



PUBLIC RELATIONS

Murray State University holds productive quarterly Board of Regents meeting on June 2

Murray State University held its quarterly Board of Regents meeting on Friday, June 2. Among many highlights from the meeting were the following:



- A \$165.9 million budget for the 2023-2024 fiscal year was approved, with focuses on providing continued access and affordability for students, investing in the University's faculty and staff, advancing academic quality, and enhancing student services.
- The Dr. Don I. Tharpe Lecture Hall in the School of Engineering was dedicated in appreciation of his esteemed service to the University. Tharpe is a graduate of Murray State and received both his undergraduate and graduate degrees in industrial education. He was appointed to Murray State's Board of Regents in 2017 and assumed the role of chair on July 1, 2022, becoming the first African American Board of Regents chair in the institution's history.
- An in-depth update of completed, current and upcoming campus facilities projects was provided, including renovations to the Curris Center, campus lighting enhancements, the Chestnut Street pedestrian bridge, Woods Park and a new School of Nursing and Health Professions building.
- Spring 2023 enrollment increased from the previous spring, while Fall 2021 to Fall 2022 retention reflected an increase from the previous fall one-year period.
- Eight faculty were named recipients of the 2023 Regents Teaching Excellence Award, while nine current or former faculty members were extended the honorary title of Professor Emeritus. Dr. Brian Parr, interim dean of the Hutson School of Agriculture, was approved as dean of the Hutson School of Agriculture, effective July 1, 2023.
- Murray State President Dr. Bob Jackson received a positive four-year performance evaluation for the period of 2019-2023 by the Board of Regents, who extended Jackson's employment contract through June 30, 2027.
- An update was provided on Murray State University's Be Bold: Forever Blue and Gold Centennial Campaign, with the goal of raising \$100 million to support the University. \$50 million will be directed toward student access including new scholarship endowments and enhancing the traditions of a Murray State total college experience. Another \$50 million will be raised to support academic excellence and the strategic modernization of campus facilities, with a focus on new funding prioritizing teaching and learning, restoring original campus buildings, creating new greenspaces and investing in athletics programs and facilities.
- The Board of Regents authorized the President to enter negotiations for the purchase of two tracts of land adjacent to farmland owned by the University.
- An extensive update was provided by Director of Athletics Nico Yantko that outlined strategic priorities and recent good news both on and off the field of competition.
- Election of officers was held, with Regent Leon Owens voted as Board Chair and Regent Virginia Gray voted as Board Vice Chair. 2023-24 Board of Regents meeting dates will be August 24, 2023 (Board Retreat); August 25, 2023; December 8, 2023; March 1, 2024; and June 7, 2024.

Coverage of the meeting included a story in The Lane Report, which reaches a statewide audience.

Arthur J. Bauernfeind College of Business and Kentucky Fish and Wildlife form partnership to advance invasive carp removal efforts

The Arthur J. Bauernfeind College of Business at Murray State University and the Kentucky Department of Fish and Wildlife Resources have announced a new partnership to advance invasive carp removal efforts in Kentucky waterways.

Both entities see promise in a pairing of the internationally accredited business college with the state agency whose mission is conserving, protecting and enhancing Kentucky's fish and wildlife resources. The partnership is aimed at fostering development of entrepreneurship for the commercial and retail use of invasive carp that will result in the expansion of the processing industry in western Kentucky.

The partnership announcement received both statewide and national coverage, including The Chronicle of Higher Education.

Statewide Program of Distinction in Cybersecurity and Network Management recognized nationally for community outreach

Murray State University's statewide Program of Distinction in Cybersecurity and Network Management placed fourth nationally through a community outreach competition by the National Centers of Academic Excellence in Cyber Defense Education (CAE-CD).

Among the approximately 400 CAE-CD institutions, Murray State was the only Kentucky school in the top 10. Its submission included nearly 80 outreach events held throughout the year, reaching more than 14,000 individuals.



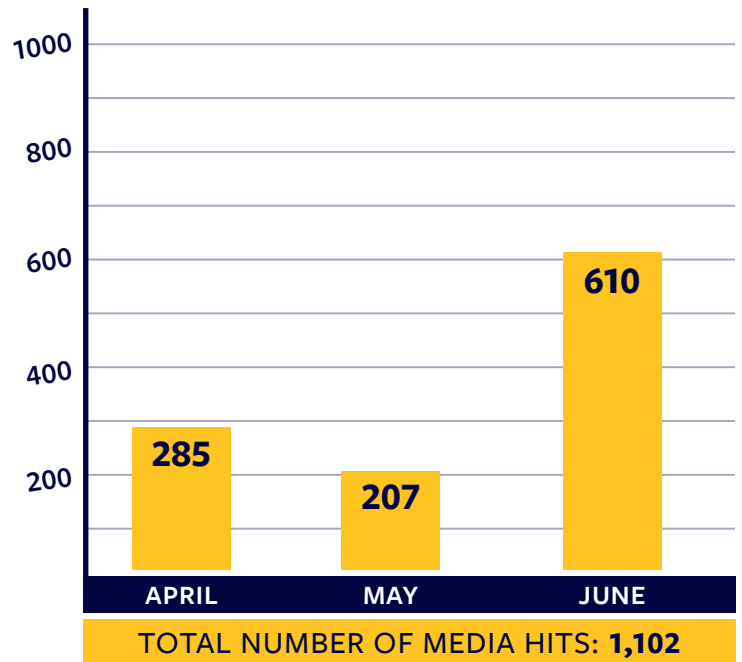
Economics program designated as a STEM discipline

Murray State University's Economics program has recently been designated as a STEM discipline. The program focuses on analytical and applied aspects of economics and equips students with requisite knowledge in economic modeling, econometric methods and computational skills to create, analyze and interpret large data.

MURRAY STATE IN THE MEDIA

- ★ The Murray State University Alumni Association names 2023 Distinguished Alumni Award recipients
- ★ Nearly \$3 million mental health service partnership demonstration grant awarded to Murray State University's College of Education and Human Services
- ★ Murray State University student named Fulbright scholar
- ★ Murray State University announces national leadership council for the Be Bold: Forever Blue & Gold campaign
- ★ U.S. News & World Report ranks Murray State University among 2023-2024 Best Graduate Schools
- ★ Murray State University's Graphic Design program ranked #1 in Kentucky
- ★ Murray State University's Wrather Hall undergoes renovations and officially re-opens in the spring 2023 semester
- ★ Murray State University alumna named Museum Professional of the Year
- ★ Yoko Hatakeyama named 2023 Murray State University Alumni Association Distinguished Professor
- ★ Murray State University celebrates the naming of the Dr. Don I. Tarpe Lecture Hall

MEDIA COVERAGE



18% increase in media hits for FY 23-24 from FY 22-23.

DIGITAL MEDIA SERVICES



- ▶ Murray State's Construction Management and Architecture Program hosts an annual Mock Bid Day event with students in the program. Students compete to complete the most accurate bid on a construction project. This event is held in partnership with the Associated General Contractors of America of Western KY.
Link: youtu.be/_BBCxzJu60



- ▶ Great things are happening in the Curris Center with a major renovation! We took a sneak peek at the progress, early in the summer.
Link: youtu.be/HdxfEL4FRZ0



- ▶ What an exciting summer it's been with so many new Racers being on campus for Racer Nation Orientation!
Link: youtu.be/A31FI8E8ajk



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

SOCIAL MEDIA



Promoted Murray State's nationally recognized undergraduate and graduate degree programs available in Cybersecurity.



Highlighted over 40 of the May 2023 graduates in "Senior Spotlights." Students were recommended by department heads as outstanding students in their respective majors.



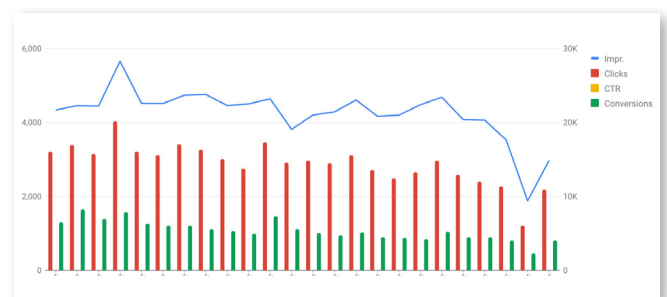
Created new student and parent testimonial graphics featuring new Racers and their families that attended Racer Nation Orientation.

WEB MANAGEMENT

Web Management ran a year-end analysis of the Google Ad campaign for Fall 2023 recruitment efforts.

Google Ad campaigns continue to perform well-above industry averages.

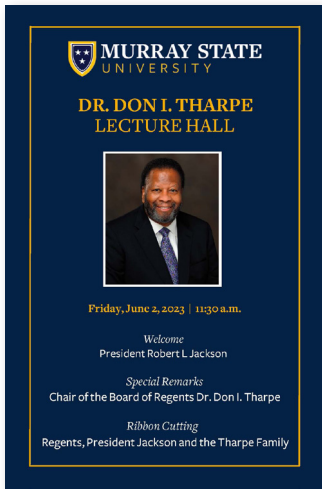
- 557,814 impressions (users who see the ad, which increases brand awareness)
- 78,582 clicks
- 14.09% CTR (industry average is around 2-4%)
- 35.49% Conversion rate



Conversions measure the effectiveness of ads by analyzing whether a user interacts with your site when they visit. Conversions qualify as clicking on a link, requesting information, applying to the University, clicking on an email address to contact someone, etc.

The conversion rate is the percentage of users who clicked on the ad that interacted with the site. 12,478 of those conversions were related to undergraduate applications.

GRAPHIC DESIGN/PRINTING



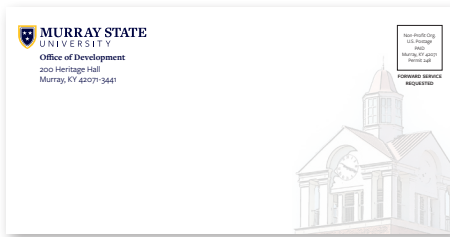
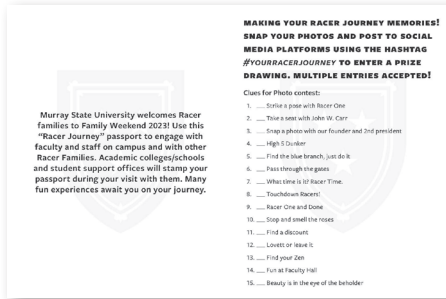
Printed the Dr. Don I. Tharpe Lecture Hall Dedication Program for the Office of Development. The program featured a copy of the plaque that was presented to Dr. Don I. Tharpe during the ceremony highlighting his service to the University and to the community.



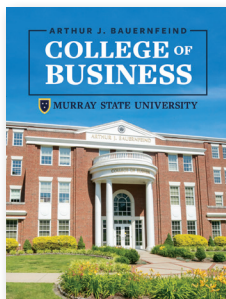
Printed several "Welcome Home" yard signs to support the Racer Nation Orientation events held on campus this summer.



A passport booklet was designed for the Center for Student Engagement and Success to advertise Family Weekend 2023.



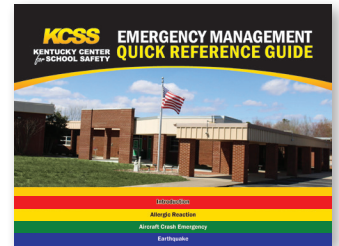
The D4 Mailer was redesigned for the Office of Development as part of their fourth-quarter outreach campaign.



Printed a glossy full-color recruitment piece for the Arthur J. Bauernfeind College of Business featuring accredited programs, areas of study, majors and minors and student testimonials. This piece is used by the department's recruitment team when they visit various high schools and community colleges.



A custom "Be Bold" business card was designed for the Office of Development to help promote the ongoing campaign.



Printed Quick Reference Flip Charts for the Kentucky Center for School Safety. These flip charts are used extensively in schools across the state to guide actions during school lockdowns and threats of violence and/or weather-related emergencies.



School of Engineering

- ▶ Civil and Sustainability Engineering
- ▶ Construction Management and Architecture
- ▶ Cybersecurity and Network Management
- ▶ Design Engineering Technology
- ▶ Electromechanical Engineering Technology
- ▶ Engineering Physics
 - ▶ Mechanical Engineering
 - ▶ Electrical Engineering
 - ▶ Aerospace Engineering
 - ▶ Advanced Physics
- ▶ Manufacturing Engineering Technology
- ▶ Physics



A retractable banner was designed for the School of Engineering to highlight new programs and classroom photos.

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



We are Racers.

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