



2021-2022 ANNUAL REPORT

THE UNIVERSITY OF TEXAS AT EL PASO
UTEP CONNECT
EXTENDED UNIVERSITY



utepconnect.utep.edu



UTEP Connect continued to successfully serve online students throughout the 2021-2022 academic year. In 2021-22 UTEP Connect graduated 578 students across graduate and undergraduate programs. With your collaboration, we will continue to make UTEP accessible to students wherever they are.

With online learning becoming the norm, and with our students assuming additional responsibilities while working and learning from home, we are more focused than ever on student success and ensuring that student needs are met.

GO MINERS!

PROGRAMS/COURSES



Courses/Seats

	FALL 2021	SPRING 2022	SUMMER 2022
Total number of courses	212	217	176
Total number of seats	4,160	4,068	2,541

Undergraduate and Graduate Breakdown

	FALL 2021		SPRING 2022		SUMMER 2022	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
Total number of courses	66	146	69	148	35	141
Total number of seats	1,998	2,162	2,006	2,062	981	1,560

MARKETING

UTEP Connect reaches prospective students through ads in various channels as well as organic content. Prospective students fill out an online form indicating their interest in a specific program, at which point they become leads. Our enrollment counselors then work with these leads to help them decide if online learning at UTEP is the right choice for them. We work on online lead generation in partnership with Blackboard Educational Marketing Services.

Note: For the purposes of this document, leads are defined as anybody who contacted us for the first time during the subject timeframe (09/01/21 through 08/31/22) or submitted an inquiry form during this timeframe.

Target Audiences

Our target audiences for 2021-2022 were



Young Hispanic Learners:

Young Hispanic/Latino individuals looking to start or finish their degree.



Hands-On Career Climbers:

Skills-based, hard-working professionals looking to take the next step and advance into higher roles within their field.



Passion-Driven Career Advancers:

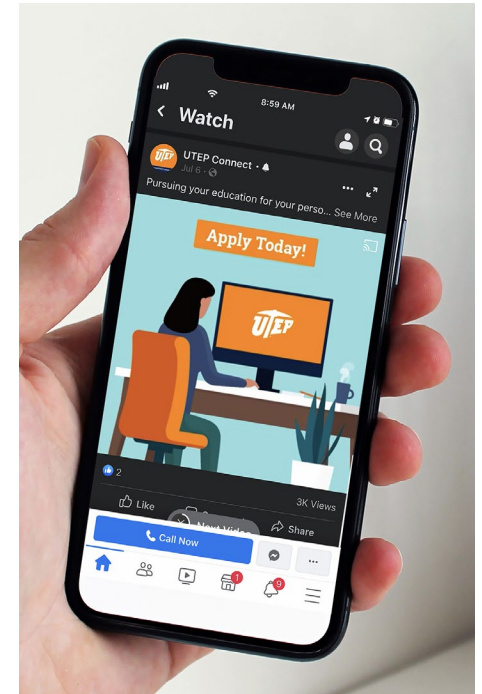
Emotionally motivated professionals seeking to advance their skillset for personal and professional impact.


Returning students and military are also subsets of these main groups.

- Between September 1, 2021 and August 31, 2022, marketing efforts as a whole brought in **8,841 total leads for the year**, approximately **7,100** of whom were from digital marketing efforts.

MARKETING

- Digital advertising was primarily concentrated in Texas and neighboring states including Colorado, Arizona, New Mexico and Oklahoma. Secondary markets were Georgia, California, Florida, New Jersey and New York.
- Our digital marketing media mix includes program specific and brand paid search, retargeting, social media marketing and search engine optimization.






You're closer than you think.

Transfer your credits. Finish what you started.
100% online degrees.


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

Apply now!

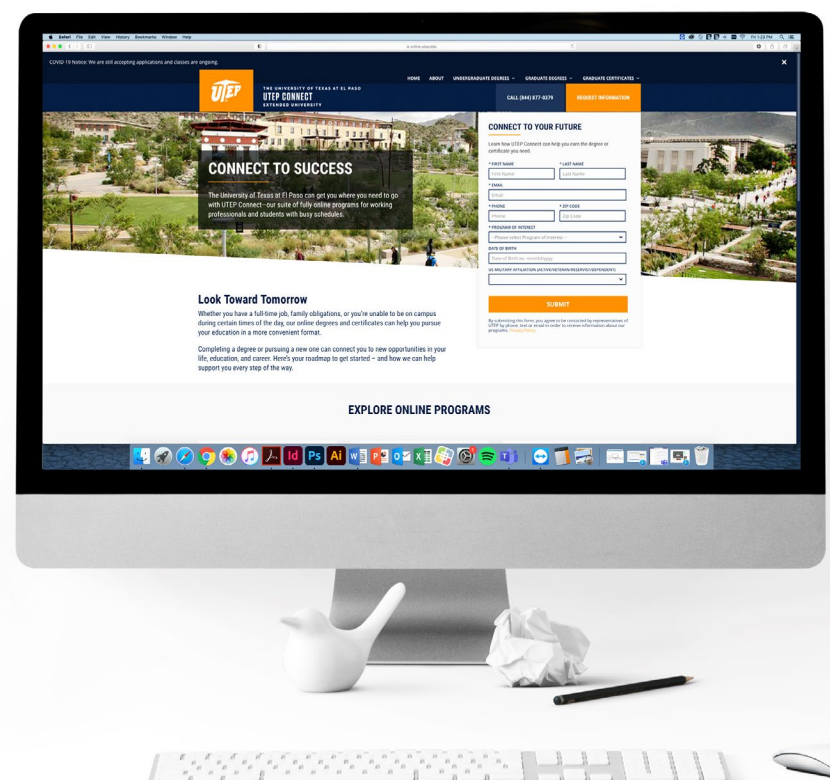
Have questions?
Contact an Enrollment Counselor today.
online.utep.edu/bliss
1-800-684-UTEP



No official U.S. Army endorsement is implied.



- The microsite** (aka marketing website) used for digital marketing efforts is at <https://online.utep.edu>. Traffic to the marketing site remained concentrated in Texas (with El Paso, Dallas and Houston), New York, NY and Phoenix, AZ. The average microsite conversion rate September 1, 2021 – August 31, 2022 was **3.92%** and the number of pageviews increased by **13%** over last year.



• Facebook

- We had over **78,000** engaged users (up 56% from last year) and over **32,000** link clicks (up 114% from last year).
- Our total fans are now at **7,759** which is 5% up from the previous year.
- Posts increased by **2%**, reactions by **34%** and engagement by **61%**.

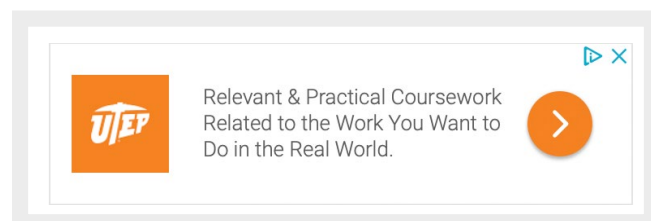
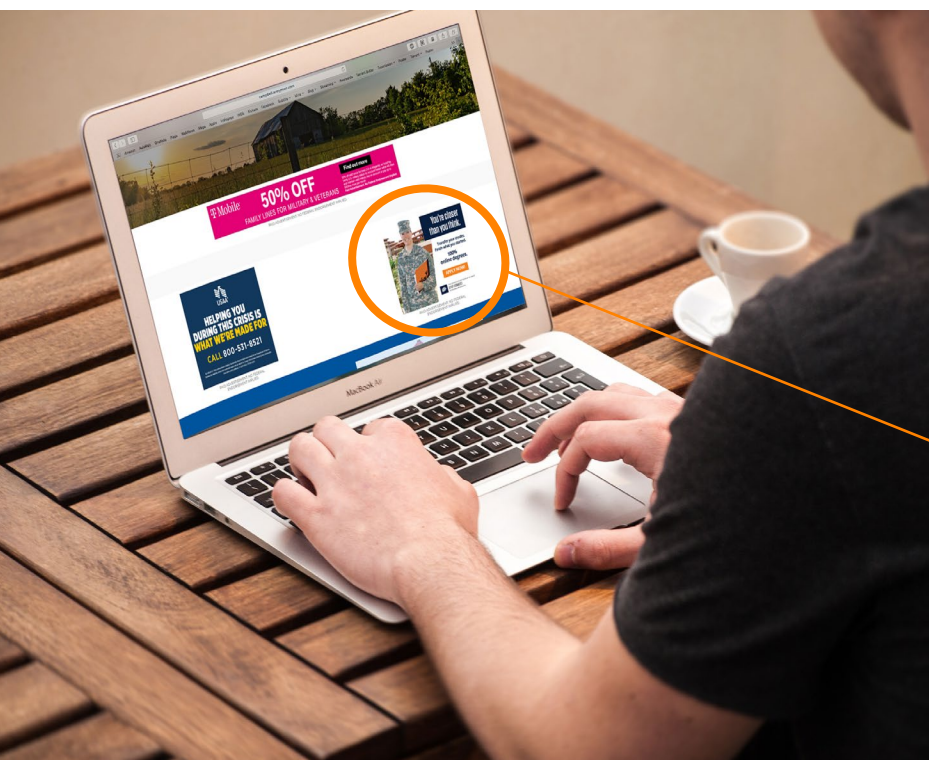
• LinkedIn

- We had **1,101 followers** (up 7% over last year).
- Impressions increased by **10%** from last year and clicks by **54%**.

• Ongoing search engine optimization (SEO)

or <https://utepconnect.utep.edu> continues to be a strong focus and ensures we are easily found in organic search results when someone is looking for an online program. Routine SEO efforts include on-page optimization, blog content support and organic social media posts (Facebook and LinkedIn).

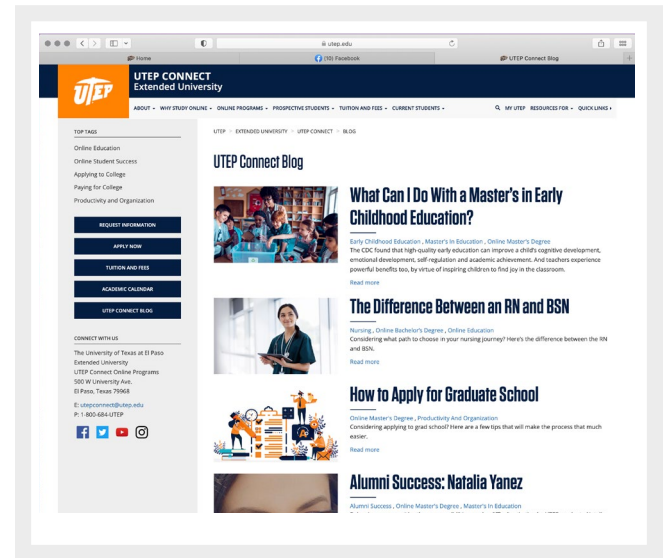
f facebook.com/UTEPConnect
@UTEPConnect



• Blog

In 2021-2022, the blog accounted for **60%** of all website pageviews and **58%** of all organic website pageviews. All parameters trended up year over year (YoY):

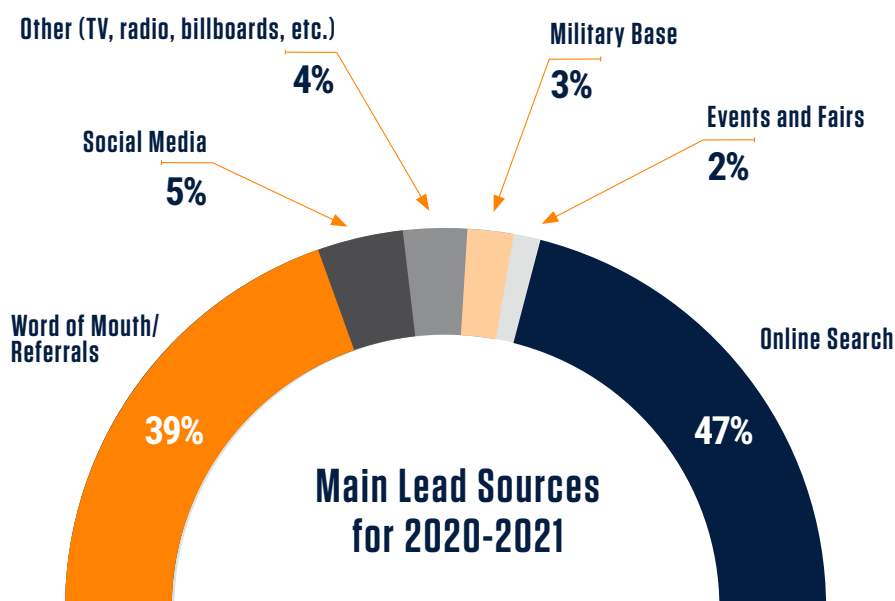
- Pageviews: 462,200
- Unique pageviews: 414,381
- Average time on page: 5.05 mins
- Entrances: 407,446



- Digital marketing is also supported by marketing efforts in more traditional media. Attendance at events and fairs, word-of-mouth referrals, advertising on military bases, news outlets and emails also generate interest in the online programs. The following chart shows how various media sources contribute to the number of students interested in UTEP Connect's online programs. **Numbers only include students who self-report (about 20% of total) how they heard about us.** Note that only the top channels are included here, but there are several other media channels (e.g. TV, radio, advertising on military bases, etc.) that 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.

Some points to note:

- Over **80%** of referrals continue to be from former/current students; such referrals are about **35%** of the total number of students who reported how they heard about us.
- The percentage of referrals from events increased slightly from 2020-2021; traffic from other sources increased by **3%** and online search traffic by **2%**.



RECRUITMENT

- A total of **426 undergraduate** and **637 graduate students** were admitted over the course of the year.
- We continue to coordinate with UTEP’s enrollment services to improve the online student application and admissions processes.
- The recruitment team attended virtual recruitment events in partnership with the Office of International Programs. We also attended the local Hospitals of Providence Education Fair.
- We maintain a steady presence at campus outreach meetings.

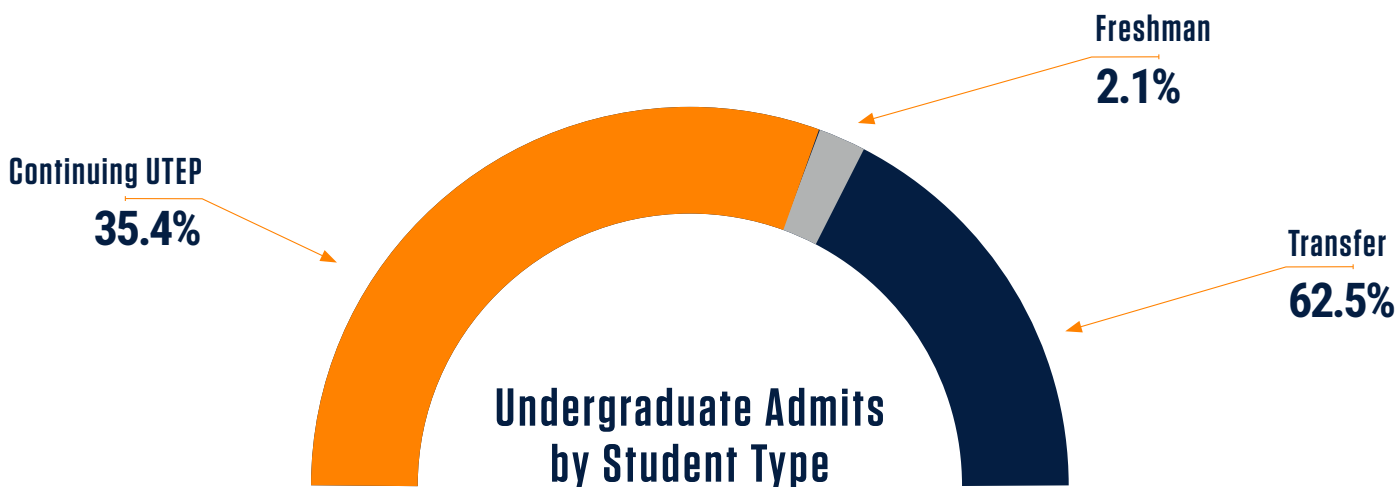
The tables and chart below show the numbers admitted and the undergraduate breakdown by type for 2021-2022:



Admitted Students

	FALL 2021	SPRING 2022	SUMMER 2022	GRAND TOTAL
Undergraduate	189	136	101	426
Graduate	289*	248	100	637
Grand Total	478	384	201	1,063

*Correction as of 10/12/23:
The number of graduate admits
was previously erroneously
reported as 576. The correct
number is 289.





STUDENT SUCCESS

- A total of **1,888 students** were enrolled in UTEP Connect undergraduate and graduate programs for 2021-2022.
- **578 students** graduated during 2021-2022 across undergraduate and graduate programs.

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

Enrolled Students

	FALL 2021	SPRING 2022	SUMMER 2022	GRAND TOTAL
Undergraduate	588	567	356	1,511
Graduate	874	827	628	2,329
Grand Total	1,462	1,394	984	3,840

Graduated Students

	FALL 2021	SPRING 2022	SUMMER 2022	GRAND TOTAL
Undergraduate	105	83	62	250
Graduate Certificate	8	11	5	24
Graduate	136	90	78	304
Grand Total	249	184	145	578

Unique Count of Students Enrolled for 2021-2022 by Program

Program	Student Count
Bachelor of Applied Arts and Science	14
Bachelor of Arts in Chicano Studies.....	11
Bachelor of Arts in Criminal Justice.....	233
Bachelor of Arts in Media Advertising.....	41
Bachelor of Arts in Organizational and Corporate Communication	58
Bachelor of Arts in Security Studies.....	89
Bachelor of Multidisciplinary Studies	161
Bachelor of Science in Nursing RN-BSN.....	136
Undergraduate Double Major.....	1
Graduate Certificate in Construction Management	6
Graduate Certificate in Early Intervention Studies	5
Graduate Certificate in Systems Engineering.....	5
Graduate Certificate in Technical and Professional Writing	22
Graduate Certificate in Urban and Regional Planning	3
Graduate Certificate in STEM Education	3
Master of Defense and Strategic Studies	65
Master of Arts in Education With a Concentration in Diversity, Equity and Social Justice in Education	33
Master of Education in Early Childhood Education	75
Master of Education in Bilingual Education.....	50
Master of Education in Literacy Education.....	6
Master of Fine Arts in Creative Writing	94
Master of Music With a Concentration in Conducting.....	30
Master of Science in Construction Management	116
Master of Science in Systems Engineering	118
Master of Science in Nursing - Nursing Administration and Management	65
Master of Science in Nursing - Nursing Education.....	51
Master of Science in Nursing - Nurse Practitioner	322

Grand Total

1,813

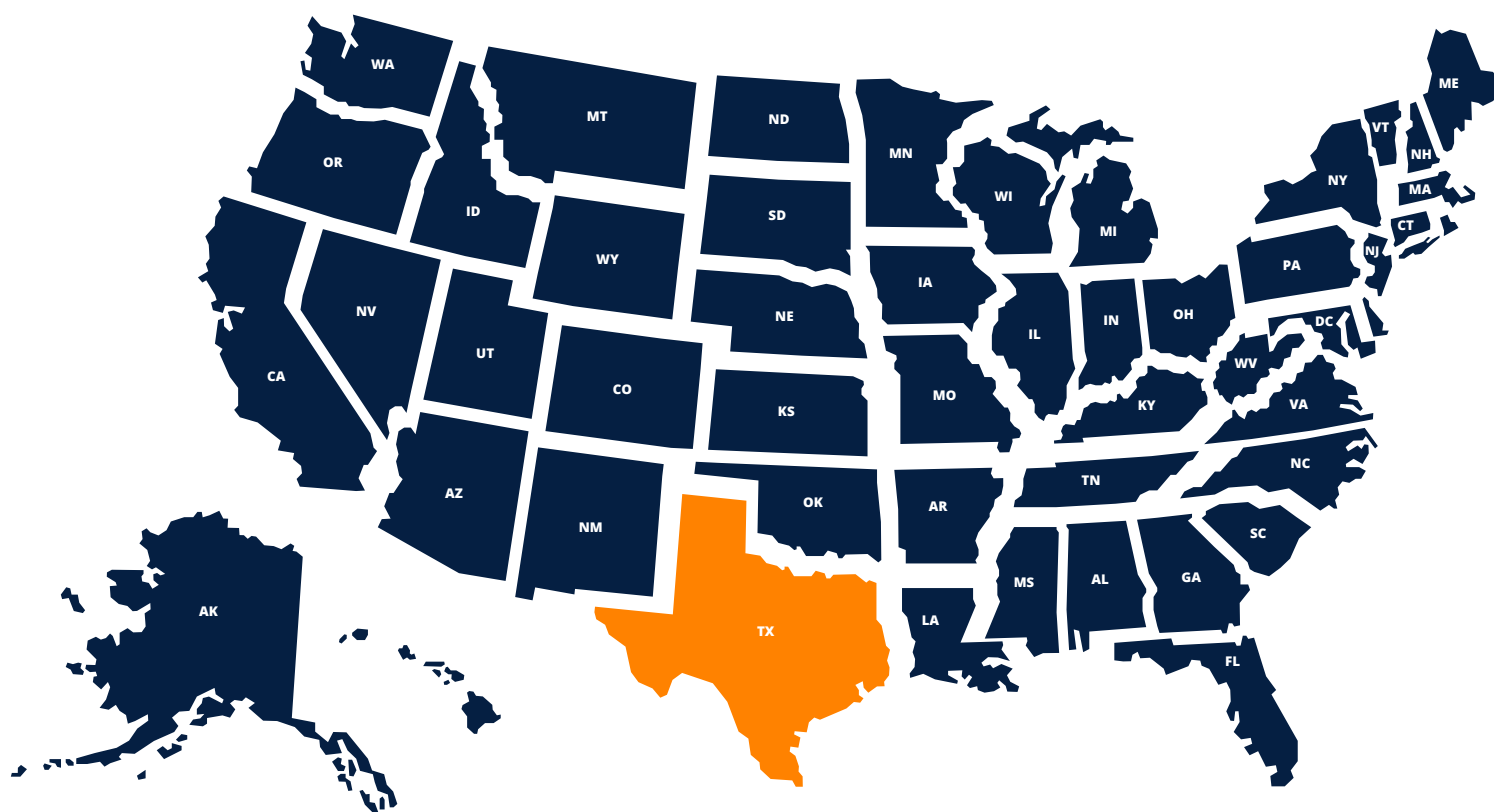


STATE AUTHORIZATION

UTEP has remained a member of the National Council for State Authorization Reciprocity Agreement (NC-SARA) which allows for reciprocity of general distance education regulations 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 the need for additional state applications, funds, and approvals.

While the NC-SARA membership covers many out-of-state activities, additional requirements are in place in many out-of-state locations for students in professional licensure programs. Many additional disclosures and communications are also required in order to remain in compliance for professional licensure students either studying at a distance or completing out-of-state experiential learning.

New regulations from the Department of Education are expected to be published either in late 2022 or early 2023 that may impact the effectiveness of the NC-SARA organization and/or the ability to offer professional licensure educational activities outside the state of Texas. UTEP Connect is following these regulations and their impact closely in order to ensure compliance for all out-of-state activities.

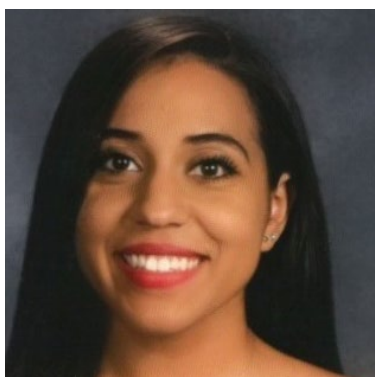


MEET SOME OF OUR GRADUATES



Meagan Shank
Bachelor of Arts in
Organizational and
Corporate Communication

"As a Content Marketing Coordinator for CCA Global Partners, my degree helps me assist small business owners increase potential sales leads, teach local flooring store owners across the country about the basic principles of search engine optimization (SEO), and update national and Canadian webpages to increase web traffic for the Carpet One Floor & Home and Flooring America brands."



Nadiah Eleskandrany
Master of Music With a
Concentration in Conducting

"It has been a pleasure being enrolled in this program. The professors are unbelievably kind, understanding and helpful. Though I have been involved with music my entire life, this degree furthered my knowledge, abilities and confidence in a way that I had not experienced before."



William McKeever
Bachelor of Arts in
Organizational and
Corporate Communication

"This program gives you a very strong foundation on what it's like in the corporate world. You will be able to walk into a job and look at the list of responsibilities and know, with full confidence, that you know how to do every task on that list."



"This program is so absolutely rewarding throughout the entire duration, and it echoes through my life daily. [It] is a guaranteed positive return on investment."

Mike Jones
Master of Defense
and Strategic Studies



"I've found tremendous value in the degree as I continued my professional career in the Army. The MDSS program equipped me with the tools to better understand contextual issues facing the strategic landscape."

Matthew J. Reed
Master of Defense
and Strategic Studies



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