



MURRAY STATE UNIVERSITY

Office of Branding, Marketing
and Communication

QUARTERLY REPORT

APRIL – JUNE 2024

PUBLIC RELATIONS

U.S. News & World Report ranks Murray State University among 2024-2025 Best Graduate Schools

Murray State University has recently been ranked among the 2024-2025 Best Graduate Schools for six programs: Doctor of Nursing Practice (DNP), as well as the Nurse Anesthesia option within the DNP, Master of Arts in English, Master of Public Administration (MPA), Master of Science in Occupational Therapy (MSOT) and Master of Science in Speech-Language Pathology by U.S. News & World Report.

These recognitions were added to Murray State's ranking last fall as one of the top schools in the country in multiple categories, marking the institution's 33rd consecutive year of top-tier rankings by the reputable college guide.

Designed for prospective students looking to further their education beyond college, the Best Graduate Schools rankings evaluate programs in a variety of disciplines including business, education, engineering, law, medicine and nursing.

By collecting graduate school data annually, U.S. News is able to present the most current figures on enrollment, job placement, faculty and other critical quality indicators that help prospective students make informed decisions.

"Murray State University has, for over three decades, been in the U.S. News Rankings as a Top Tier university," said Dr. Tim Todd, Murray State University Provost and Vice President for Academic Affairs. "A huge part of what makes us a Top Tier university rotates around the excellent faculty and staff who create outstanding academic programs to engage students, leading to very successful careers and quality of life. A strong university is made up of tremendous faculty and staff with a focused mindset of educating students. These graduate programs are a shining example of what makes Murray State University a very special place."



Murray State's Doctor of Nursing Practice was just one of six programs ranked among the 2024-2025 Best Graduate Schools by U.S. News & World Report.



First-generation Murray State students in London

Grant funds opportunity for 18 first-generation Murray State University students to study abroad in London over spring break

Eighteen first-year, first-generation Murray State University students had the opportunity to study theater and media literacy in London over spring break thanks to the Kentucky Innovative Scholarship Pilot Program, a grant program run by the Kentucky Council on Postsecondary Education and the Kentucky Higher Education Assistance Authority.

Developing new ways to help first-generation students succeed at Murray State is especially important, according to Jennifer Smith, assistant director of Murray State's Center for Student Engagement and Success, because 41 percent of Murray's undergraduate population are first-generation college students. This percentage is higher than most other comparable schools. The success of one first-generation student can have profound ripple effects for an entire family, changing that family's educational and economic trajectory for generations.

Of the 18 students who were part of the program, half were enrolled in THD 104, The Theatrical Experience, with Professor David Balthrop, dean of the College of Humanities and Fine Arts, and the other half were enrolled in JMC 168, Media Literacy and Society, with Dr. Marcie Hinton, associate professor of public relations. The two classes traveled through London together. Each class spent the first part of the semester preparing for the London experience, and spent time in the second part of the semester processing and reflecting on it.

Some of the highlights of the program included touring Windsor Castle, attending shows on the West End, seeing the Roman Baths in Bath, visiting Stonehenge, riding the Tube, visiting museums such as the Victoria and Albert Museum, trying new foods, exploring St. Paul's Cathedral, taking the Warner Bros. Harry Potter Studio Tour and even just walking around the city.

Murray State University holds ribbon cutting for official opening of Station Seventy-Four at Murray State University

Murray State University held a ribbon-cutting ceremony on June 7 for the official opening of Station Seventy-Four at Murray State University. The University acquired the property on June 5 in its continued focus toward enhancing its student housing.

Station Seventy-Four at Murray State University consists of approximately 270 beds in various apartment-style layouts. Amenities include a clubhouse, swimming pool and fitness center. The acquisition of Station Seventy-Four at Murray State University assists Murray State as efforts continue with enhancing its student housing.

In addition to Station Seventy-Four at Murray State University, the recent state biennial budget includes an appropriation of \$38 million for the construction of a new learning commons with student housing to be located on the residential area of campus.

"As we continue to modernize our housing offerings, Station Seventy-Four at Murray State University will assist us greatly with updated apartment-style living that will be a tremendous enhancement to our overall student experience," Murray State President Dr. Bob Jackson said.



Station Seventy-Four at Murray State University

PUBLIC RELATIONS (CONTINUED)

Murray State University's Office of the Provost awarded \$1.5 million Department of Energy grant

Murray State University's Office of the Provost was recently awarded a \$1.5 million grant by the Department of Energy (DOE) from May 1, 2024, to Sept. 30, 2028, to support the efficient and effective work consistent with the environmental cleanup and beneficial reuse of the Paducah Gaseous Diffusion Plant site.

The project goal is to develop information that the DOE's Portsmouth/Paducah Project Office (PPPO), its contractors and the public can use in decision-making for the environmental cleanup, beneficial reuse and public outreach at the Paducah site.

"The Murray State University/Department of Energy grant allows collaborative work with industry, community, K-12 and postsecondary education for connected study involving reuse of the land at the Paducah Gaseous Diffusion site," said Murray State Associate Provost Dr. Renee Fister. "We are grateful to learn more from the community, build partnerships for successful training and outreach, perform research and scholarship projects involving high school and college students and work to make a difference in workforce initiatives in this important area of our Commonwealth."

The project will focus on site repurposing, STEM activities in local high schools and public outreach as well as scholarship and creative activities for faculty and students.

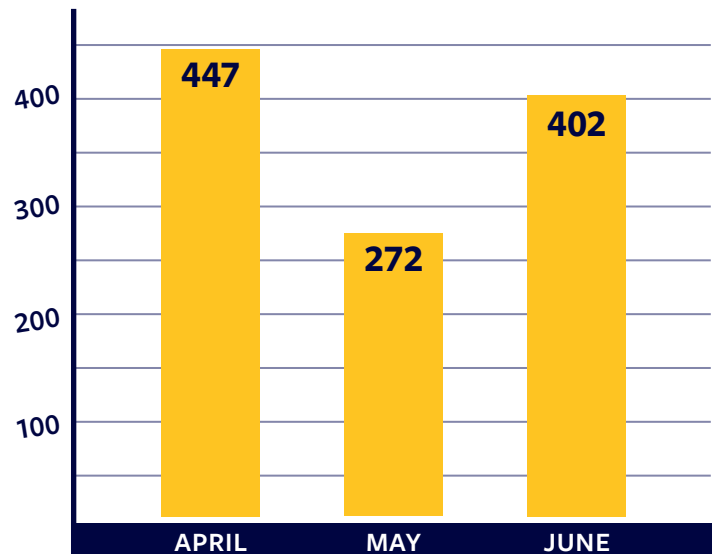


Wells Hall

MURRAY STATE IN THE MEDIA

MEDIA COVERAGE

- ★ Murray State University celebrated its 66th annual All Campus Sing, hosted by the Iota Beta chapter of Sigma Alpha Iota, on April 17
- ★ Murray State celebrated local educators at the 39th annual Harry M. Sparks Distinguished Lecture Series on April 30
- ★ Statewide Program of Distinction in Cybersecurity and Network Management designated again as a National Center of Academic Excellence in Cyber Defense valid through 2029
- ★ Murray State's dual advising model recognized by the American Association of State Colleges and Universities
- ★ Murray State University to benefit from \$20 million grant renewal for statewide biomedical research program
- ★ Murray State hosted both Commonwealth Honors Academy and Governor's Scholars Program students over the summer



TOTAL NUMBER OF MEDIA HITS: 1,121

DIGITAL MEDIA SERVICES



- ▶ With the retirement of longtime SGA Advisor, Jeanie Morgan, comes the establishment of the Jeanie Morgan Scholarship.



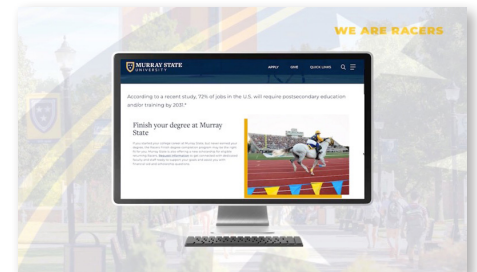
To watch the video, scan the QR code or go to <https://tinyurl.com/epzjtke6>.



- ▶ This summer has been packed with Racer Nation Orientation events, welcoming incoming freshmen to the Finest Place We Know.



To watch the video, scan the QR code or go to <https://tinyurl.com/26yhpswy>.



- ▶ Racers Finish, the new adult-degree completion program is designed to help every Racer cross the finish line.



To watch the video, scan the QR code or go to <https://tinyurl.com/cyr954rn>.

SOCIAL MEDIA



RNO Social Media Takeovers

Promoted Racer Nation Orientation sessions with social media takeovers by RNO counselors that evoked the excitement of being on campus for our new Racers.



Racers Finish Launch

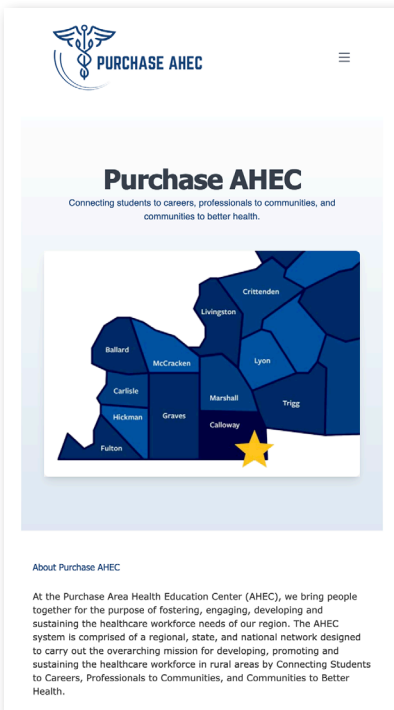
Collaborated with the Center for Adult and Regional Education to launch Murray State's new Racers Finish adult degree completion program and scholarship for eligible individuals who began their college career at Murray State but have not completed their bachelor's degree.



Senior Spotlights

Highlighted over 35 of the May 2024 graduates in "Senior Spotlights". Students were recommended by department heads as outstanding students in their respective majors.

WEB MANAGEMENT



Screenshot of the new, optimized mobile layout

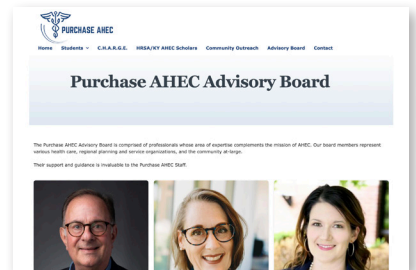
We partnered with the Purchase AHEC staff to redesign their site. The original design was from 2017 and was not editable in the CMS. The new version is optimized for mobile and managed through the CMS. It was the first site built using a new feature of the CMS to build layouts separate from the standard Murray State templates.

At the Purchase Area Health Education Center (AHEC), we bring people together for the purpose of fostering, engaging, developing and sustaining the healthcare workforce needs of our region. The AHEC system is comprised of a regional, state and national network designed to carry out the overarching mission for developing, promoting and sustaining the healthcare workforce in rural areas by Connecting Students to Careers, Professionals to Communities and Communities to Better Health.

Murray State University serves as our host agency, and the School of Nursing and Health Professions is our academic home. The regional service area includes 12 counties in far western Kentucky: Ballard, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, Marshall, McCracken and Trigg. Community partner organizations serve as our local connection to help identify needs, available resources and potential opportunities for development within the communities we serve.



See the new Purchase AHEC website at murraystate.edu/purchaseahec.



Screenshot of the new desktop layout

GRAPHIC DESIGN/PRINTING



Be Bold for Good Pin

A pin was created for the Office of Development as part of their student giving recognition initiative.



Racers Finish Logo

A logo was created for the Racers Finish program.



Calloway County Sheriff's Office Advertisement

An ad was created for the Calloway County Sheriff's office poster.



Be Bold for Good Flyers

Trifold flyers were created for the Office of Development as part of the Be Bold Centennial Campaign.



Happy Summer Postcards

A Happy Summer touchpoint postcard was sent to accepted students as part of the yield process.



Miller Memorial Logo

A logo was created for Miller Memorial Golf Course.



Scholarship Postcards

Postcards were sent to students who had not accepted scholarships as part of the Yield process.

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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