.

## WEB MANAGEMENT

We created a prototype of an admissions calculator that was presented to the Board of Regents at the 2022 June meeting. The calculator will function as the new admissions standards for the Fall 2023 semester allowing first-time freshmen and transfer students to find out whether or not they would qualify for admission based on their GPAs.

Are you ready to become a Racer?



I am a...

☒ First-Time Freshman

☐ Transfer Student

NEXT →



## GRAPHIC DESIGN/PRINTING

The following jobs were performed by the Design department:



A postcard was created for the Office of Recruitment to remind students to accept their offered scholarships for the upcoming semester.



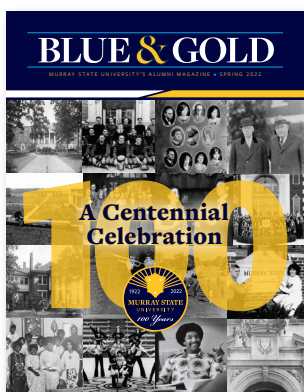
A save-the-date postcard was created on behalf of the transfer students center as a reminder for their upcoming admissions week.



A postcard was created for the Office of Recruitment to keep in touch with admitted students over summer break.



The Racer Club Membership Guide was created for the Murray State Athletics department outlining the many ways fans can support our Racer teams through Racer Club membership.



The Spring 2022 issue of the bi-annual edition of the Blue & Gold Alumni magazine was created.

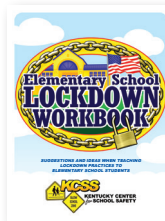
The following jobs were performed by the Printing Services department:



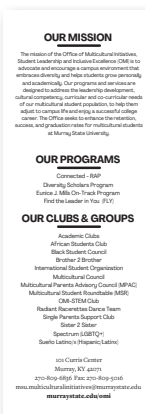
Postcards were printed to promote Open Recruitment Week for Murray State University's Panhellenic and Interfraternity organizations and to advertise upcoming National Pan-Hellenic Council events.



A children's storybook titled "Farm Adventures with Willie B" was printed in participation with the Hutson School of Agriculture to help promote farm safety on a child's level of understanding.



The Elementary School Lockdown Workbook was printed to help facilitate and navigate all of the challenges that are associated with protecting and securing students and staff in life-threatening situations. The workbook is printed frequently throughout the year for various schools across the state of Kentucky.



A bookmark was printed for the Office of Multicultural Initiatives to help promote their programs and services offered on campus. The graphics on the bookmark feature OMI activities and opportunities for involvement within the organization.

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



We are Racers.

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