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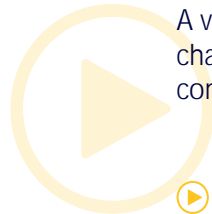

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A video was created highlighting the work the Murray State chapter of Food Recovery Network is doing in the Murray community.

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



## 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.

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## WEB MANAGEMENT

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.

