UTEP

THE UNIVERSITY OF TEXAS AT EL PASO
UTEP CONNECT
EXTENDED UNIVERSITY

THE UNIVERSITY OF TEXAS
AT
EL PASO

ANNUAL REPORT
2017-2018

RECAP OF 2017-2018

UTEP Connect continued to grow in 2017-2018 with an increase of approximately 39% in the number of courses offered and 28% 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

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

	Fall 2017	Spring 2018	Summer 2018
Total number of courses	209	205	201
Total number of seats	3,884	3,907	2,847

During the 2017-2018 academic year, UTEP CONNECT worked with the faculty from *different departments* to offer one new undergraduate program in Chicano Studies and one new graduate certificate in Urban and Regional Planning

New programs planned for 2018-2019 include a BA in Applied Arts and Science (Fall 2018), a graduate certificate in Early Intervention Studies (Fall 2018) *and a MFA in Creative Writing (Spring 2019).*
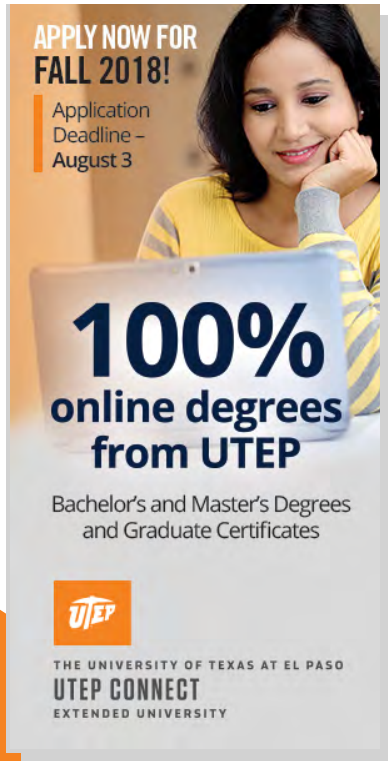
We worked with staff, instructional designers, and faculty to offer ten undergraduate courses *that incorporated these* Edge Advantages *under the* Dodson grant

- Leadership
- Problem Solving
- Communication
- Entrepreneurship
- Confidence
- Social Responsibility
- Critical Thinking
- Teamwork
- Global Awareness

Marketing

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. 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 second year (July 15 through July 14) of working with Blackboard Educational Marketing Services.

- We continue to use a mix of paid generic and branded search, display ads, retargeting, social media marketing and search engine optimization. The website used for digital marketing efforts is **http://online.utep.edu.**

- At the beginning of July 2018, digital marketing had yielded 2,574 leads and 243 applications with 84 enrollments.

- The microsite conversion rate (percentage of site visitors who actually fill out and submit a form) increased from 3.42% for the 2016-2017 period to 4.01% for 2017-2018.

- While pageviews remained fairly steady in a year-over-year comparison, the average time spent on a page increased by about 14 seconds in 2017-2018, which signals increasing audience engagement.

- Although advertising reach is widespread, traffic to the marketing site remains concentrated in Texas (with El Paso, Dallas, Houston and San Antonio being in the top 5) and Ciudad Juárez, MX.

- Facebook was the star of our social media efforts and performance improved over all parameters in 2017-2018:

TARGETED AUDIENCES

- **Returning Students**
- **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.
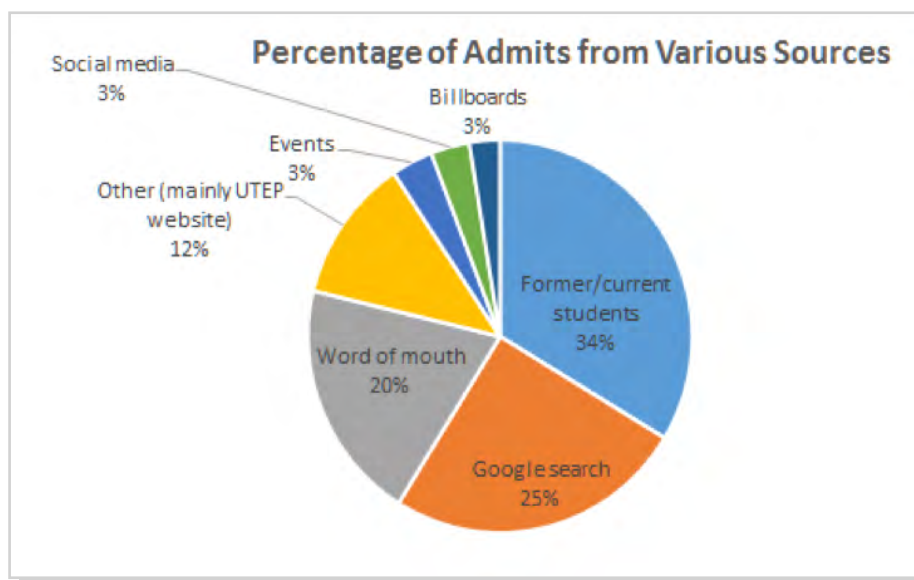- **Career Climbers** are often bilingual, with previous degrees or credits.

High-achieving military personnel are also part of our target audience and may be a subset of any of the main audiences.
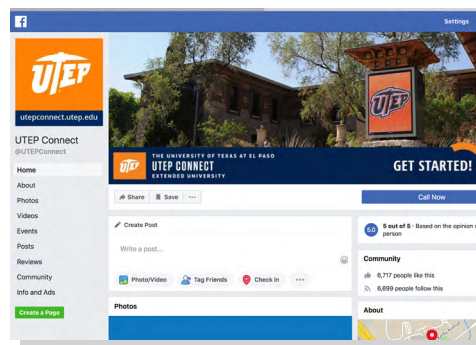
▶ **Posts: 402**
up 40.1% from previous year
▶ **Posts reach: 1.88m**
up 54.7% from previous year
▶ **Post impressions: 2.58m**
up 55.6% from previous year
▶ **Links clicks: 14.6k**
up 48.5% from previous year
▶ **Reactions: 3,412**
up 56.8% from previous year
▶ **Engaged users: 23.3k**
up 43.0% from previous year
▶ **Page & post engagements: 18.9k**
up 57.2% from previous year
▶ **New fans: 1,995**
up 33.2% from previous year

- Ongoing search engine optimization (SEO) ensures we are easily found when someone is looking for an online program; the blog is a key part of these efforts. In 2017-2018:
  - ▶ There were 128 blog posts.
  - ▶ The blog accounted for 6.8% of total pageviews for the last 12 months.
  - ▶ We had 10,096 new visitors on the blog.

- Digital marketing is supported by local and regional marketing efforts. Billboards, events and fairs, word-of-mouth and emails generate interest in the online programs.

- The following chart shows how different media sources contribute to the number of students admitted into UTEP Connect's online programs. Numbers are a YTD estimate (July 2, 2018 for 2017-18 AY) and only include students who self-report how they heard about us. Several other media contribute to our leads but at a lower rate than those included here; we cannot underestimate the importance of these efforts, however, as very often they collectively build up awareness that leads to action. On average, approximately 23% of our leads become admitted students.

100% online degrees
Available wherever you are.

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APPLY NOW FOR FALL 2018!

Percentage of Admits from Various Sources

Social media 3%
Billboards 3%
Events 3%
Other (mainly UTEP website) 12%
Former/current students 34%
Word of mouth 20%
Google search 25%

At the beginning of
JULY 2018,
digital marketing had *yielded*
2,574 leads
and
243
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enrollments

Recruitment

- A total of 997 undergraduate and 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.

  Our strongest partnerships (and most fruitful events) continue to be held at ADP and Region 19. This year, AT&T and Verizon events were among the most prominent events we attended; we also have a steady presence at UTEP campus events such as Orange and Blue Day.

- We continue to coordinate with UTEP's enrollment services to improve the online student application and admission processes.

2017-2018 **Admitted**

Semester	Count
Fall 2017	500
Graduate	267
Undergraduate	233
Spring 2018	335
Graduate	165
Undergraduate	170
Summer 2018	162
Graduate	75
Undergraduate	87
Grand Total	**997**

- We maintain a steady presence at the campus outreach meetings and also supply materials for UTEP's recruitment trips to Mexico. This year, an enrollment counselor joined these efforts at a couple of events hosted in Ciudad Juárez, MX.

- The UTEP Connect team began a new campus initiative to provide information to other departments on campus about working with the online student population. This has helped us cultivate our relationships with various campus groups so we can work together to provide our students with the best experience possible.

- The tables and chart below show the numbers admitted and the undergraduate breakdown by type for 2017-2018:

Undergraduate Admitted
Student Type

Student Type

Freshmen 6%
Continuing 23%
Transfer 71%

Transfer • Continuing • Freshmen
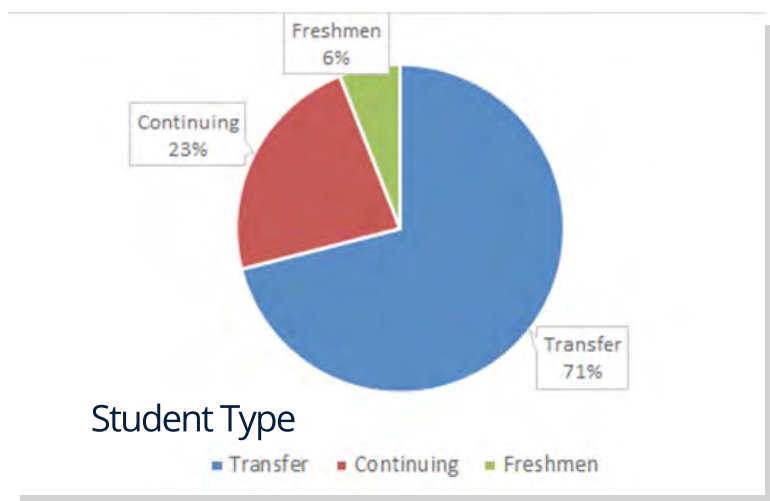
Our
**Recruitment team
increased local efforts**
and attended
an average of
4 events
per month.

- The UTEP Connect Online Orientation for prospective students will also be updated and released during Spring 2019. A module for enrolled students will be included within Blackboard to assist students in both the navigation of online courses as well as best practices for successful online learning.

Student Success

- 2,053 students were enrolled in undergraduate and graduate programs for 2017-2018.

- 469 students graduated during the year across undergraduate and graduate programs.

- Our marketing team worked with Blackboard's marketing services to create an online tool that UTEP Connect students can use to participate in the campus' Edge initiative. The tool 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 the 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
Stephen Perez ▲

2018 Graduate,

Bachelor of Arts in Chicano Studies

Unique Count of Students Enrolled for 2017-2018 by Program

Program	Count of ID
BA in Chicano Studies	9
BA in Criminal Justice	274
BA in Media Advertising	44
BA in Organizational & Corporate Communication	79
BA in Security Studies	58
Bachelor of Multidisciplinary Studies	227
BS in Health Promotion	18
Gen Stud-Online*	40
Graduate Certificate in Systems Engineering	1
Graduate Certificate in Technical & Professional Writing	42
Master of Defense and Strategic Studies	92
Master of Education in Curriculum & Instruction	193
MS in Construction Management	55
MSN Nursing Education	141
MSN Nurse Practitioner	356
MSN Nursing Systems Management	128
MS Systems Engineering	22
RN-BSN	274
Grand Total	**2053**

Conditionally admitted students

2017-2018 Enrolled

Semester	Count
Fall 2017	1541
Graduate	797
Undergraduate	744
Spring 2018	1545
Graduate	806
Undergraduate	739
Summer 2018	1179
Graduate	707
Undergraduate	472
Grand Total	4265

2017-2018 Graduations

Semester	Count
Fall 2017	143
Graduate	81
Undergraduate	62
Spring 2018	145
Graduate	60
Undergraduate	85
Summer 2018	179
Graduate	92
Undergraduate	87
Grand Total	467

Frances Jimenez ▶

2018 Graduate,
Bachelor of Arts in Organizational
and Corporate Communication

State Authorization

Membership in the National Council for State Authorization Reciprocity Agreement (NC-SARA) continues to grow with Massachusetts and Puerto Rico joining in June of 2018. California remains the only state yet to join along with several other US island territories.

The Department of Education delayed implementation of the State Authorization federal regulations until July 2020. The intent is to bring the rule back into negotiated rulemaking in order to address many of the questions that have arisen since the final rule was issued. Though these regulations have been delayed, institutions are still required to follow any state regulations in states where they have students residing. This includes both distance education students and students completing internships, clinicals, practicum, or other experiential learning.

A new requirement implemented by NC-SARA is that each participating institution must report on any out-of-state placements annually. The report was optional this year, but it will be required in 2019. A majority of UTEP programs were able to provide this information for the 2018 report which was submitted in June 2018.

In the past academic year, UTEP has had students enrolled in 49 states and US Territories, though 92% of students are located in the State of Texas.
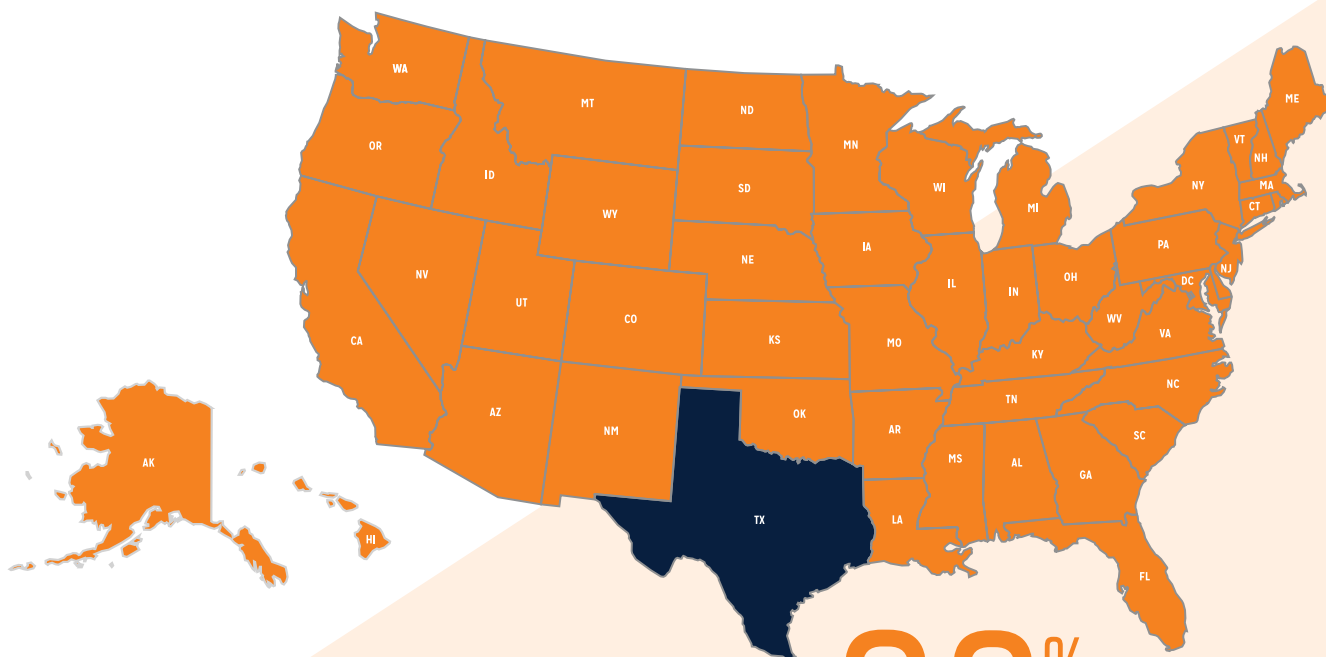
92% of UTEP Connect students *are located* in **Texas**

What's in Store for AY 18-19

UTEP Connect and the Center for Instructional Design (CID) believe that online students deserve the same opportunities as face-to-face students and much of the work done this year is reflective of this belief. As we move into 2018-2019, we continue to strive to improve the online student learning experience from beginning to end.

As previously mentioned, in 2017-2018, CID collaborated with UTEP faculty to redesign several undergraduate courses to include Edge Advantages.

Using online Edge guidelines, faculty reviewed their online courses and made revisions to help students develop and practice the Edge Advantages. In this screenshot from History 1302, icons highlight the Edge Advantages–Communication and Critical Thinking–that Professor Jerry Wallace chose to feature and teach in the course.
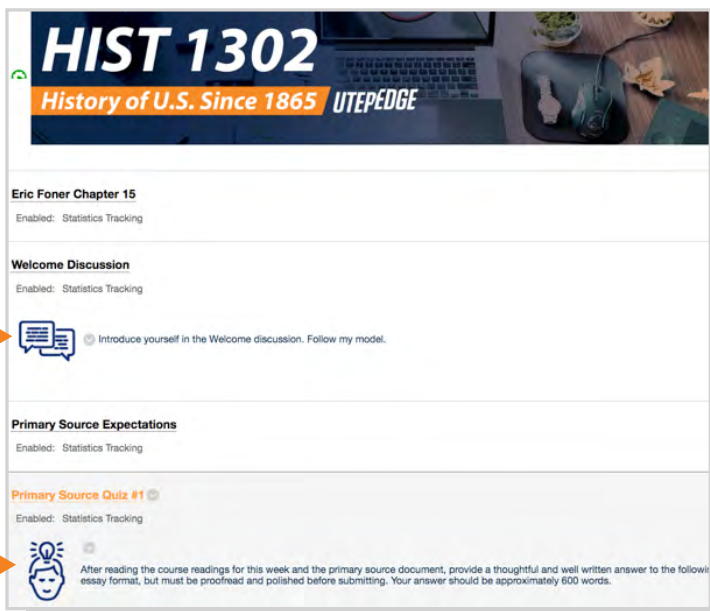
Also, over the course of the next several months, in collaboration with Blackboard Educational marketing, we will update the messaging and look and feel of online.utep.edu; this will help students navigate the site more efficiently and find the information they are looking for more easily. Several improvements are also being made to streamline and update the blog to improve the visibility of the online programs.

Students in these courses were surveyed, and based on results, benefitted a great deal from this process.

"(The Edge Advantages) made me create constructive comments to my peers' discussion posts, they made me think of ways to communicate my thoughts with confidence." – POLS 2310 Student

"I think that it made me be more involved in my community and as a citizen." – POLS 2310 Student

The work done on these courses was presented at Blackboard World in July 2018 and to the UTEP Edge Advisory Committee in August 2018. We are pleased by UTEP faculty's interest in redesigning more courses.

Have questions?
Contact us today.
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11