



# MURRAY STATE UNIVERSITY

Office of Branding, Marketing  
and Communication

## QUARTERLY REPORT

APRIL – JUNE 2025

### PUBLIC RELATIONS

#### City of Murray ranks 4th nationally in *USA Today*'s Best Small College Towns

The city of Murray was recently ranked among the top four small college towns in the United States, according to a *USA Today* online readers poll. Murray was among the 20 towns nominated for Best Small College Towns in the *USA Today* 10 Best Readers' Choice Awards.

"The worlds of Murray, Kentucky, and Murray State University have been intertwined since the college opened in 1922 in the heart of town," reads *USA Today*'s website's description. "As a quintessential college town, Murray has lots of pubs and bars, casual restaurants run by local owners and outdoor outfitters to keep everyone enjoying the local parks which offer amenities like disc golf, a skate park and a huge soccer complex. Non-collegiate visitors love the famed Calloway County Quilt Trail, which features more than 60 quilt patterns painted on barns, homes and other buildings throughout the countryside."

Murray Convention & Visitors Bureau Executive Director Erin Carrico said the admiration between the University and its hometown runs deep.

"Being ranked in the top five Best Small College Towns is a tremendous honor that shows the pride our community, visitors and students have for our University," said Carrico. "We are the University, and the University is us. You can't have one without the other."

"Congratulations to the Murray State University administration, faculty, staff, students and alumni on this accomplishment," said City of Murray Mayor Bob Rogers. "When Murray State is recognized for their outstanding accomplishments, our city and the entire region benefit. Keep it up!"

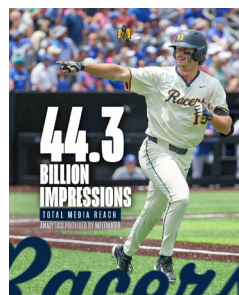
Calloway County Judge Executive Kenneth Imes added, "This recognition is a testament to the spirit, pride and tradition of our community and the strong partnerships between our local institutions and the residents who call Murray home in Calloway County. Our vibrant community, outstanding local businesses, beautiful lakes and, of course, the presence of Murray State University all contribute to the unique charm and character of our town. We have always known this is a special place—now the rest of the country knows it, too."



#### Historic season shines light on Racer Athletics, Murray State University and the campus community

Murray State Baseball's historic run to the 2025 College World Series in Omaha provided an unprecedented amount of exposure and brand awareness for the Racers, shining a national spotlight on the growth and forward momentum of the Department of Athletics, the University and the Murray-Calloway County community.

Over the course of the baseball postseason, spanning from the Racers winning the Missouri Valley Conference Tournament through their run at the College World Series, Murray State generated a 44.3 billion Total Media Reach per Meltwater, an online media, social and consumer intelligence company that is partnered with the University. This figure includes all impressions through news, print, broadcast and certain social media platforms.



The total media reach figure was met through more than 17,100 total mentions across online news, social media and TV and radio broadcasts. Major platforms to mention Murray State included MSN.com, USA Today, Yahoo! Sports, Sports Illustrated, ESPN, ESPN Radio and more.

As a result of this exposure, it is projected that Murray State received \$406 million in Advertising Value Equivalency, which approximates the monetary value of earned media efforts by comparing them to the equivalent cost of placing advertisements.

"We would like to congratulate the Racer Baseball program on their historic run to the College World Series and thank them for their role in putting a national spotlight on Murray State University and Murray, Kentucky," President Dr. Ron Patterson said. "Murray State truly is the finest place we know, and we hope that this extraordinary exposure for our institution has highlighted the great people and programs we have as part of our campus community for prospective students, faculty and staff."

Murray State Baseball set a program record for wins during the 2025 season with 44, claiming the Missouri Valley Conference Regular Season and Tournament Championship along the way. The Racers were then selected to the Oxford Regional, where they defeated Georgia Tech and hosts Ole Miss twice before travelling to Durham for a Super Regional, where the team topped Duke in three games.





### 2025 Kentucky legislative session includes continued support for Murray State University 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.

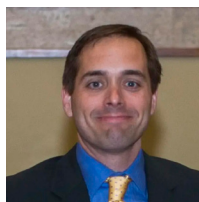
Senate Bill 77, which was passed unanimously by both chambers in a bipartisan manner and was signed into law by Governor Andy Beshear, continues to provide a path forward for the University to establish a new Doctorate in Veterinary Medicine at Murray State.

Said Murray State University Hutson School of Agriculture Dean Dr. Brian Parr: "This is a very exciting time for the agriculture industry in the Commonwealth of Kentucky! There is no doubt that this effort represents a needed advancement in educational opportunities for our students that will pay immeasurable dividends in the future in terms of employment opportunities, animal health care and the advancement of the animal agriculture industry in our state. I am very thankful to our legislators who recognized this need and the potential solution offered through establishing a School of Veterinary Medicine here at Murray State University!"

According to the U.S. Bureau of Labor Statistics (BLS), there are 86,300 veterinarians in the United States and this occupation is expected to grow by over 19 percent by 2031. The BLS also reports a total of 122,800 veterinarian technologists/technicians are working today and the field is expected to grow by 20 percent by 2031. Eighty of 120 counties across Kentucky have a veterinary shortage or are deemed underserved rural areas with low ratios of practicing veterinarians to livestock.

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.

A task force has been created for the planning and development of a School of Veterinary Medicine at Murray State University.



### Murray State University helps develop patented technology for recycling multicomponent plastics

Dr. Kevin Miller (left), professor and chair of the Department of Chemistry at Murray State University, partnered with researchers at the University of Minnesota to develop technology for new multi-block

copolymer compatibilizers that improve the recyclability of mixed plastic waste streams.

The technology specifically targets streams that contain mixtures of polyesters such as polyethylene terephthalate (PET) and polyolefins such as polyethylene (PE), two of the most utilized commodity plastics, which together constitute 40-50 percent of all plastic waste globally.

Recycling of plastics in the U.S. remains at a surprisingly low level (less than 9 percent, according to a 2020 research article that Miller also contributed to, which can be found at [bit.ly/45Q1B5j](https://bit.ly/45Q1B5j)) with most plastic waste ending up in landfills or being incinerated; therefore, there is a great deal of interest in exploring relatively inexpensive alternatives to current recycling technologies.

Polyolefins and polyesters such as PE and PET are commonly used in packaging, especially for food, in the form of films made up of layers of different types of plastics adhered together. These films are rarely recycled as the layers are extremely difficult to separate physically, and traditional melt reprocessing is not effective because liquefied PET and PE do not mix, resulting in reprocessed films which lack the necessary mechanical properties for reuse.

The new patented technology describes a process by which multi-block copolymers are used at low levels during melt processing to essentially "tie" the layers together like a piece of thread. The reprocessed films were found to exhibit stronger polyester/polyolefin interlayer adhesion than the original multi-layered material as demonstrated through the analysis of mechanical properties and scanning electron microscopy images taken after freeze-fracturing.

Overall, the technology represents a significant advancement in the recycling or upcycling of PET/PE waste streams through the melt blending of preformed multi-block compatibilizers. The technology could be applied to PET/PE mixed-plastic waste streams which are either impossible to physically separate through traditional melt reprocessing or too inconvenient to sort. Further, products where the multi-block compatibilizer is preloaded into the virgin material could make them ready for recycling after their initial use.

Support for the research was provided by the National Science Foundation-sponsored Center for Sustainable Polymers at the University of Minnesota, and was completed in collaboration with Dr. Christopher Ellison, professor of chemical engineering and materials science at the University of Minnesota.

## WEB MANAGEMENT



### We Did It Together!

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.

### Impact

The support of these numerous generous donors allowed Murray State University to honor the significance of the nine historically Black Greek organizations, known as the "Divine Nine," which have all had a home at Murray State at some time in the University's history. The Plaza features nine brick columns representing each of the Divine Nine's letters and crests, along with bricks that span out from each column. Some of the bricks feature personalized messages and names of the many donors who have supported the plaza's construction. Donors can continue to support this project with a minimum gift of \$250 to have a personalized brick added.

### Inspiration

The NPHC has a rich history at Murray State University. Throughout time, Murray State has been home to all "Divine Nine" organizations, with five of them continuing to exist on campus today. These organizations have enhanced student life, contributed to a vibrant campus community, and produced leaders who have contributed greatly both to the University and their communities.

### Be Bold: Forever Blue & Gold Centennial Campaign

Web Management worked with the Office of Development on a new site celebrating the success of the Be Bold: Forever Blue & Gold Centennial Campaign. The campaign surpassed its goal of raising \$100 million and the site highlights the importance of the donors and their gifts. More than 80 stories are featured. The design of the individual donor story pages emphasizes the impact of each gift.



See more at [murraystate.edu/bebold](https://murraystate.edu/bebold).



## MURRAY STATE IN THE MEDIA

- ★ Murray State University Alumni Association honors six recipients of the 2025 Distinguished Alumni Award on April 11
- ★ Murray State University's online programs recognized by OnlineU
- ★ Murray State University dedicates "Logan Hall" in honor of Dr. Thomas B. and Mrs. Jo Lloyd Logan
- ★ Murray State University teams up with the National Quilt Museum for K-12 lessons based on new Victoria Findlay Wolfe quilt exhibit
- ★ Murray State University's College of Education and Human Services launches inaugural Academic Advisor Academy
- ★ Murray State University's Peggy Whaley named Kentucky Colonel for outstanding service and leadership
- ★ Murray State University welcomes 91 high school senior standouts from across seven states for Commonwealth Honors Academy

## SOCIAL MEDIA



### All Campus Sing Graphics

Promoted one of Murray State's greatest traditions, All Campus Sing, with social media graphics leading up to the event.



### I Love Being a Racer Testimonials

Created graphics for and highlighted each Racer Nation Orientation counselor and what being a Racer means to them as student leaders on campus.



### Racer Community Testimonials

In collaboration with Digital Media Services, promoted multiple areas on campus through video testimonials highlighting the importance of the Racer community.

## DIGITAL MEDIA SERVICES



### ▶ Logan Hall Dedication

Murray State University officials and Dr. Thomas and Mrs. Jo Logan and their family, along with members of the community, dedicated the Dr. Thomas B. Logan and Mrs. Jo Lloyd Logan Biological Sciences Building, or "Logan Hall."



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



### ▶ RNO Promotions

Summer on campus means it's time for Racer Nation Orientation where we welcome incoming freshmen, and their families, to campus.



To watch the video, scan the QR code or go to [bit.ly/RNO2025](https://bit.ly/RNO2025).



### ▶ Thank You! Be Bold: Forever Blue & Gold

A tremendous "Thank You" to our phenomenal donors that helped us achieve our campaign goal of \$100 Million.



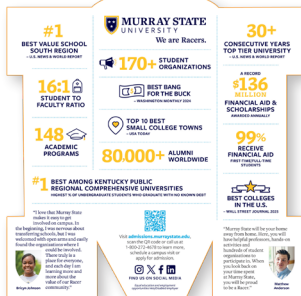
To watch the video, scan the QR code or go to [bit.ly/BoldThankYou](https://bit.ly/BoldThankYou).



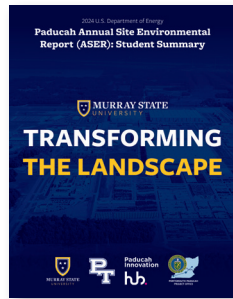
# GRAPHIC DESIGN/PRINTING



**Spanish and Portuguese Language Programs Flyer**  
The Department of Global Languages and Theatre Arts requested flyers and other promotional materials encouraging students to study Spanish and Portuguese at Murray State.



**Vintage Dunker Die-Cut**  
The Office of Recruitment requested a new, nostalgic die-cut piece to highlight some of Murray State's newest accolades and student testimonials.



**Paducah Annual Site Environmental Report (ASER): Student Summary**  
Murray State partnered with the U.S. Department of Energy: Portsmouth Paducah Project Office (DoE), Paducah Tilghman High School and the Paducah Innovation Hub to develop new research in environmental cleanup as part of a \$1.5 million grant provided by the DoE. This detailed project report explains the work done by the students involved.



**Hello from Murray State and Hopkinsville Regional Campus Postcards**  
The Office of Recruitment and the Hopkinsville Regional Campus requested greeting postcards to send to incoming and potential students.



**Recruitment Road Piece**  
The Office of Recruitment wanted a fresh, new look for the Road Piece; this viewbook is often the first impression potential students have of Murray State.



**Speech and Hearing Clinic 50th Anniversary Logo**  
The Speech and Hearing Clinic requested a promotional logo to celebrate its 50th anniversary in 2025.



**MAJORS**  
Art Education  
Graphic Design  
Studio Art  
**MEDIA**  
■ Ceramics  
■ Graphic Design  
■ Metalsmithing  
■ Painting and Drawing  
■ Photography and Video  
■ Printmaking  
■ Woodworking



Scan QR code for Linktree or learn more at [murraystate.edu/art](https://murraystate.edu/art)

**Art & Design Banner**  
The Department of Art & Design requested a banner to showcase current students and highlight available programs.

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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