



UTEP

2024-2025 ANNUAL REPORT

ONLINE



UTEP ONLINE

THE UNIVERSITY OF TEXAS AT EL PASO
UTEP ONLINE
100% ONLINE DEGREES
UTEPCONNECT.UTEP.EDU

CELEBRATING
10 YEARS
2015 - 2025
OF 100% ONLINE PROGRAMS AT UTEP!



2024-2025 was a landmark year. UTEP Connect officially changed its name to UTEP Online and also celebrated its 10th anniversary. Just over a decade ago, a small but mighty team came together with a bold mission: to transform how UTEP delivers education and expand access to learners everywhere. What began as an ambitious idea has grown into educational opportunities that reach far beyond the El Paso del Norte region.

We started with 12 fully online programs and now have 41 fully online degrees and certificates in our suite. Since our inception we have had 17,199 applicants and 11,830 students admitted into the online programs, 9,436 unique enrollments and 5,347 graduates.

Today, we continue to add more programs to our list of offerings; in 2024-2025, we added new degrees in the following areas to increase the diversity of UTEP's online program portfolio:

- Master of Social Work
- Master of Education with a concentration in Artificial Intelligence in Education

With more and more students seeking to complete their undergraduate or start their graduate degrees online, we are increasingly dedicated to providing access to an excellent UTEP education.

Go Miners!

5,347 GRADUATES
GO MINERS!

PROGRAM COURSES/SEATS

TOTAL NUMBER OF COURSES

315

FALL 2024

313

SPRING 2025

209

SUMMER 2025

737

GRAND TOTAL

TOTAL NUMBER OF SEATS

5,763

FALL 2024

5,906

SPRING 2025

2,936

SUMMER 2025

14,605

GRAND TOTAL

UNDERGRADUATE AND GRADUATE BREAKDOWN

TOTAL NUMBER OF COURSES

112

UNDERGRADUATE

203

GRADUATE

TOTAL NUMBER OF SEATS

3,117

UNDERGRADUATE

2,646

GRADUATE

FALL 2024

108

UNDERGRADUATE

205

GRADUATE

3,188

UNDERGRADUATE

2,718

GRADUATE

SPRING 2025

37

UNDERGRADUATE

172

GRADUATE

984

UNDERGRADUATE

1,952

GRADUATE

SUMMER 2025

IN SUMMER 2025,
UTEP ONLINE
ACHIEVED RECORD
ENROLLMENT WHILE
ALSO STRATEGICALLY
SCHEDULING COURSES
TO REDUCE EXPENSES.
THIS EFFORT
RESULTED IN A
STRONGER ROI.

MARKETING

UTEP Online'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 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 digital/online lead generation in partnership with Anthology.

Note: For the purposes of this document, leads are defined as anybody who contacted us for the first time during the subject timeframe (09/01/24 through 08/31/25) or submitted an inquiry form during this timeframe.

TOTAL LEADS

Between September 1, 2024 and August 31, 2025, marketing efforts as a whole brought in 13,976 total leads for the year, approximately 8,872 of whom were from digital marketing efforts.

AUDIENCES:

Young Hispanic Learners
Hands-On Career Climbers
Passion-Driven Career Advancers

DIGITAL MARKETING DETAILS AND RESULTS

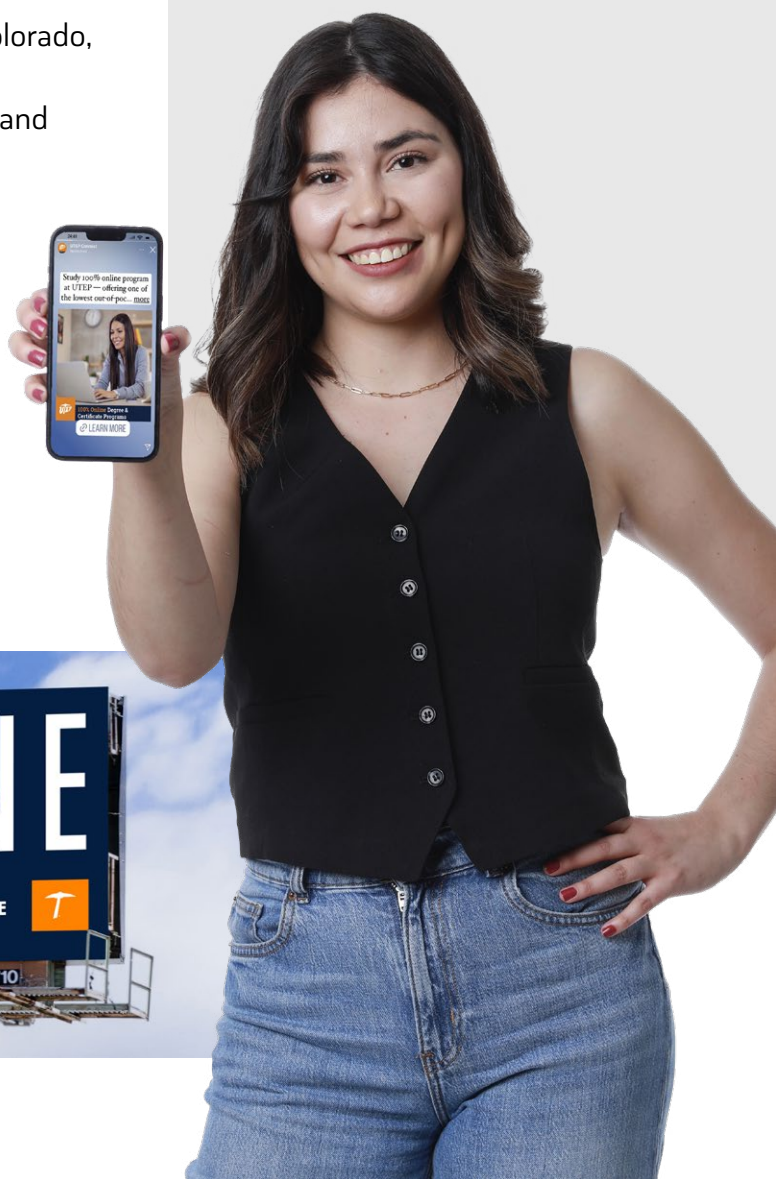
- Our digital marketing media mix includes program specific and brand paid search, retargeting, social media marketing and search engine optimization.
- Reach
 - Primary markets were Texas and neighboring states including Colorado, Arizona, New Mexico and Oklahoma
 - Secondary markets were Georgia, California, Florida, New Jersey and New York
- Special projects: In 2025, under the oversight of the Master's Task Force, marketing for four online master's programs (Construction Management, Systems Engineering, Bilingual Education and Early Childhood Education) was expanded with the goal of bringing in 50 total new enrollments over the course of a year. Marketing efforts would be split programmatically and geographically between the University's Division of Marketing and Communications (MarComm) and UTEP Online. Preliminary results are being tabulated at this time, and more details are expected over the next several months.



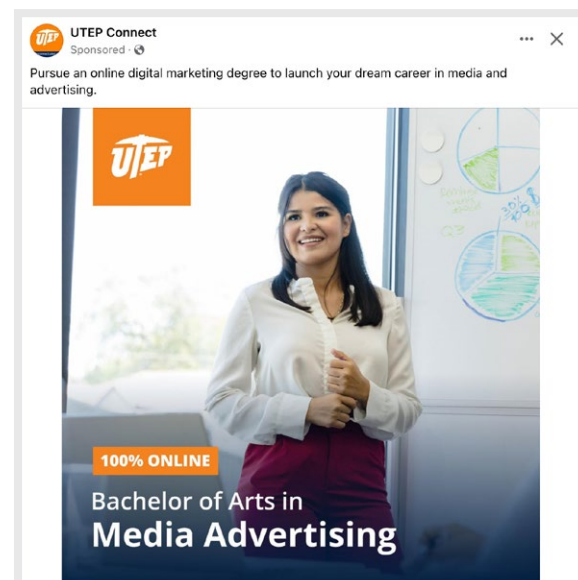
Samples of online ads placed at a regional reach.

8,872

PAID LEADS
FOR THE YEAR

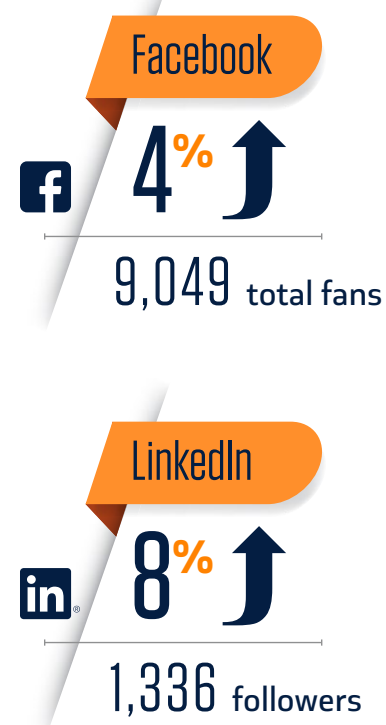


- Paid media:
 - Leads: 8,872
 - Cost per lead (across the suite of programs): \$52
 - The microsite conversion rate (percentage of visitors to the landing pages at online.utep.edu who submit an inquiry form) across all traffic sources is at 6.3%.
- Ongoing search engine optimization (SEO) for <https://utepconnect.utep.edu> 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).
- Microsite traffic: Pageviews increased by 8% compared to last year and the conversion rate for the microsite (number of visitors to the site who filled out an inquiry form) was 5.40%.
- On Facebook, we had 34,000 link clicks. Both Facebook and LinkedIn also showed an increase in fans/followers over last year.

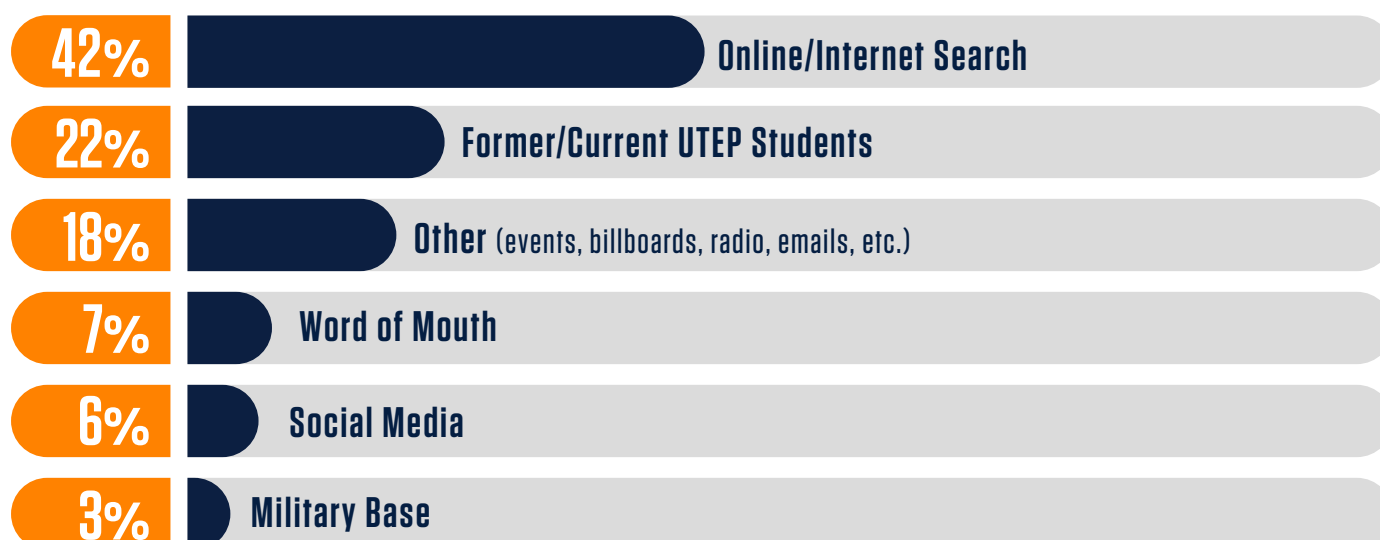


OTHER MARKETING: DETAILS AND RESULTS

- 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 reach for these efforts is usually local/regional. A good example of this is a Spanish-language digital billboard campaign in Juárez in June 2025 for the two online engineering programs. The campaign was complementary to the efforts of the Master's Task Force initiative to grow those programs.
- Results:
 - The following chart shows how various media sources contribute to the number of students interested in UTEP Online's online programs. Numbers only include students who self-report (about 4% of total) how they heard about us; also, there is overlap with digital marketing numbers—these sources tend to contribute more at the top of the funnel and build up awareness that leads to action.



MAIN LEAD SOURCES FOR 2024-2025



RECRUITMENT

- A total of **638 undergraduate** and **972 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 actively participated in local outreach efforts, attending events hosted by the City of El Paso, El Paso County, El Paso Community College and the El Paso Appraisal District, among others. In addition, the team maintained a consistent presence at Fort Bliss Freedom Crossing through a monthly information table and attended the Transition Assistance Program biweekly.
- 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 2024-2025:

A TOTAL OF
1,610
STUDENTS
WERE ADMITTED
OVER THE
ACADEMIC YEAR

ADMITTED STUDENTS

	FALL 2024	SPRING 2025	SUMMER 2025	GRAND TOTAL
<u>UNDERGRADUATE</u>	323	229	86	638
<u>GRADUATE</u>	491	347	134	972
GRAND TOTAL	814	576	220	1,610

UNDERGRADUATE ADMITS BY STUDENT TYPE

56.6%

Transfer

39.4%

Continuing UTEP

4.1%

Freshman



STUDENT SUCCESS



- A total of **2,475 students** were enrolled in UTEP Online undergraduate and graduate programs for 2024-2025.
- **694 students** graduated during 2024-2025 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.

	FALL 2024	SPRING 2025	SUMMER 2025	GRAND TOTAL
UNDERGRADUATE	112	114	57	283
GRADUATE CERTIFICATE	4	7	1	12
GRADUATE	188	152	59	399
GRAND TOTAL	304	273	117	694



STUDENT SUCCESS

Unique Count of Students Enrolled for 2024-2025 by Program

Program	Student Count
Bachelor of Applied Arts and Science	21
Bachelor of Arts in Chicano Studies	14
Bachelor of Arts in Criminal Justice	233
Bachelor of Arts in Media Advertising	67
Bachelor of Arts in Organizational and Corporate Communication	47
Bachelor of Arts in Security Studies	95
Bachelor of Multidisciplinary Studies	165
Bachelor of Business Administration in General Business	196
Bachelor of Science in Education With a Concentration in Early Childhood Care and Education	98
Bachelor of Science in Nursing RN-BSN	103
Graduate Certificate in Technical and Professional Writing	7
Master of Arts in Education	81
Diversity, Equity & Social Justice in Education	42
Linguistic Diversity and Educational Equity	14
STEM Education	25
Master of Business Administration	139
Master of Defense and Strategic Studies	60
Master of Educational Administration With a Concentration in Higher Education Leadership	23
Master of Education in Bilingual Education	100
Master of Education in Early Childhood Education	56
Master of Education in Literacy Education	20
Master's in Special Education With a Concentration in Bilingual Special Education	10
Master of Fine Arts in Creative Writing	94
Master of Multidisciplinary Studies	11
Master of Music With a Concentration in Conducting	29
Master of Science in Construction Management	86
Master of Science in Systems Engineering	103
Master of Public Administration With a Concentration in Public Policy and Administration	57
Master of Science in Nursing - Nursing Administration and Management	51
Master of Science in Nursing - Nursing Education	43
Master of Science in Nursing - Nurse Practitioner	449
Master of Social Work	17

Grand Total

2,475

* Certificate programs have been combined with their associated degree when available.



Photos of UTEP Alumni who attended the Winter 2024 and Spring 2025 Commencements.

STATE AUTHORIZATION

UTEP has remained a member of the State Authorization Reciprocity Agreement (SARA). SARA allows for the reciprocity of general distance education regulations with all states in the US, and many territories with the exception of 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 state applications, funds, and approvals. UTEP Online students have reported locations in 42 different states & US territories and/or military installations.



UTEP Online continues to monitor out of state activities for all UTEP students - especially those in professional licensure programs as the requirements for those programs are more strict and are not always covered by the NC-SARA.



MEET A STUDENT



“My experience with online learning was very fulfilling because it allowed me the flexibility to accommodate my study time, focus on my internship, and provide safety training to multiple local contractors.”

Alejandra Gamez

Graduate, Master of Science in Construction Management

Alejandra Gamez grew up in Mexico and was inspired to help build a better world. Before earning her Master of Science in Construction Management and an MBA from UTEP, she worked as a bidding specialist, gaining experience in proposal writing, project evaluation, and government contracting. Exposure to renewable construction projects inspired her to transition into engineering and construction, where she now aims to promote sustainable practices and innovation.

Alejandra is committed to driving meaningful impact in the industry, empowering women, and continuing to grow personally. In her free time, she enjoys traveling, indoor spinning, and reading personal development books.



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Have questions?
Contact us today.



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