ANNUAL REPORT

2025-2026 FISCAL YEAR



UTEP ONLINE

THE UNIVERSITY OF TEXAS AT EL PASO
UTEP ONLINE

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Message from the Dean

UTEP Online now offers 45 fully online bachelor's, master's and degrees plus graduate certificates in our portfolio. Since our inception we have had 19,486 applicants and 13,610 students admitted into the online programs, 10,677 unique enrollments and 6,139 graduates.

Today, we continue to add more programs to our list of offerings; in 2025-2026, we added the following new programs to increase the diversity of UTEP´s online portfolio:

- Graduate Certificate in Healthcare Administration
- Ed.D. with a concentration in Curriculum and Instruction Leadership
- Ed.D. with a concentration in Early Childhood Education Leadership

The M.Ed. in Literacy Education was also split into two separate concentrations: one in Texas Reading Specialist and the other in Literacy, Learning and Artificial Intelligence.

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.

Beth Brunk, Ph.D.
Dean of Extended University
Professor of Rhetoric and Writing Studies

UTEP ONLINE OVERVIEW

In summer 2026, UTEP Online achieved record enrollment while also strategically scheduling courses to reduce expenses. This effort resulted in a **stronger ROI**.



PROGRAM COURSES/SEATS

TOTAL NUMBER OF COURSES

326	342	235	903
FALL 2025	SPRING 2026	SUMMER 2026	GRAND TOTAL

TOTAL NUMBER OF SEATS

6,202	6,453	3,366	16,021
FALL 2025	SPRING 2026	SUMMER 2026	GRAND TOTAL

UNDERGRADUATE AND GRADUATE BREAKDOWN

	FALL 2025		SPRING 2026		SUMMER 2026	
	UNDERGRADUATE	GRADUATE	UNDERGRADUATE	GRADUATE	UNDERGRADUATE	GRADUATE
NUMBER OF COURSES	118	208	102	240	41	194
NUMBER OF SEATS	3,309	2,893	3,369	3,084	1,041	2,325



MARKETING

UTEP Online's marketing goals are to present information to prospective 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 Encoura (formerly Anthology).

Note: For the purposes of this document, leads are defined as anybody who contacted us for the first time during the subject timeframe (09/01/25 through 08/31/26) or submitted an inquiry form during this timeframe.





Leads Breakdown	
TIMEFRAME	09/01/25-08/31/26
TOTAL LEADS	13,796
DIGITAL LEADS	8,872

AUDIENCES

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







DIGITAL MARKETING DETAILS AND RESULTS

- Digital marketing media mix: Program specific and brand paid search, retargeting, social media marketing and search engine optimization.
- Reach
  - Primary markets: Texas and neighboring states including Colorado, Arizona, New Mexico and Oklahoma; also Illinois, New York, Louisiana and Florida.
  - Paid media:
    - Leads: 10,233
    - Microsite conversion rate (percentage of visitors to the landing pages at online.utep.edu who submit an inquiry form) across all traffic sources: 9.77%.
  - 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: Almost 36,000 link clicks (increase of 57% over the past year); over a million impressions; over 10,000 followers.
  - LinkedIn: Approximately 1,400 followers and a reach of over 9,000.
- 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.

RECRUITMENT

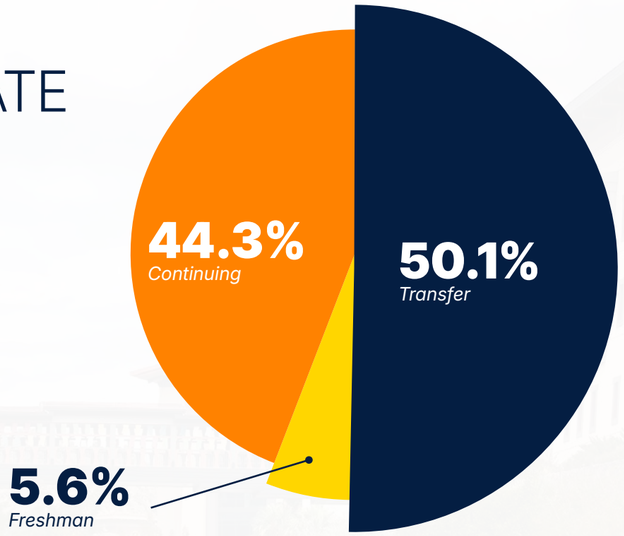
- A total of 682 undergraduate and 1,098 graduate students were admitted over the course of the year.
- We continue to coordinate with UTEP's enrollment services to improve the online student application and admissions processes.
- The recruitment team actively participated in local outreach efforts, 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 2025-2026:

ADMITTED STUDENTS

LEVEL	FALL 2025	SPRING 2026	SUMMER 2026	GRAND TOTAL
UNDERGRADUATE	347	245	90	682
GRADUATE	522	417	159	1,098
GRAND TOTAL	**869**	**662**	**249**	**1,780**

UNDERGRADUATE **ADMITS BY STUDENT TYPE**



STUDENT SUCCESS

- A total of 2,703 unique students were enrolled in UTEP Online undergraduate and graduate programs for 2025-2026.
- 762 students graduated during 2025-2026 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.

762
TOTAL GRADUATIONS

COUNT OF GRADUATIONS

GRADUATIONS	FALL 2025	SPRING 2026	SUMMER 2026	GRAND TOTAL
UNDERGRADUATE	112	142	39	293
GRADUATE	201	181	76	458
GRADUATE CERTIFICATE	4	6	1	11
GRAND TOTAL	**317**	**329**	**116**	**762**



Unique Count of Students Enrolled for 2025-2026 by Program

PROGRAM	STUDENT COUNT
Bachelor of Applied Arts & Science	30
Bachelor of Arts in Chicano Studies	11
Bachelor of Arts in Criminal Justice	209
Bachelor of Arts in Media Advertising	55
Bachelor of Arts in Organizational and Corporate Communication	40
Bachelor of Arts in Security Studies	91
Bachelor of Business Administration in General Business	249
Bachelor of Multidisciplinary Studies	165
Bachelor of Science in Education With a Concentration in Early Childhood Care and Education	114
Graduate Certificate in Technical and Professional Writing	3
Graduate Certificate in Healthcare Administration	8
Master of Arts in Education	102
Artificial Intelligence in Education	45
Diversity, Equity & Social Justice in Education	31
Linguistic Diversity and Educational Equity	12
STEM Education	14
Master of Business Administration	190
Master of Defense and Strategic Studies	88
Master of Education in Bilingual Education	84
Master of Education in Early Childhood Education	45
Master of Educational Administration With a Concentration in Higher Education Leadership	24
Master of Education in Literacy Education	16
Master's in Special Education With a Concentration in Bilingual Special Education	8
Master of Fine Arts in Creative Writing	101
Master of Multidisciplinary Studies	8
Master of Music With a Concentration in Conducting	33
Master of Public Administration With a Concentration in Public Policy and Administration	68
Master of Science in Construction Management	81
Master of Science in Nursing - Nursing Administration and Management	54
Master of Science in Nursing - Nursing Education	46
Master of Science in Nursing - Nurse Practitioner	514
Master of Science in Systems Engineering	101
Master of Social Work	52
Bachelor of Science in Nursing RN-BSN	113
GRAND TOTAL	**2,703**

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



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.

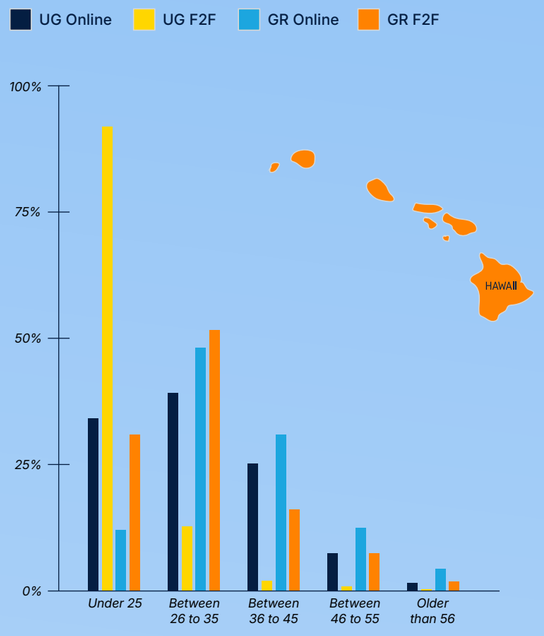
UTEP Online continues to monitor out-of-state activities for all UTEP students—especially those in professional licensure programs as the requirements for those programs are more strict and are not always covered by the NC-SARA.



EDUCATION THAT'S RIGHT FOR EVERYONE

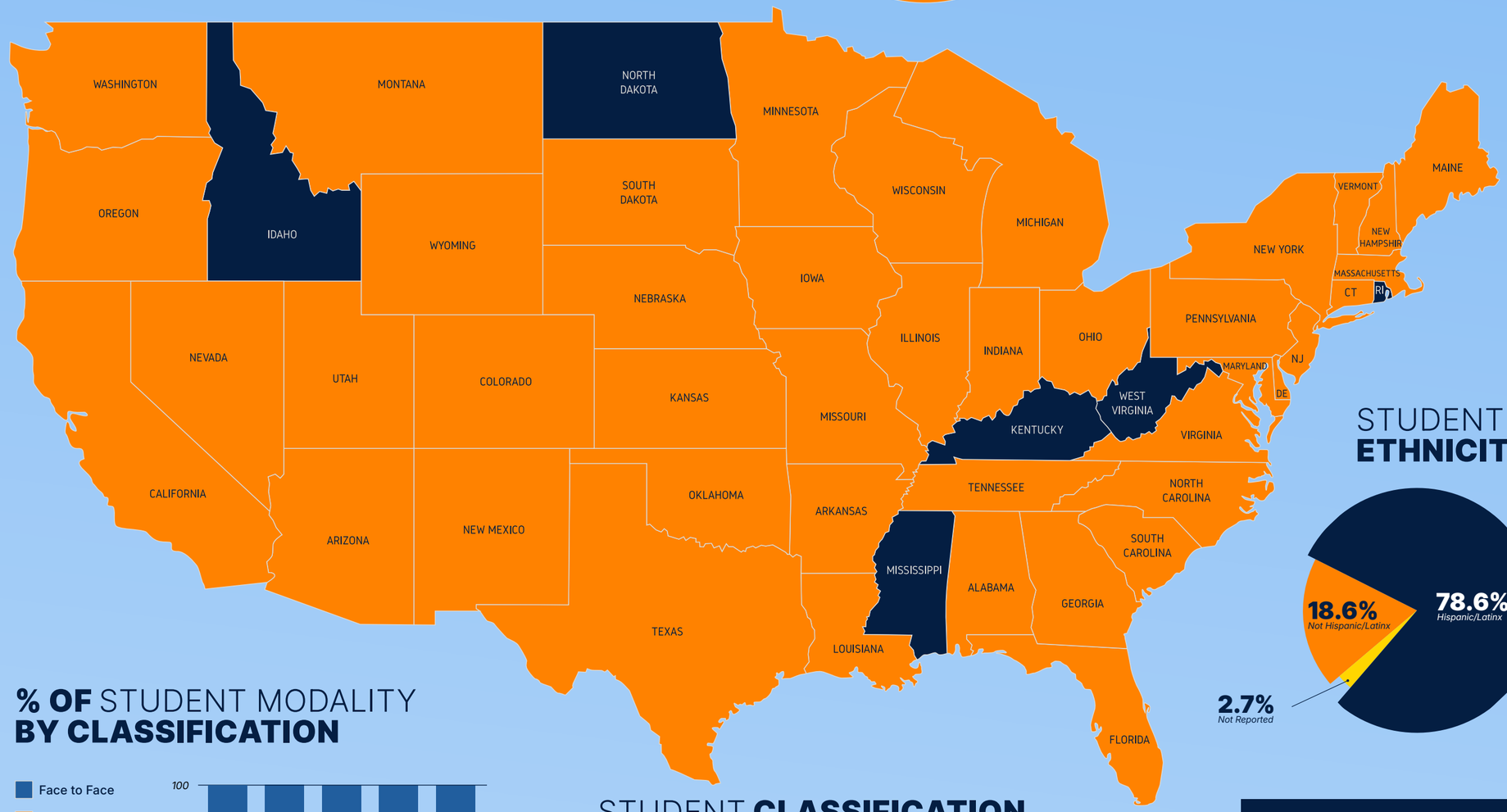
STUDENT **AGE RANGES**

- Nearly half of online undergraduate students (48.2%) are older than 30, compared to only 5.9% of face-to-face undergraduate students.
- 85% of face-to-face undergraduate students are age 25 or younger, compared to only 32% of online undergraduates.
- 44.10% of online graduate students are over 35, compared to 23.70% of face-to-face graduate students. Online graduate students are nearly twice as likely to be older than 35 compared to face-to-face students.

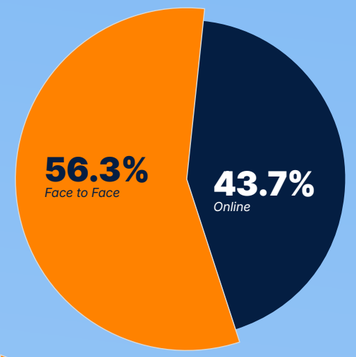


STATES WHERE WE HAVE STUDENTS:

States with UTEP Online students enrolled.



MASTER'S STUDENT MODALITY

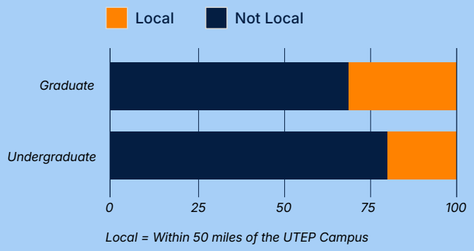


GROWTH COMPARISON: **HEADCOUNT AND SCHS**

	HEACOUNT	SCHs
SHORT-TERM: FY25-FY26	8.40 %	10.87 %
LONG-TERM: FY16-FY26	115.83 %	155.84 %

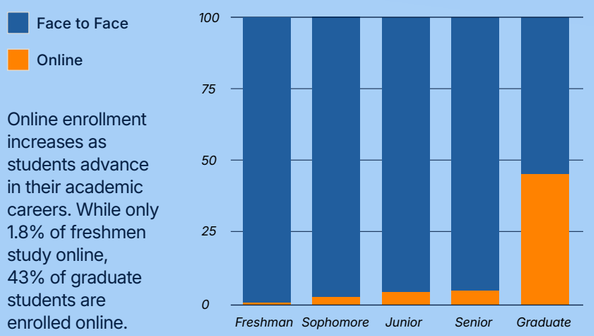
STUDENT **ETHNICITY**

STUDENT **LOCATION**



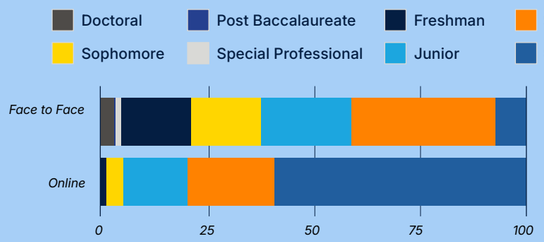
Local = Within 50 miles of the UTEP Campus

% OF STUDENT MODALITY **BY CLASSIFICATION**



Online enrollment increases as students advance in their academic careers. While only 1.8% of freshmen study online, 43% of graduate students are enrolled online.

STUDENT **CLASSIFICATION DISTRIBUTION BY MODALITY**



Only 6.6% of online students are freshmen or sophomores, compared to 32.4% of face-to-face students.

Other territories with UTEP Online students enrolled:

- **AA: armed forces america**
- **AE: armed forces europe**
- **AP: armed forces pacific**
- **DC: District of Columbia**
- **PR: Puerto Rico**

MEET OUR STUDENTS



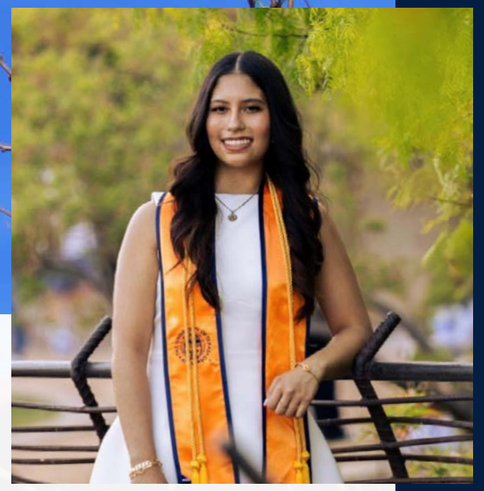
Every student has a story, and every journey is unique.

Meet the students and graduates of UTEP Online who are balancing life's responsibilities, pursuing their passions, and working toward their goals. Through their experiences, discover how UTEP's flexible online programs help students turn their ambitions into achievements while making education work for their lives. Your journey could be next.

William **McKeever**

At 44, William McKeever became the first in his family to earn a college degree, graduating with a Bachelor of Arts in Organizational and Corporate Communication. As a first-generation student, William's journey reflects perseverance, determination, and a commitment to breaking generational barriers. He traveled from Killeen, Texas, to attend commencement in person, proudly wearing his first-generation cords and T-shirt to celebrate this meaningful milestone.

Graduated Spring 2021.



Hadya **Gonzalez**

Born and raised in El Paso, Hadya is a student in the online Master of Social Work program at UTEP. She developed a passion for understanding human behavior, brain function, and mental health during her undergraduate studies at UTEP. Her interests include lifespan development, the impact of early experiences, and how psychological research can be applied in clinical settings to support healing and change.

Hadya plans to graduate in May 2027.



Laura **Quevedo**

Born in El Paso and raised in Ciudad Juárez, Mexico, Laura is a first-generation college student and a graduate of the Master of Education in Educational Administration at UTEP. After earning a Bachelor of Science in Rehabilitation Sciences with a concentration in Speech-Language Pathology, she discovered her passion for higher education through the Center for Community Engagement. She now serves as Senior Coordinator for the Diana Natalicio Institute for Hispanic Student Success and the Alliance of Hispanic Serving Research Universities.

Graduated Spring 2026.



Jamel **Manaloto**

Originally from the Philippines, Jamel served in the U.S. Army before starting courses with UTEP Online in pursuit of a Bachelor of Multidisciplinary Studies and hopes to start a business one day – possibly a Filipino restaurant.

Graduated Spring 2026.