Spotlight on Regional Impact 2007-2012

United for Success

MURRAY STATE UNIVERSITY
Regional Outreach
This year our Office of Regional Outreach (formerly Regional Stewardship and Outreach) celebrates its fifth anniversary and continues to build upon a rich history of institutional service at Murray State University. Since 2007, the Regional Outreach program has supported university efforts to promote regional and statewide economic development, livable communities, social inclusion, improved P-12 schools, creative governance, and civic participation through public engagement activities.

I am a firm believer in the notion that the special calling for a public comprehensive institution like Murray State is to be a steward of the region, using the power, visibility, capacity and economic engine a university provides to elevate the quality of life for those within its catchment area. In the dimmed light of a soft economy, declining state budgets, and an under-utilized workforce this ‘light house’ role — and responsibility — of our university has never been more important.

I’m grateful for Executive Director Gina Winchester’s leadership in this important work for the region and for the dedicated individuals who represent the 18-county service area on the Regional Advisory Council. Gina has assembled a stellar group of leaders in education, industry, business, media, healthcare, government, economic development and community service who identify regional needs and actions, and recommend the expenditures of the Regional Outreach Grants. The Council’s collective knowledge and experience dramatically expands Murray State’s and the community’s stewardship capacity to promote the region’s welfare.

Here’s to even greater success and impact for the next five years.

Dr. Randy J. Dunn
MSU President
It has been my pleasure to be a member of the Murray State University Regional Advisory Council for more than three years. I am now distinctly honored to be the chairman of this council. The council is committed to assisting Murray State University in its effort to be a vital partner to the entire service region.

We have been fortunate to be able to support the implementation of many programs that touch all levels of education. We have supported pilot programs that are now spreading region-wide. We have helped to introduce arts and sciences to students who might not have otherwise had significant exposure to these disciplines. We have focused attention on several programs in the fields of science, technology, engineering and math. The “Big Read,” the “Shakespeare Festival,” and the “Journey Stories Smithsonian Exhibit” are a few examples of programs we have been proud to partner to elevate cultural awareness, fundamental knowledge and enthusiasm for learning for many thousands of individuals, young and old, throughout the MSU service region.

A great deal has been accomplished, but we intend to do much more. With the support of President Dunn, the MSU Board of Regents and our executive director, Gina Winchester, we will continue to work to meet the mission of partnership between the council and the university. We will identify and address needs to accomplish educational attainment for the region. We feel it is through this attainment that we will see improvement in our other key interest areas of job creation/entrepreneurial spirit, collaborative partnerships and quality of life. Working as a regional team, we will continue to foster Excellence through Quality, seek Outreach with Partnerships and pursue Innovation for Impact.

John H. Rufli
Chair
Regional Advisory Council

It is my honor and privilege to serve as the Executive Director of Regional Outreach at Murray State University. This initiative has evolved into a fully functioning office with five staff members and has been integrated into Murray State’s culture through the leadership, vision, and support of President Randy Dunn and the university. The overarching vision is not to maintain the practices of today or fix the problems that may arise, but instead to plant the seeds of change that will build a better quality of life for future generations to succeed in the 21st century.

We are pleased to share significant results in this publication from the past five years (2007-2012) of solid project funding. It is interesting to note that although the budget has received significant cuts over the same time, the number of people impacted has continued to grow and the number of events in the region doubled each year.

The success of this initiative includes strategic planning, visioning, and implementation, which can be attributed to the dedication of our staff, Advisory Council members, the many project leaders who step up to make things happen, and the continued support of the university. Thanks to all who are helping to change lives and will be a part of making this initiative successful in the future.

Gina Winchester
Executive Director
Office of Regional Outreach

Quality, seek Outreach with Partnerships and pursue Innovation for Impact.
Regional Outreach

Vision Plan

The Murray State University Regional Advisory Council shares a vision of a united West Kentucky changing its culture to succeed in the new century.

This United for Success Vision Plan is the direct result of a state legislative initiative called Regional Stewardship and Outreach which was enacted by House Bill 380 through the Council on Postsecondary Education (CPE) in the spring of 2006 to support the Public Agenda established by House Bill 1. The focus of the Regional Stewardship and Outreach Program is about creating and sustaining partnerships among universities and other organizations to tackle problems that are important to the quality of life and economic prosperity of their regions.

With the guidance of CPE, the first step in the process was to form a Regional Advisory Council comprised of local community leaders from across Murray State University’s 18-county service region to assist in identifying regional needs, and to set stewardship priorities. In the spirit of partnership, it was crucial that this leadership group be intergenerational and broadly diverse, representing a cross-section of stakeholders.

The 21-member Regional Advisory Council, after being tasked with the challenge of collectively assessing the needs of the region, spent most of six months gathering data and soliciting ideas from citizens throughout West Kentucky on how to make their communities a better place to live and work. The result included 73 pages of information which is now housed on our website at www.murraystate.edu/outreach.

In developing the vision plan, the Council also conducted a Strengths-Weaknesses-Opportunities-Threats analysis using the expertise of an outside consultant, NewCities Institute. The shared vision created by the Advisory Council led to four specific goals and projects highlighted on the next few pages. These goals are interlocked by shared values of excellence, partnerships and innovation centered on educational attainment.

“It has been a rewarding privilege to work with leaders from all across this region in an effort to build a foundation for regional improvement and success. It is my hope that the work that has begun will continue in order that every corner of this area may become all that its resources will allow and its citizens deserve and desire.”

- Greg Pruitt, Past Council Chair
4 Strategic Goals

1. Educational Attainment
2. Job Creation/Entrepreneurial Spirit
3. Collaborative Partnerships
4. Quality of Life

United for Success
A united West Kentucky will prepare its citizens to compete in the new global economy by increasing the number of degree holders at every level and raising academic performance to national standards, while providing opportunities for lifetime learning.

**Educational Attainment**

**Shakespeare in the Schools/Shakespeare Festival**

Shakespeare in the Schools: SB-1 and Literacy for the 21st Century was created by faculty in MSU’s Department of English and Philosophy and the College of Education to address changes in educational standards put forth by Senate Bill 1. This project trained dozens of regional teachers in a range of pedagogical approaches to poetry and drama using the works of Shakespeare. The program is anchored by MSU’s wildly popular annual Shakespeare Festival, which Regional Outreach has been proud to financially support since 2008. In 2012, the Festival attendance topped 2,500 attendees, over half of which were students.

*Project leader: Dr. William “Rusty” Jones, Shakespeare Festival Chair and Assistant Professor of English, College of Humanities and Fine Arts*

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**Summer Solutions Leadership Series**

MSU’s Speech and Hearing Clinic teamed with Regional Outreach two years in a row to offer a free series on behavior management strategies to families and caregivers of young children with developmental disabilities. The series, held at MSU’s Hopkinsville campus, paired MSU speech students with children in engaging and fun language-based activities and offered educational lectures for caregivers. Dr. Laura Liljequist led the lecture portion of the 2011 series with her keynote presentation giving special emphasis to management of children with Down Syndrome. Dr. Liljequist is a professor of Psychology at MSU, whose focus is on family dynamics and parenting.

*Project Leader: Dr. Kelly Kleinhaus, Assistant Professor, College of Health Sciences and Human Services*
Graduate Kentucky

The Office of Regional Outreach worked with Kentucky’s First Lady Jane Beshear and Murray State’s First Lady, Dr. Ronda Dunn to host Graduate Kentucky: A Community Approach, A Regional Dropout Prevention Summit in February 2010. Recognizing the role that education plays in the lives of Kentucky’s youth and the economic prosperity of the state, the summit focused on two primary objectives: to understand why students are dropping out of school, as well as to share ideas about best practices by which communities can help reduce the dropout rate.

ACT Toolkit

Regional Outreach assisted in the production of a DVD aimed at helping high school students to prepare for the ACT college entrance exam. 175 DVDs were distributed to over 60 high schools representing 23 counties in Kentucky, Illinois, and Tennessee.

Great Kids Summit

The Great Kids Summit, held in February 2009, sponsored by the nonprofit group Kentucky Child Now, MSU’s TRIO office, KnowHow2GoKy, GEAR UP and SOAR, was a daylong workshop for 250 high school kids from 10 counties aimed at preparing them for “school, work and life.”

STEM Initiatives

The United States Department of Agriculture (USDA) Conservation District of Calloway County secured four regional grant awards to host educational events centered on STEM (Science, Technology, Engineering and Math) initiatives. In 2008 we brought to the region a traveling science exhibit from the Louisville Science Center called “The World We Create.” The exhibit was promoted in every school in the region via combining Conservation District and MSU resources. Over 3,000 visitors from 10 counties attended the exhibit. In 2009, another traveling exhibit called “The Wonders of Physics” was secured and toured around the region. In 2010 and 2011, Jason Lindsey “The Science Guy” partnered with us to take his Hooked on Science show to schools in all 18 counties. Over the course of two years, 75,000 children have experienced the excitement and wonder that Jason brings to learn about science.

Project leader: Cindy Cossey, USDA Conservation District of Calloway County

Regional Outreach also supported three years of internally-based STEM-related programs through a partnership with MSU’s College of Science, Engineering and Technology (CSET). CSET coordinated numerous well-attended campus events for K-12 students across the region including Project Lead the Way, Girls in Engineering, JETS/TEAMS competitions, National Boy Scout and Girl Scout and CSET field days.

Project leaders: Dr. Carrie Cox, CSET Outreach Coordinator and Dr. Danny Claiborne, CSET Chair
Summer Environmental Institute

Since 2008 MSU’s Center for Environmental Education (in partnership with faculty from Western Kentucky University) received grant assistance from Regional Outreach to provide instruction for at least 40 K-12 teachers and 19 mentors from the region in a seven-day residential institute at Land Between the Lakes (LBL). Also involved were the College of Science, Engineering and Technology, Gear Up, West Kentucky Educational Cooperative, and the Green River Regional Education Cooperative to provide professional development in connecting math and science to problem solving and critical thinking using environmental issues.

Project leader: Dr. Joseph Baust, Director, Center for Environmental Education

Agricultural Education Initiatives

MSU’s Hutson School of Agriculture has partnered with Regional Outreach on a variety of projects to strengthen linkages with regional community colleges and high schools to promote education in the food and agricultural sciences. “Project Access” spearheaded their initiatives in 2008 by placing adjunct agriculture instructors in community colleges and has subsequently expanded to offer college credit courses to high school students via the Racer Academy. In addition to curriculum development, a Regional Precision Agriculture Seminar and Field Day was held to expose as many as possible to new field technologies.

Project leader: Dr. Tony Brannon, Dean, Hutson School of Agriculture

Math Out of a Bag

Math Out of a Bag, created by faculty from MSU’s College of Education, provided assistance to schools indicating non-proficiency in mathematics as a response to the call to assist these schools with the implementation of Senate Bill 1 directives. The project targets four area elementary schools to augment professional development to teachers, provide math instruction training to parents and students, and establish math clubs to continue focus on mathematics. “Family Math Nights” were an integral component of Math Out of a Bag in which parents and/or other caregivers learned alongside their children. These fun-filled evening math fairs provided instruction from MSU student teachers at learning stations devoted to mathematical concepts like time, percentages and fractions.

Project leaders: Pam Matlock and Greg Gierhart, College of Education
Regional Education Summits

In an effort to promote awareness and understanding of issues facing educational institutions in our region, Hopkinsville Community College, the Pennyrile P-16 Council, the Christian County Education Coalition, and the Hopkinsville-Christian County Chamber of Commerce teamed up with support from Regional Outreach to host a Regional Education Summit in February 2011. Over 400 people attended to learn how they could help increase student achievement regionwide. One attendee said the summit was “a great motivation to help educators and administrators continue to have high expectations for all students.”

Project leader: Dr. James E. Selbe, President, Hopkinsville Community College

Superintendent Leadership Academy/ New Principal Mentor Program

The West Kentucky Educational Cooperative and the MSU College of Education, in collaboration with the Kentucky Association of School Administrators, partnered with Regional Outreach to host a Superintendent Leadership Academy and New Principal Mentor Program. These partners implemented a series of skill development seminar events for current and aspiring central office and school administrative personnel to enhance leadership and personal skills in the areas of finance, personnel and instructional management through exposure to a variety of nationally recognized experts in the field. School districts were asked to select a mentor for each new principal/superintendent with the expectation that each mentor would commit to a minimum of 20 contact hours. The need for this partnership was particularly acute in the service region due to the large number of new hires in the schools and the fact that state funding was cut this year for the Kentucky Principal Internship Program. As a result, 160 administrators in K-12 education from 18 counties were served. The success of this initiative has lead to the creation of a similar program for principals across the state through the Kentucky Chamber of Commerce.

Project leader: Dr. John C. Settle, Executive Director, West Kentucky Educational Cooperative

Picturing America

Sixty-eight school systems in West Kentucky benefitted from a collaboration between MSU’s Teacher Quality Institute and the Office of Regional Outreach. A successful federal grant application from the National Endowment for the Humanities secured for each school 40 large, high-quality reproductions of notable artworks and a comprehensive resource book for teachers. Picturing America brought significant works of American art to classrooms and libraries to help citizens of all ages explore history and culture through art. In addition, MSU offered three-credit graduate courses for teachers to spark ideas for incorporating art and writing into various disciplines, thus improving communication skills while broadening knowledge in a range of content areas.

Project leader: Constance Alexander, Teacher Quality Institute Faculty Scholar in Arts and Humanities
A united West Kentucky will become a national leader in rural entrepreneurialism, thereby improving its existing labor markets and supporting the current workforce.

**Junior Achievement of West Kentucky**

Junior Achievement (JA) of West Kentucky sought Regional Outreach funding to make a seed investment to establish regional headquarters in our service region. Through this partnership they have been able to strengthen their presence and add a full-time staff person working to expand JA programs in regional schools. The mission of JA is to ensure that every child in West Kentucky has an understanding of what they call the three pillars of success: financial literacy, work readiness, and entrepreneurship. The project is well on its way to reaching its goal of establishing a program in each of the 18 West Kentucky counties — within the first six months, five new counties have initiated programs.

*Project leader: Dan Douglas, President, Junior Achievement of Western Kentucky*

**West Kentucky AgBioworks**

MSU’s Arthur J. Bauernfeind College of Business, the College of Science, Engineering and Technology, the Hutson School of Agriculture, and the Regional Business and Innovation Center partnered with Regional Outreach and others in a five-state 98-county study to explore the development of alternative crops and value-added processing to create a new “bioeconomy.” The study cites positive outcomes for West Kentucky to produce and benefit from the sustainable growth and harvest of biomass, including the potential to create 50,000 jobs over the next two decades. As a result of this study and continued involvement with Memphis BioWorks, the West Kentucky AgBioworks and an associated Farmer Network were created to accelerate research and development in sustainable and renewable technologies and resources, create new agricultural opportunities and new industrial processing opportunities that assist the growth of a biomass industry in our economy.

*Project leader: Loretta Daniel, Director, Regional Business and Innovation Center*
Creative Entrepreneurial Initiatives

Grant provides Entrepreneurial Seminars

The Madisonville-Hopkins County Economic Development Corporation (MHCEDC) was awarded a Regional Outreach grant in 2011 for their proposal to promote and implement an Entrepreneurial Development program. The program, led by Dr. Larry Cox of Pepperdine University, focused on “creative entrepreneurship” — the process of helping potential entrepreneurs think creatively about the kinds of businesses that could be started in an area, consistent with the area’s need and demands. MHCEDC offered a series of “train the trainer” seminars to regional college and high school faculty members to help them incorporate creative entrepreneurship principles into their courses. As a result of these seminars, Dr. Cox was invited to present at a regional entrepreneurial conference at the Hopkinsville Community College.

Project leaders: Michael Wortham, Coordinator/Manager, WKEDC, and Gerald Cook

Youth Entrepreneurship

The Entrepreneurial Kids Fair, held in spring of 2009, developed out of a relationship with MSU’s Center for Economic Education. Participating children came up with ideas for business and created posters describing their business services. Partnering with MSU’s Arthur J. Bauernfeind College of Business, Regional Outreach hosted the Extreme Entrepreneurship Tour, an action-packed program which brought in young entrepreneurs to encourage people to think about starting their own businesses. The on-campus event attracted approximately 300 individuals from the region.

Project leaders: Barry Brown and Steve Dublin, professors in the Arthur J. Bauernfeind College of Business

Transfer of Wealth Study

In Spring 2009 at the suggestion of Dr. Robert Long, Regional Outreach secured a grant from the Kellogg Foundation to fund a Transfer of Wealth Study for the 18-county West Kentucky service region. This study was conducted by the RUPRI Center for Rural Entrepreneurship of Lincoln, Nebraska with the assistance of Project Manager Don Macke. The research helps individuals, communities, donors and organizations recognize the remarkable transfer of wealth opportunity that exists in each county. The study provided not only a good idea of the size of the opportunities, but also the ability to set development goals that can translate to endowment building and strategic grant making for rural community development. As a result, the Kentucky Philanthropy Initiative picked up the study and conducted one for the entire state in 2010, which lead to legislation being passed by the state to support tax incentives for the creation of community foundations.

Project leader: Mike Hammons, Executive Director, Kentucky Philanthropy Initiative

Dr. Robert F. Long, visiting distinguished professor of Nonprofit Leadership and former vice president for philanthropy and volunteerism programs at W.K. Kellogg Foundation, serves as ex officio member of the Regional Advisory Council.
A united West Kentucky will support local governments working together to improve effectiveness of services, maximize efficiency in utilizing resources, and improve the quality of life and economic well-being of the region.

**Kentucky Humanities Council**

**Smithsonian Traveling Exhibit**

MSU’s Wrather West Kentucky Museum, along with fellow campus entities Regional Outreach, Town and Gown, and Teacher Quality Institute collaborated to bring a Smithsonian traveling exhibition to the MSU campus in spring 2012 — the only stop in West Kentucky. This exhibition explains how our evolving mobility changed our nation and how transportation made it grow. Journey Stories is a Museum on Main Street project organized by the Smithsonian Institution Traveling Exhibition Service sponsored by the Kentucky Humanities Council and funded by the United States Congress. Regional Outreach made a successful application for a $1,500 grant from the KHC to fund humanities-based educational events in conjunction with the exhibition. Judy Schwender, curator of the National Quilt Museum in Paducah, Ky., created a “Quilt Journeys” exhibition featuring the works of three nationally-known quilters.

*Project leader: Kate Reeves, Manager, Wrather West Kentucky Museum*

**Kentucky Chautauqua**

Performances by Kentucky Chautauqua, a group of living history characters created by the Kentucky Humanities Council, were supported by regional grant funds including visits to area schools and a special on-campus presentation.

*Project leader: Virginia Carter, Executive Director, Kentucky Humanities Council*
The Big Read Initiative in West Kentucky

Luther F. Carson Four Rivers Center

In 2009, a grant from the National Endowment for the Arts secured The Big Read initiative and allowed MSU to partner with the Luther F. Carson Four Rivers Center in Paducah, Ky. This initiative focused on creating a nation of readers by bringing communities together to read, discuss and celebrate Harper Lee’s novel To Kill a Mockingbird. People in the region also had the opportunity to attend a free stage version of the novel at the Carson Center. Regional Outreach sponsored a visit by actress Mary Badham, who portrayed “Scout” in the 1962 film of the book, as the keynote speaker at The Big Read kick-off event. Badham then traveled to Murray to speak to students at both local high schools.

Project leader: Brian Laczko, Executive Director, and Debbie Wattier, Director of Development, Luther F. Carson Four Rivers Center

Big Read Writing Contest

A writing contest was held awarding cash prizes to winners from two categories, high school and middle school. Four schools participated in the contest, submitting 82 fictional pieces or essays. The Diary of Anne Frank was selected for The Big Read in 2010. Constance Alexander with

MSU’s Teacher Quality Institute was instrumental in getting regional schools involved and publicizing the writing contest. Also, local NPR affiliate WKMS radio highlighted the writings of the winners.

Project leaders: Brian Laczko, Executive Director, and Debbie Wattier, Director of Development, Luther F. Carson Four Rivers Center

Mary Badham as “Scout” (top left), signing autographs and visiting with Murray High School students.

Construction Career Day

The Construction Career Day project was a collaboration of the Associated General Contractors of Western Kentucky, MSU Department of Industrial and Engineering Technology, Western Kentucky Community and Technical College, University of Kentucky Engineering and regional high school vocational programs to introduce junior and senior high school students to career pathways to post-secondary institutes, skilled trade apprenticeship programs or employment opportunities. Construction Career Day was the kickoff event for a West Kentucky workforce development initiative within the construction industry where representatives from schools, apprenticeship programs and construction firms engaged students in real-world activities including Computer Aided Design, surveying, operating machinery and tools, laying blocks/bricks to identify unique career opportunities within the construction industry. Over 750 students and 25 volunteers representing 16 West Kentucky counties participated in the day.

Project leader: Chris Nelson, Executive Vice President, Associated General Contractors of Western Kentucky

Nonprofit Capacity Building Workshop

Regional Outreach was approached by the United Way of Murray-Calloway County to support an enriching workshop opportunity for nonprofits in our service region. The day-long session, led by Dr. Tim Seiler, director of Public Service and The Fund Raising School at the Center on Philanthropy at Indiana University-Purdue University Indianapolis, sought to equip nonprofit leaders with the fundraising tools and techniques to successfully build capacity within their organizations. Over 30 nonprofit leaders representing eight West Kentucky counties attended the workshop.

Project leader: Aaron Dail, Executive Director, United Way of Murray-Calloway County
Quality of Life

A united west Kentucky will preserve its national reputation as a great place to live by promoting tourism, providing quality healthcare services, fostering cultural and recreational opportunities, and maintaining its natural resources.

Regional After School Fit Club Programs

Fit Club is an hour-long after school program providing physical activity and nutritional education to children in grades 3-8. The goals of the program include increasing self-esteem, encouraging healthy lifestyles, and enhancing nutritional knowledge. By using MSU College of Health Science and Human Services students as volunteers, the children gain positive role models and an increased exposure to diversity. The program also fosters partnership between MSU and rural area school systems.

Project leader: Stephanie Duncan, Outreach Coordinator, College of Health Sciences and Human Services

Regional Health Unit

This program began the coordination of a pilot project that sought to improve access to quality health services, education and system referral for underserved children in the service region. Working with the Purchase AHEC and the West Kentucky Children's Health Coalition, a Project Coordinator was hired through the College of Health Sciences and Human Services to establish relationships with school officials, Head Starts and Family Resource Centers and become actively involved in health education initiatives. The Unit reached over 700 K-12 children during the 2009-10 school year — administering vocational training, dental treatments, and health and wellness information.

Project leader: Dr. Corky Broughton, Professor, College of Health Sciences and Human Services

Cultural Awareness Series

MSU’s College of Humanities and Fine Arts created a dynamic and prolific series focusing on arts and humanities outreach to regional schools and by local, national and international artists, musicians, and scholars. A major goal of the series was to support greater student access to cultural performances, events and workshops held on campus such as the Athena Festival (devoted to the study and performance of music composed by women), Japan’s Taiko Drummers, the Foreign Language Festival, and the Jazz Festival. A free “Celebration of Music” performance at the Luther F. Carson Four Rivers Center involving 300 MSU student performers, 23 faculty and 14 administrators attracted over 800 individuals. The series marked World AIDS Day with a liturgical performance by Dr. Patrick Evans, Associate Professor in the practice of sacred music at Yale University. Regional Outreach grant funds supported production of an “Artsworks” arts education and career opportunities video geared towards middle and high school-aged children. Outreach Coordinator Laynie Mitchell also arranged for MSU art and music students to lead creativity workshops for younger children at regional libraries and art guilds.

Project leader: Dr. Sonya Baker, Assistant Dean and Professor of Music, College of Humanities and Fine Arts
Purchase Area Schools Dance Project

The Dance Project provided 10 workshop sessions in dance to area schools during the 2010-11 academic year. The workshops introduced dance vocabulary and concepts outlined in the core content guidelines for arts and humanities to approximately 4,000 students including those with physical, behavioral and learning disabilities. Using the concepts covered in the workshops, students created dance compositions that were presented to the public and all participating schools at two end-of-year assembly programs held in MSU’s Lovett Auditorium along with the dances of the Jackson Purchase Dance Company. Participating teachers were assisted in integrating movement into future thematic units of study. The project challenged students to think and move creatively as well as express emotions in a positive way while broadening their experiences and promoting cultural resources in our area.

Project leader: Karen Balzer, Artistic Director, Jackson Purchase Dance Company

Chamber Music in Regional Schools

The MSU Music Department faculty members and their student chamber music ensembles, supported through a grant from Regional Outreach, visited area schools in an effort to provide educational and cultural experiences to districts that do not have easy access to on-campus performances. The ensembles — from flute duo to jazz combo to trombone choir — performed short concerts followed by faculty lectures or private lessons from music students. The project, created by Dr. Eric Swisher, catered to each school’s needs. Each school determined what type of visit would be most beneficial to their students, as well as who would be in the audience — music students or the entire student body.

Project leader: Dr. Eric Swisher, Associate Professor of Music, College of Humanities and Fine Arts
Regional Spinoff Projects and Recognitions

As a result of the Regional Outreach initiative, other organizations and communities have stepped forward with ideas and projects to support the region, some of which have secured national recognition for West Kentucky.

Ice Storm/Flood

During February 2009, Regional Outreach provided support to West Kentucky following a devastating ice storm. The supplies delivered included water, canned food, paper supplies, personal care items, blankets, cleaning supplies and pet food. The counties covered included Carlisle, Ballard, Hickman, Fulton, Graves, Marshall, Lyon, Livingston, Crittenden, Caldwell, Calloway, Trigg and Webster. Again in 2010, when the region experienced a flood, Regional Outreach responded to calls for help. Faculty, staff and students volunteered several days to help sandbag throughout the region.

West Kentucky Regional Chamber Alliance

Regional Outreach is an active member of the West Kentucky Regional Chamber Alliance, a group formed in 2009 to build an alliance of 14 chambers in far west Kentucky, provide a unified voice for local businesses in those counties, and serve as catalyst for leadership and action, bringing together resources for legislative, educational, infrastructure and economic development advocacy. Regional Outreach Executive Director Gina Winchester serves as an ex officio board member for the Alliance. This partnership has been instrumental in connecting the university with the region.
MLK Day of Service

Regional Outreach is one of the leaders of MSU's annual Martin Luther King Jr. Day of Service, held every January. In 2012, Regional Outreach applied for a Campus Compact grant to initiate the “Collegiate Challenge” model for service activities. In this model, volunteers are randomly assigned to teams and given a service challenge for the day — painting and organizing classrooms in an area elementary school, assembling personal care kits for the local Red Cross chapter, creating promotional materials for free tax assistance offered by the United Way, or collecting donations door-to-door for a consignment shop whose proceeds fund a clinic for the medically indigent. Volunteers worked together to problem solve, formulate plans, gather supplies and accomplish service goals.

Total number of volunteers: 104
Total number of hours served: 624
Total number of projects: 6
Estimated number of unduplicated community members assisted: 20,509

Project Leader: Amber Schaudt, MSU Service Learning Program Specialist

President's Honor Roll

Murray State University has been named to the national President's Honor Roll every year since 2009. The President's Honor Roll recognizes higher education institutions that reflect the values of exemplary community service and achieve meaningful outcomes in their communities. Regional Outreach has lead the tremendous effort to compile the data and information required for Murray State to apply for this distinction. Selection to the Honor Roll is recognition from the highest levels of the federal government for MSU’s commitment to service and civic engagement on campus and in our community and nation.

Pay it Forward

A federal grant called “Pay It Forward” was secured three years in a row (2008-2011) from the National Learn and Serve America through Kentucky Campus Compact to be used as seed money to teach students about philanthropy. These grants were used by classes of the Youth and Nonprofit Leadership program to re-grant money back into the community. As a result, a new initiative called Giving Back Scholars was formed to continue this work. Dozens of nonprofits in the region have received $500 or $1,000 awards for their philanthropic efforts.
The formation of the Murray State University Regional Advisory Council began as a state mandate in January 2008, when President Randy Dunn selected 21 leaders from the 18-county service region to serve as liaisons for providing input and information to the University. The mission of this governing body is to work with the Office of Regional Outreach to design and implement programs that align institutional resources and infrastructure to support their mission as stewards of place and create partnerships that engage activities across the region. Each Advisory Council member agrees to serve a one-to-three-year team and attend quarterly meetings throughout the year. The Council shares a vision of a united West Kentucky changing its culture to succeed in the new century.

**BALLARD COUNTY**

Barbara Jones* is the provider relations representative for the Purchase Area Region 1 and a portion of the Pennyville Region 2 for Coventry Cares of Kentucky, one of the Managed Care Organizations for the Kentucky Medicaid Program. As former Ballard County Chamber of Commerce executive director, she implemented the Farmers Market, Quilt Trail exhibits, the community emergency shelter and more. Jones was the plant manager of Air Relief Inc. and worked in the centrifugal air compressor business for over 30 years. She is also a board member of the American Red Cross, Paducah Area Chapter for Ballard County. Jones’ term of service was 2007-10.

Julie Thomas is the community education and PR director for Ballard County schools, currently serves as president of the Ballard Chamber board of directors, and is on the marketing committee of the West Kentucky Regional Chamber Alliance, and is a Kentucky School Public Relations Association board member. She was the first executive director of the Ballard Chamber, and served as membership and marketing director of the Paducah Area Chamber. Thomas won 10 Kentucky Press Association awards while at the Mayfield Messenger from 1988-95. Her term of service is 2010-13.

**Caldwell County**

Susan Van Hooser* is the vice president of marketing and sales for Van Hooser Associates Inc. in Princeton, Ky. She currently serves as a member of the boards of directors for Caldwell County Chamber of Commerce, the Caldwell Free Clinic and the Princeton Kiwanis Club. Van Hooser graduated from Murray State University with a B.S. degree in management in 1985. Her term of service was 2007-10.

**Cass County**

Scott Swalls is the general manager of Forever Communications in Murray. He oversees the day-to-day operations of three radio stations, including Froggy 103. Swalls assumed control of the Murray operations in 2007. Prior to his current position, Swalls worked 20 years in the radio business in St. Louis, Mo., and Lexington, Ky., and in the Illinois cities of Peoria, Bloomington and Carbondale. A 1987 graduate of the University of Tulsa, with a major in radio/television, he also holds a master’s degree from Illinois State in business management. Swall’s term of service is 2009-13.

**Calloway County**

Eric Walker* is currently the communications/marketing associate director of mission support for the American Cancer Society and assists community promotions chairs in Kentucky, Arkansas, and the West and Middle Tennessee areas. He formerly served as the editor of the Murray Ledger & Times newspaper overseeing the editorial department. Walker’s writing has appeared in several publications, and he has received Kentucky Press Association’s annual Excellence in Kentucky Newspapers awards. Walker earned a B.S. degree in journalism from Murray State University. His term of service was 2007-09.

**Carlisle County**

Kevin O’Neill* is coordinator of continuing education and community services at West Kentucky Community and Technical College. He is a graduate of Murray State University. Before coming to WKCTC, O’Neill spent 22 years recruiting engineering talent for the automotive industry. He recruited for Original Equipment Manufacturers as well as Tier-1 and Tier-2 suppliers of rubber, plastic and metal stamped products. O’Neill is vice chairman of the Carlisle County board of education, chairman of the Carlisle County Senior Citizens board, and is an active member of Bardwell Baptist Church where he currently serves as chairman of the deacons. O’Neill’s term of service is 2007-13.

**Christian County**

Shawn Reynolds* is the vice president of sales and service for BB&T Bank in Hopkinsville, Ky. Originally from White Plains, Ky., he is a graduate of Murray State University. Reynolds has been employed with the bank for over 10 years and serves on numerous community organizations including the Hopkinsville-Christian County Chamber of Commerce board of directors. His term of service was 2007-10.

**Crittenden County**

Sean Mestan has taught in public education for many years and continues to fulfill the role of a teacher today in an adult education environment at the West Kentucky Correction Complex in Princeton, Ky. Mestan has not only worked for one of the most successful family-owned businesses in the area in Akrigde Farm Supply, he now owns and operates, along with his wife, a successful consignment store in downtown Princeton. In 1983, Mestan graduated from Murray State University with degrees in business administration and Spanish. His commitment to community includes service as the Pennington Festival co-chair, a former Princeton Art Guild board member, Kentucky Education Television Friends board member and membership on the Murray State Alumni Board of Governors. Mestan’s term of service was 2010-11.

Jeff McDaniels is the CEO of United Bancorp, and was elected president and CEO of Farmers Bank in Princeton, Ky., in 2008. He also chairs the Lakes Area Partnership for Economic Development and serves on the Bluegrass Bankers Association board of directors. Born and raised in Lyon County, Ky., McDaniel graduated from Lyon County High School and earned a B.S. degree in economics from Yale University in 1991. He is also a graduate of the Graduate School of Banking, Madison, Wis. McDaniel’s term of service is 2011-13.

**Henderson County**

Diane Creneny-Turner has served as finance director with Pennyrile Allied Community Services for 35 years. She is president of the Kentucky Federation of Business and Professional Women’s Clubs, and a board member and treasurer of the Hopkinsville/Christian County Crime Stoppers, and active with the Pennyrile Area Museum and Focus 21st Century Minority Leadership. Creneny-Turner is also a member of the Christian County Revolving Loan Fund Committee and BB&T
Hopkinsville advisory board. In December 2010, she was recognized by Cambridge Who’s Who for showing dedication, leadership and excellence in finance management. Croney-Turner received a B.A. in management and human relations from Trevecca Nazarene University. Her term of service is 2010-12.

Hollis White III is co-owner of Propulsys Inc. in Hopkinsville, Ky. He works as vice president in the company and has held executive positions in engineering, operations and supply chain. White serves on the Pennroyal Hospice board of directors and was a board member for the Hopkinsville YMCA. He holds a B.S. in manufacturing engineering from Purdue University and an M.B.A. from Vanderbilt University. White’s term of service is 2010-13.

CRITTENDEN COUNTY

Bobby Martin* is the co-owner of Turner and Coneyer Lumber Co. in Marion, Ky. He has been with the company for over 30 years. Martin graduated from Murray State University in 1967 earning a B.S. degree in industrial technology. He serves on the board of directors for the Western Kentucky Industrial Foundation. Martin has also been involved with Kentucky Colonels since 1999, and is a deacon and trustee at Marion Baptist Church. He has previously served on the board of directors for the People’s Bank, Kentucky Forest Industries Association and Crittendon County Hospital. Martin’s term of service was 2007-09.

Ryan McDaniel is vice president of operations for Tyler Manufacturing in Marion, Ky. — a Par 4 Plastics business, which he co-owns. McDaniel has served with the Par 4 Plastics team for the last 12 years in the custom injection molding and value added assembly work business. He has also served on various boards in Crittenden County, along with being a past president of the Crittenden County Chamber of Commerce. McDaniel attended Murray State University and has three children. His term of service is 2009-13.

FULTON COUNTY

David Gallagher* has served as the Fulton County judge executive since being elected in 2006. He began his public service as city manager of Hickman, Ky., and currently serves on various boards and committees including chairing the Fulton County-Hickman County Economic Development Partnership and the board of directors at New Pathways for Children. Gallagher was born in Heidelberg, Germany, and graduated from Murray State University in 1971 with a B.S. degree in English and history. He taught for 28 years in the Murray Independent and Fulton County school systems. Gallagher’s term of service was 2007-09.

Eddie Crittendon is the executive director of the Fulton County-Hickman County Economic Development Partnership — a two-county partnership formed in 2007. Previously, he served as administrator of the Park Terrace Assisted Living facility in South Fulton, Tenn. Crittendon served two years as vice mayor of the city of Fulton before being elected to his first term as mayor in 2000. He was re-elected in 2004. Crittendon also served as constable of the First District in Fulton County. He was born and raised in Fulton, Ky., and is involved in the community through youth activities, currently serving as president of the Twin City Youth League. Crittendon’s term of service is 2009-13.

GRAVES COUNTY

Renee Buckingham* is the service region administrator for the Kentucky Cabinet for Health and Family Services. She was licensed by the State Board of Examiners of Social Work of Kentucky in 1986, and has served as a social worker in Graves County since 1985. Buckingham graduated from Murray State University in 1981 with a B.S. degree and recently completed a master’s degree in social work from Western Kentucky University. In 1996, she was selected to participate in the Empower Kentucky Initiative conducted by Gov. Paul Patton. Buckingham was recognized in 1997 as the Social Worker of the Year by the Kentucky Foster Care Review Board for outstanding service to foster children. Her term of service is 2007-13.

HENDERSON COUNTY

Kevin Shelley* was hired in July 2005 to form Northwest Kentucky Forward, a four-county economic development organization that serves Henderson, Union, Webster and McLean counties. As president and CEO, he is responsible for organization management and business attraction. Shelley has more than 15 years of experience in economic development in Kentucky and Tennessee. He has led organizations receiving several honors including the LG&E Community Innovation award, James J. Coleman East Kentucky Power Community Professional of the Year, and the U.S. Department of Commerce’s Excellence in Economic Development award. Shelley is a graduate of Union University and is a past president of the Kentucky Association of Economic Developers (KAED). His term of service was 2007-11.

Judith Moore* was assistant to the president in charge of special projects at Madisonville Community College, until her death on Friday, May 20, 2011. She received an M.A. in business administration from the University of Kentucky. Moore taught for 25 years before going into administration. She also served as a marketing representative for IBM. Moore’s term of service was 2007-11.

Hopkinsville advisory board. In December 2010, she was recognized by Cambridge Who’s Who for showing dedication, leadership and excellence in finance management. Croney-Turner received a B.A. in management and human relations from Trevecca Nazarene University. Her term of service is 2010-12.

Greg Pruitt* has served as Hickman County judge executive for over 20 years, while also maintaining a legal practice focused on business development and real estate. During those years, he has served on many committees and organizations at the local, regional, state and multi-state levels, most of those focusing on multi-jurisdictional and developmental issues. Pruitt is a 1981 graduate of Murray State University with a B.S. degree in political science and a 1983 graduate of the University of Kentucky College of Law. He served as chair throughout his term of service, 2007-11. Pruitt continues to serve as an ex officio member to the council.

Casey Henderson is the assistant superintendent for the Hickman County School District. He has been in education for 25 years, serving as teacher for seven years and an administrator for the last eight years. Henderson grew up in Carlisle County and graduated from Murray State University with a B.A. in history and a minor in agriculture business. He began his career in the Carlisle County schools serving as a middle/high school world civilization teacher and basketball/baseball coach. Henderson continued his education at MSU receiving a master’s degree in administration in 2002, and later served as the assistant superintendent at Carlisle County. He has served on many different advisory committees within Hickman County over the last three years. Henderson’s term of service is 2011-13.

HOPKINS COUNTY

Betsy Wells-Jones is coordinator for education and workforce development for Northwest Kentucky Forward in Henderson, Ky. She is from Glasgow, Ky., and moved to Henderson in 1987. Wells-Jones worked at Big Rivers Electric Corporation in economic development for many years. Over the years, she has served on many boards, committees and organizations in the Henderson area. Since she joined Northwest Kentucky Forward, Wells-Jones coordinated the 2010 Rally 4 Education which was a huge success. She is currently working with numerous education advocacy teams in the Northwest Kentucky region as well as the school districts. Her term of service is 2011-13.

Deborah Cox has served as the chief academic officer at Madisonville Community College for the past eight years. Prior to this position, she served in a variety of roles at the college since 1982. Cox received a B.S. degree in psychology from Murray State University in 1975, an M.A. in counseling from Eastern Kentucky University in 1976, and an Ed.D. in policy studies and analysis from the University of Kentucky in 1996. Over the years, Cox has served on numerous boards and committees in the region working to improve community services and economic opportunities. Her term of service is 2011-14.
**COUNCIL MEMBERS, 2023-2027**

Robert Brooks* is vice president of the Education and Research Foundation at Trover Health System in Madisonville, Ky. He is responsible for the comprehensive educational programs, research and telemedicine activities, and serves as the health system’s liaison to the state legislature. Brooks is the past chairman of the board of directors of the Foundation for a Healthy Kentucky and current chairman of the board of directors of the Kentucky Institute of Medicine. He also serves on several other boards and is a member of many professional, civic and governmental agencies and organizations. Brooks’ term of service was 2007-11.

Brenda H. Glover is the Madisonville District Director of Leadership and Discipleship Formation for the United Methodist Church. As a retired educator, she spent 15 years teaching vocational home economics, nine years in the Kentucky Department of Education as director of certified personnel evaluation, and another nine years as the professional development director of the Badgett Regional Cooperative for Educational Enhancement. Glover’s term of service is 2011-13.

**MARSHALL COUNTY**

Betsy Hudson Flynn* is the president, CEO and chair of the Community Financial Services Bank and has been with the company for over 30 years. She holds many leadership positions with the Marshall County Tourist Commission and is on the Purchase Regional Industrial Park board and executive committee, the Region 9 Economic Development Specialist and projects coordinator. Sutton is a graduate of Murray State University holding both B.S. and M.B.A. degrees. He served on the Eddyville city council from 1994-2000 and on various other community boards. Sutton is currently serving on the boards of the Hopkinsville Christian County Chamber of Commerce and Lyon County Water District. His term of service is 2007-13.

**LIVINGSTON COUNTY**

Darrell Jones* is the Livingston County University of Kentucky extension agent for agriculture and natural resources. He formally served as a field representative with the Kentucky Department of Agriculture and retired in 2009. Jones is a 1985 graduate of Murray State University where he received a B.S. in agriculture. He serves on the Livingston County Farm Bureau board of directors and is a board member on the Livingston County Conservation District. Jones and his wife, Mechelle, have one son, Weston, and live near Smithland, Ky. He enjoys working on the farm and baseball. Jones’ term of service is 2007-13.

**MCCrackEN COUNTY**

David Denton* has been actively involved in the practice and management of the highly respected firm of Denton and Keuler in Paducah, Ky., for more than a quarter-century. Based on a successful history of handling clients in both state and federal courts and within a broad spectrum of the law, Denton is continually energized by the unique cases and challenges that come his way. Beginning with a background in municipal and governmental law, the firm of Denton and Keuler has grown to include an array of banking, utilities, insurance, healthcare and maritime clients. With deep roots in Paducah, Ky., Denton is a tireless proponent of local commercial and civil programs as well as a dedicated participant in professional organizations and special judicial assignments. He formerly served as special justice for the Kentucky Supreme Court and is a Life Fellow of the Kentucky Bar Foundation. Denton’s term of service was 2007-09.

**LYON COUNTY**

Jim Moore* is director of business development at North Eastern Strategic Alliance in Florence, S.C. Prior to his current position, Moore served as president and CEO of the Lakes Area Partnership for Economic Development in Caldwell and Lyon counties. After graduating from the University of Georgia with a degree in organizational management, his 15-year career in economic development has spanned rural communities and large cities, the electric utility industry and construction companies. Moore’s term of service was 2007-09.

**TRIGG COUNTY**

John Rufl* is the executive director of the Land Between The Lakes Association “Friends of LBL.” He is responsible for general oversight of the daily operations, membership, funds development, budget oversight and staff supervision. Rufl received a B.S. in biology from the University of Illinois in 1971, and an M.S. in biology from Murray State University in 1975. He worked as an interpretive naturalist for the Kentucky Department of Parks at Lake Barkley State Resort Park for eight years. Rufl was business manager for Lake Barkley SRF for 10 years and resort park manager for 12 years. Rufl’s term of service is 2007-13, and he is currently the advisory council chair.

* denotes original council member
UNION COUNTY

Charles Moore* is a senior partner at Moore, Malone and Safreed in Owensboro, Ky. He holds a B.S. from Transylvania University and a juris doctorate from the University of Louisville School of Law. Moore’s bar membership includes Kentucky, U.S. District Court-Western and Eastern Districts of Kentucky, U.S. Court of Appeals-6th and 8th Circuits, and U.S. Supreme Court. He is a member of the Daviess County and Kentucky Bar Associations where he served on the board of governors, American Association for Justice and Kentucky Justice Association. Moore was also included in 2002-12 editions of The Best Lawyers in America and was named one of Kentucky’s Super Lawyers and Top 50 Attorneys. Moore’s term of service was 2007-09.

Drew Wells is an insurance agent for J. Craig Riddle Company in Madisonville, Ky., where he holds a license for life, health, property and casualty insurance. Wells has been with the company since 2006. After graduating from Union County High School, he attended Kentucky Wesleyan College where he was a member of the 2001 national basketball team. Currently, Wells resides in Union County with his wife and daughter, where he assists in managing the family farm. Wells’ term of service is 2009-12.

WEBSTER COUNTY

Tommy Chandler* is a retired circuit judge serving 13 years for the 5th Judicial District of Webster, Union and Crittenden Counties. He also served 16 years as commonwealth attorney for the 5th District as well as eight years as Webster County attorney. Chandler earned a bachelor’s degree in pre-law from Murray State University and a law degree from the University of Kentucky. His term of service is 2007-12.

* denotes original council member

“Education moves us forward. We cannot afford to stand still.”
January 2006 – The Council on Postsecondary Education rolled out a new grant initiative called Regional Stewardship and Outreach to all state public institutions and MSU was awarded.

August 2007 – The Office of Regional Stewardship and Outreach was established and Gina Winchester was named executive director.

January 2008 – A 21-member Advisory Council was established as the governing body for the initiative.

April 2008 – New City Institute was hired to conduct an extensive regional needs assessment.

May 2008 – The Advisory Council set a vision and goals for the initiative based on the needs.

August 2008 – The Advisory Council granted $300,000 through academic units to fund projects in the region.

June 2009 – Project leaders reported a total of 15 partnerships created with MSU.

August 2011 – Regional Outreach reported to the Board of Regents 41 projects funded over a three-year period totaling $813,000. The funding invested in 156 regional events impacting 52,000 individuals and leveraging $1 million for educational attainment.
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