



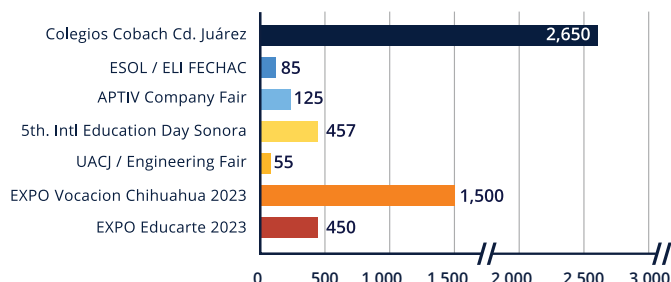
IMPACT BY THE NUMBERS



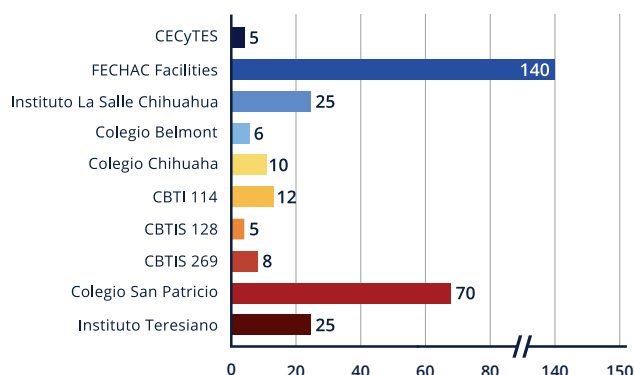
MEXICAN RECRUITMENT

ACADEMIC YEARS 2020 – 2023

RECRUITMENT FAIRS

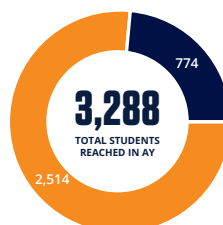


INFO SESSIONS FOR PARENTS & HIGH SCHOOL PRINCIPALS

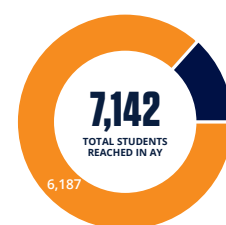


TOTAL STUDENT CONTACT AND ADMISSION FOR ACADEMIC YEARS (AY) 2020 – 2023

FALL 2020 - SPRING 2022



FALL 2022 - SPRING 2023



Admitted Contacts

INTERNATIONAL RECRUITMENT EFFORTS

91 Virtual and in-person presentations in Juárez and other cities in México.

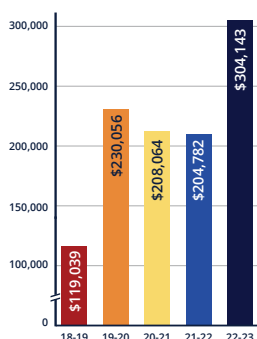


- 16 PASE Program Info Sessions
- 8 Virtual Fairs
- 27 High School presentations
- 32 FECHAC/Education USA Presentations
- 8 Counselor Workshops



SCHOLARSHIPS

Calculated by Academic Year (AY)



GRAND TOTAL OF 113 SCHOLARS RECEIVED A SCHOLARSHIP IN AY 22-23

MEXICO STUDENT ENROLLMENT EFFORTS ALL LEVELS (UG, GR, DR)

	Number of Mexican Prospective Students Contacted (NEW OUTREACH)	Number of Mexican Prospective Students Admitted (NEW ADMITS)	Number of Mexican Entering Students Registered (NEW REGISTERED)	Total Number of Mexican Students Registered (NEW REGISTERED)
2018-19	Data Not Tracked	1,496	501	2,085
2019-20	Data Not Tracked	1,433 (-4.2%)	518 (+3.4%)	2,051 (-1.6%)
2020-21	866	1,410 (-1.6%)	487 (-5.9%)	2,008 (-2.1%)
2021-22	976 (+12.7%)	1,268 (-10.1%)	463 (-4.9%)	1,893 (-5.7%)
2022-23	4,737 (+385.3%)	1,633 (+28.7%)	639 (+38.0%)	2,027 (+7.1%)
2023-24*	6,187*	750*	156*	1,379*

* Represents in progress data

• Established a collaboration with Fundación del Empresario Chihuahuense (FECHAC) and Education USA in Juárez that provides enrollment information to parents, students, counselors, and principals. Shared office space at the FECHAC facility in Juárez is manned by UTEP personnel and provides easy access for prospective students and their families. Formalization of a Memorandum of Understanding to establish a permanent store-front operation at FECHAC is in progress and will be provided at no charge to UTEP.

• Post-COVID, visits to Juárez were reinstated with 27 school visits, 8 college-going fairs, and numerous community presentations over the past academic year.

• A comprehensive strategic marketing plan for Mexico was created and new marketing materials and online resources were developed in Spanish.

• Hired a full-time, Mexico-specific student recruiter who is actively building relationships and regularly meets with prospective and current students in Mexico regarding the admissions and enrollment process.

PARTNER ORGS.

- FECHAC JUAREZ
- CECyTES SONORA
- EDUCATION USA
- SEC. DE EDUCACION Y CULTURA ESTADO DE SONORA
- UACJ
- APTIV





HIGH SCHOOLS IN MEXICO

WE RECEIVED CONTACT FROM
(THROUGHOUT THE AY 22-23)

High Schools in State of Chihuahua	Contacts
CBTIS 128	190
CBTIS 114	175
COBACH #8	130
COBACH #4	200
Colegio San Patricio	70
Instituto Teresiano	65
Colegio Belmont	21
Colegio Chihuahua	75
Instituto La Salle	450
Instituto Mexico	250
Instituto Tesla	55
Preparatoria Central	108
CETIS #61	165
CBTIS 269	125
Colegio de Bachilleres Plantel #6	450
Colegio de Bachilleres Plantel #5	380
Colegio de Bachilleres Plantel #9	420
Colegio de Bachilleres Plantel #19	420
Colegio de Bachilleres Plantel #7	350
Colegio de Bachilleres Plantel #11	350
Colegio de Bachilleres Plantel #16	280
Total	4,729

High Schools in State of Sonora	Contacts
CBTIS 132	120
COBACH Norte	75
Colegio Larrea	175
Colegio Muñoz	40
Instituto CDI Alfaes	105
Instituto Irlandes	50
Instituto Vanguardia	50
Regis La Salle Sonora	250
Total	865

High Schools in Other Sates	Contacts
Univ. Del Valle de Mexico	1
Prep ACT 20-30 Albert Einstein	1
COBACH 27	1
Centro de Bachillerato Agropecuario	1
COBACH 12	1
Preparatoria Anahuac	1
Prep Fray Felipe de Jesus	1
Instituto Miguel Cervantes	1
Total	8

MEXICAN STATES UTEP HAS RECEIVED STUDENTS FROM

MEXICAN RECRUITMENT 2020 - SPRING 2022



MEXICAN RECRUITMENT FALL 2022 - SPRING 2023

