



THE UNIVERSITY OF TEXAS AT EL PASO
UTEP CONNECT
EXTENDED UNIVERSITY



ANNUAL REPORT 2018-2019



RECAP of 2018-2019

UTEP Connect continued to grow in 2018-2019. We added a bachelor's degree, a master's degree and a graduate certificate to the UTEP Connect portfolio. We also saw an 8% increase in the number of courses offered and a 2% increase in the number of seats enrolled in the online program courses.

As we grow, our focus remains on student success and ensuring that our students have all the resources they need to succeed. We are grateful for the continued support of UTEP's faculty, staff, and administration to making online education a good option for UTEP students.

Go Miners!

Programs/Courses

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We continue to add to our roster of programs to provide prospective students with more choices.

	Fall 2018	Spring 2019	Summer 2019
Total number of courses	237	240	190
Total number of seats	3,967	4,028	2,817

Breakdown by Undergraduate and Graduate

	Fall 2018		Spring 2019		Summer 2019	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
Number of courses	76	161	80	160	56	134
Number of seats	1,989	1,978	2,043	1,985	1,145	1,672

During the 2018-2019 academic year,

UTEP CONNECT worked with

- the College of Liberal Arts to add the BA in Applied Arts and Science and the MFA in Creative Writing



- the College of Education to add the Graduate Certificate in Early Intervention Studies



- the College of Engineering to collaborate with AT&T in adding the Master of Science in Systems Engineering to the list of programs it sponsors for its employees



New programs planned for the upcoming year include a **Master of Music (Conducting)** for Spring 2020 and a **Graduate Certificate of Ethics** for Fall 2020.



Marketing



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Visit us online for a complete list of our bachelor's and master's degrees and graduate certificates.

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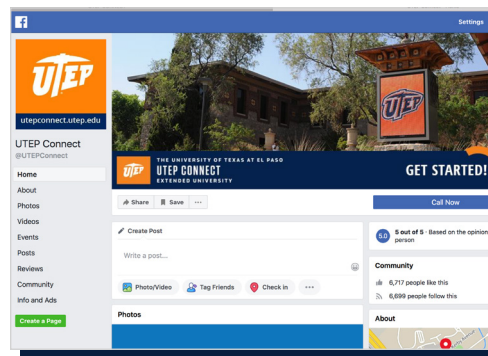
No official U.S. Army endorsement is implied.

UTEP Connect's marketing goals are to present information to students by way of advertising and then inspire them to interact with us—at which point, they become prospective students, or leads.

Note: For the purposes of this document, leads are defined as anybody who contacted us for the first time or submitted an inquiry form between 09/01/18 and 08/31/19.

Our enrollment counselors then work with these leads to help them decide if online learning at UTEP is the right choice for them. This is our third year (September 1, 2018 through August 31, 2019) of working with Blackboard Educational Marketing Services.

- Our target audiences have stayed more or less the same over the years (see left)
- Digital advertising is concentrated in Texas and neighboring states including Colorado, Arizona and Oklahoma.
- Our digital marketing media mix includes paid generic and branded search, display ads, retargeting, social media marketing and search engine optimization.
- The microsite (aka marketing website) used for digital marketing efforts is at <https://online.utep.edu>.
- Between September 1, 2018 and August 31, 2019, marketing efforts as a whole brought in 6,034 total leads for the year, 3,143 of whom filled out an inquiry form.
- **Marketing website (aka microsite) performance in 2018-2019:** Traffic to the marketing site remains concentrated in Texas (with El Paso, Dallas, Houston and Austin featuring heavily) and Ciudad Juárez. The microsite's look and feel were updated in January 2019. The conversion rate for the site went up from 2.85% to 3.59% post-update, indicating that the new look and feel achieved the desired results.
 - ▶ Time on page increased by 20 seconds and number of pageviews by 8% after the update
- **Facebook** reach was steady compared to the previous year:



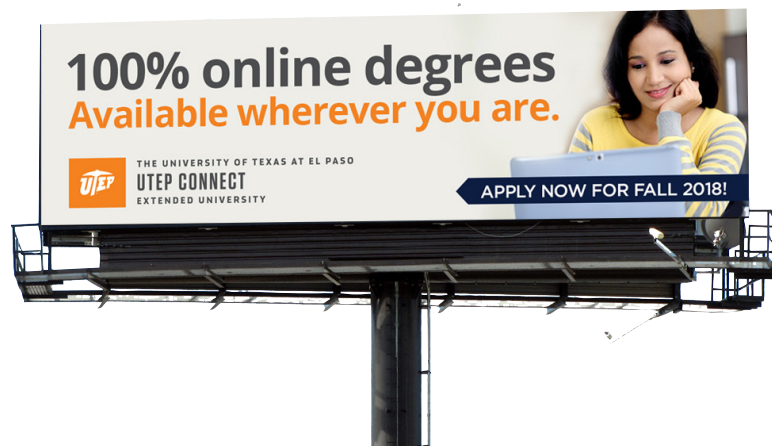
- ▶ We had 387 posts reaching about 1.86 million viewers.
- ▶ Our posts received 7,176 reactions (up 97% over the previous year) and over 23,000 engagements (up 12% from the previous year).
- ▶ Our total fans are now at 6,774, which is up 9% from the previous year.

TARGETED AUDIENCES

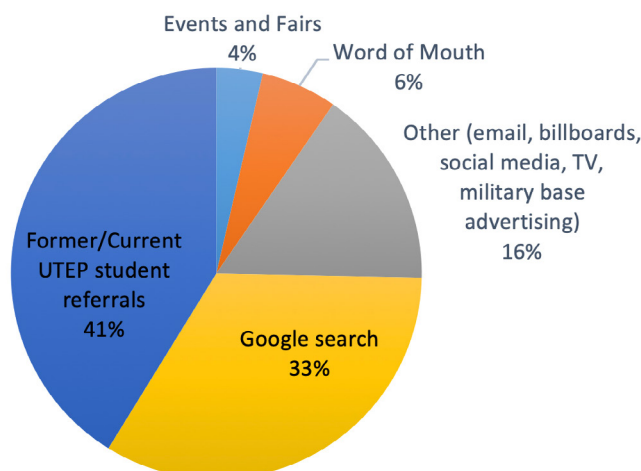
- **Returning Students** may have attended UTEP or another school and want to finish their degree.
- **Security Stewards** are motivated to switch careers and follow their passion by beginning a new career in law enforcement, homeland security, border patrol and national defense.
- **Career Climbers** are often bilingual, with previous degrees or credits.

High-achieving military personnel are also part of our target audience and may be a subset of any of the main audiences.

- **Ongoing search engine optimization (SEO)** ensures we are easily found when someone is looking for an online program. The SEO site is at <https://utepconnect.utep.edu>.
 - ▶ Traffic to the SEO site showed a positive trend over the past year:
 - ◆ Pageviews increased by 42.37% and unique pageviews by 45.27%
 - ◆ The average time spent on a page increased by 10.56%
 - ◆ Number of users increased by 79.69% and new users by 81.51%
 - ◆ Number of sessions also increased by 68.52%
 - ◆ Organic search contributed the most traffic to the site (as a result of SEO efforts); traffic from organic search increased 93.93% over the previous year
 - ▶ The blog is a key part of SEO efforts. In 2018-2019:
 - ◆ The blog had 10,096 new users
 - ◆ We had 22 new blog posts and 73 edits to existing blog posts
 - ◆ The blog received 80,618 pageviews (or 21% of all site pageviews) which is a 259.58% increase in comparison to the prior 12 months
 - ◆ The blog also received 71,914 unique page views, which is about 34% of all site unique pageviews. This is an increase of 282.09% from the prior 12 months
- Digital marketing is supported by local and regional marketing efforts. Billboards, events and fairs, word-of-mouth and emails also generate interest in the online programs.
- The following chart shows how various media sources (only the top channels are included here) contribute to the number of students interested in UTEP Connect's online programs. Numbers only include students who self-report how they heard about us. Several other media channels (e.g. TV, radio, advertising on military bases, etc.) contribute to our leads indirectly as well. While they are not detailed here, we cannot underestimate the importance of these efforts as they build up awareness that leads to action.



Main Lead Sources for 2018-2019





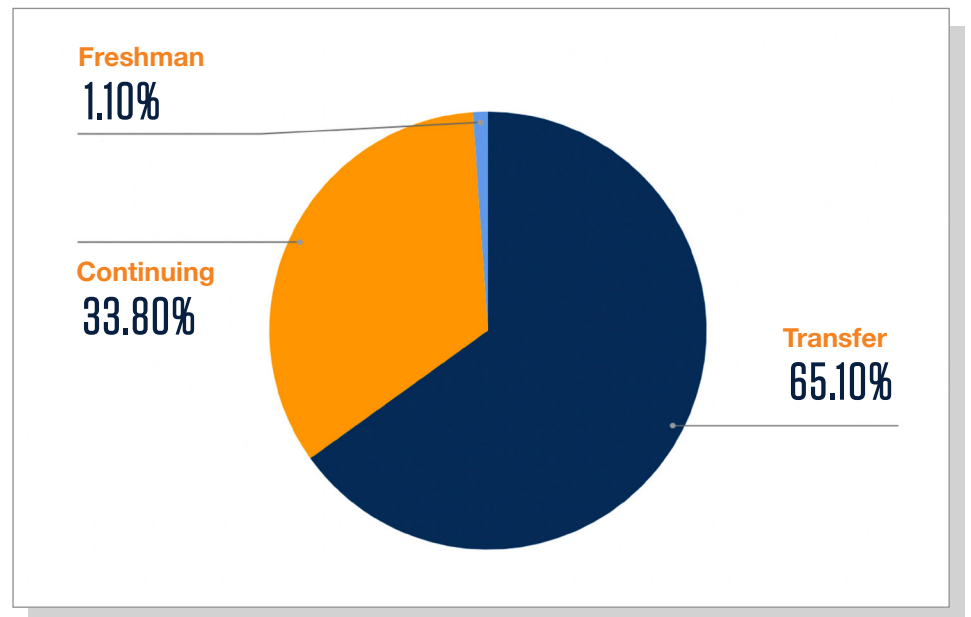
Recruitment

- A total of 482 undergraduate and 452 graduate students were admitted over the course of the year.
- Our recruitment team increased local efforts and attended an average of four events per month. We developed more partnerships with local companies and organizations. This year, Region 19 and the Hospitals of Providence events were among the most productive events we attended.
- We continue to coordinate with UTEP's enrollment services to improve the online student application and admission processes.
- We maintain a steady presence at campus outreach meetings.
- The UTEP Connect team presented information about working with the online student population and about our programs and services to other departments on campus. This has helped us cultivate our relationships with various campus groups so we can work together to provide UTEP students with the best experience possible.
- The table and chart below show the numbers admitted and the undergraduate breakdown by type for 2018-2019:

2018-2019 Admitted

Semester	Count
Fall 2018	433
Undergraduate	234
Graduate	199
Spring 2019	320
Undergraduate	162
Graduate	158
Summer 2019	181
Undergraduate	86
Graduate	95
Grand Total	934

Undergraduate Admitted Student Type





Student Success

- 2,155 students were enrolled in undergraduate and graduate programs for 2018-2019.
- UTEP Connect has graduated a total of 1,720 students to date; 564 students graduated during 2018-2019 across undergraduate and graduate programs. Fall 2018 and Spring 2019 had record numbers of graduates.
- The online Edge tool created last year by our marketing team and Educational Marketing Services allows online students to identify their own Edge attributes as well as areas they would like to further develop through a short survey; the results are then used by Student Success Advisors as a jump-off point to talk to students about UTEP Edge.

We continue to work closely with other resource providers on campus and encourage students to make good use of online and on-campus resources.

MEET OUR UTEP CONNECT 2018 CLASS GRADUATES

Meagan Shank

2018 Graduate,
Bachelor of Arts in Organizational
and Corporate Communication

2018-2019 Enrolled by Semester

Semester	Count
Fall 2018	1,585
Spring 2019	1,579
Summer 2019	1,145
Grand Total	4,309

Unique Count of Students Enrolled for 2018-2019 by Program

Program	Student Count
Bachelor of Applied Arts and Science.....	8
Bachelor of Arts in Chicano Studies	13
Bachelor of Arts in Criminal Justice.....	217
Bachelor of Arts in Media Advertising	38
Bachelor of Arts in Organizational and Corporate Communication	92
Bachelor of Arts in Security Studies	88
Bachelor of Multidisciplinary Studies	220
Bachelor of Science in Nursing RN-BSN.....	227
Undergraduate Double Major	2
Undergraduate General Studies*	58
Graduate Certificate in Construction Management	4
Graduate Certificate in Early Intervention Studies	6
Graduate Certificate in Technical and Professional Writing	35
Graduate Certificate in Urban and Regional Planning	3
Master of Defense and Strategic Studies	119
Master of Education in Curriculum & Instruction	175
Master of Fine Arts in Creative Writing.....	57
Master of Science in Construction Management	108
Master of Science in Systems Engineering	38
Master of Science in Nursing Administration Management	124
Master of Science in Nursing Education	123
Master of Science in Nursing - Nurse Practitioner	399

Grand Total **2,154**

*Conditionally admitted students

2018-2019 Enrolled by Semester and Level

Semester	Count
Fall 2018	1,585
Undergraduate	721
Graduate	864
Spring 2019	1,579
Undergraduate	695
Graduate	884
Summer 2019	1,145
Undergraduate	464
Graduate	681
Grand Total	4,309

Count of Graduations

Semester	Count
Fall 2018	193
Undergraduate	119
Graduate	73
Graduate Certificate	1
Spring 2019	329
Undergraduate	149
Graduate	90
Summer 2019	132
Undergraduate	61
Graduate	71
Grand Total	564

Leslie Andrea Reynoso

2018 Graduate,
Master of Defense and Strategic Studies



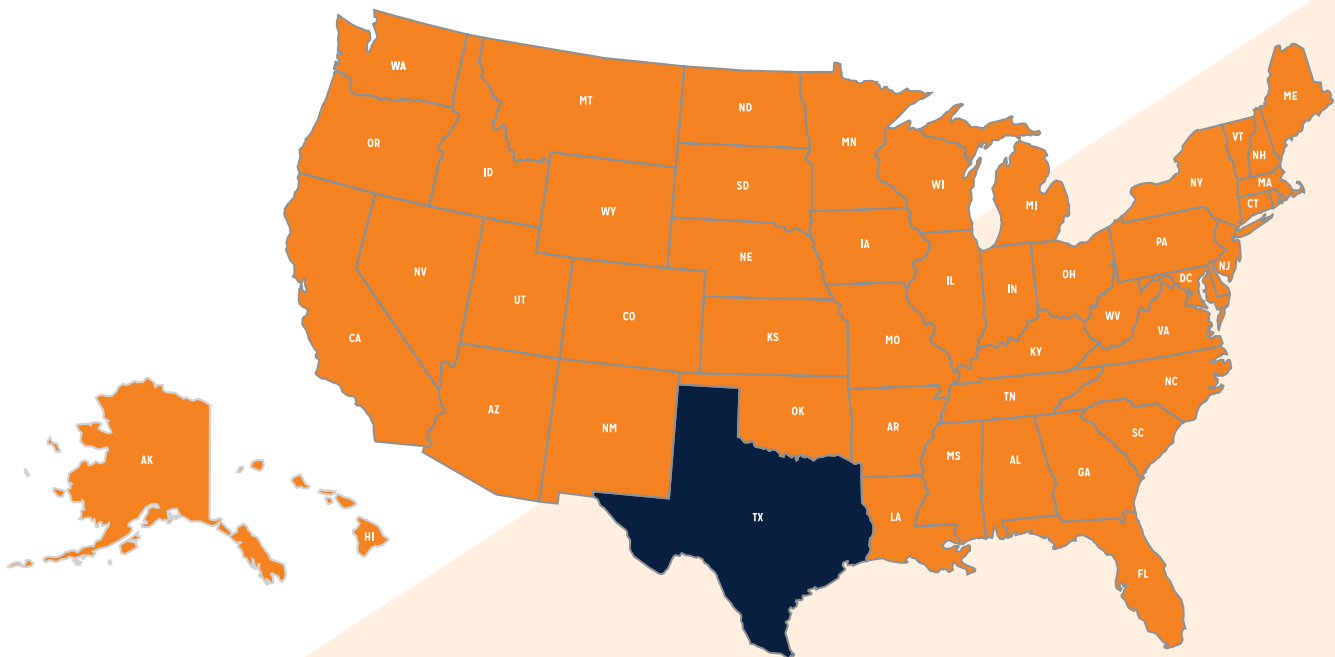
State Authorization

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UTEP has remained a member of the National Council for State Authorization Reciprocity Agreement (NC-SARA) which allows for reciprocity with all states in the U.S. and many territories, with the one exception being California. This allows for continued mobility of UTEP's online students as well as many out-of-state internships that can be completed without additional state applications needed.

The Department of Education held negotiated rulemaking sessions in the spring of 2019 and ultimately came to a consensus on new regulations for State Authorization and other distance education topics. The preliminary regulations were released for comment in June 2019, and final regulations are expected in the early fall of 2019. The new regulations currently include new disclosures related to professional licensure that will need to be made to both UTEP's online student populations as well as face-to-face students. In the meantime, the previously proposed federal regulations from 2016 remain in effect until the new regulations become effective.

In the past academic year, UTEP has had students enrolled in 48 states and U.S. Territories, and 5 foreign locations, though 90% of enrollments are students located in the State of Texas.



90%
of UTEP Connect
students *are located*
in **Texas**



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Have questions?

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