



# 2022-2023 ANNUAL REPORT

**UTEP CONNECT**  
EXTENDED UNIVERSITY



[utepconnect.utep.edu](https://utepconnect.utep.edu)



In 2022-2023, UTEP Connect helped a record number of students achieve their dream of attaining their college degree with 625 degree recipients across undergraduate and graduate programs. We also added new degree programs in the Colleges of Business and Education to increase the diversity of UTEP's online program portfolio. With your help, we will continue to take UTEP to those students unable to come to campus.

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!

# PROGRAMS/COURSES



## Courses/Seats

	FALL 2022	SPRING 2023	SUMMER 2023	GRAND TOTAL
Total number of courses	310	246	176	732
Total number of seats	4,295	4,624	2,758	11,677

## Undergraduate and Graduate Breakdown

	FALL 2022		SPRING 2023		SUMMER 2023	
	Undergraduate	Graduate	Undergraduate	Graduate	Undergraduate	Graduate
Total number of courses	151	159	84	162	41	135
Total number of seats	2,283	2,012	2,387	2,237	1,183	1,575

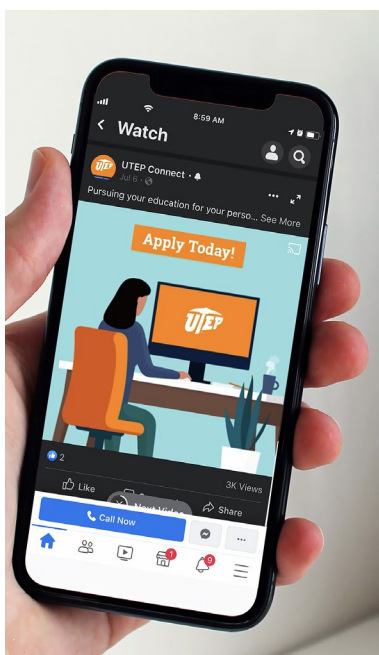
# MARKETING

We use a mixture of paid search and social (program-specific and brand), retargeting, social media marketing and search engine optimization (SEO) to market the online programs. Online lead generation efforts, aka digital marketing, are conducted in partnership with Anthology. We also market the suite locally/regionally in online publications, at events, and on other media like billboards, radio, etc. These sources contribute more at the top of the marketing funnel to build awareness and interest.

**Note:** For the purposes of this document, leads are defined as anybody who contacted us for the first time during the subject timeframe (09/01/22 through 08/31/23) or submitted an inquiry form during this timeframe.

## Overall results (all lead sources)

- Between September 1, 2022 and August 31, 2023, marketing efforts as whole brought in **10,717 total leads for the year**, approximately **9,741** of whom were from digital marketing efforts.
- The microsite conversion rate (percentage of visitors to the landing pages at [online.utep.edu](https://online.utep.edu) who submit an inquiry form) across all traffic sources is at 5.93%. Pageviews on the microsite increased by 153% over the previous year.



## Digital Marketing Details and Results

- Primary geotargeting for ads was in Texas and neighboring states including Colorado, Arizona, New Mexico and Oklahoma. Secondary markets were Georgia, California, Florida, New Jersey and New York.
- Leads: **9,741; 65% above goal**
- Started applications: **559; 92% above goal**
- Admits: **319; 82% above goal**
- Cost per lead was at a record low of \$40 per lead (projected CPL was \$55-\$75)

## Target Audiences

Our target audiences for 2022-2023 were



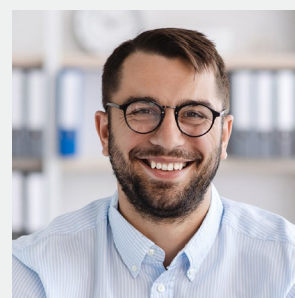
### Young Hispanic Learners:

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:

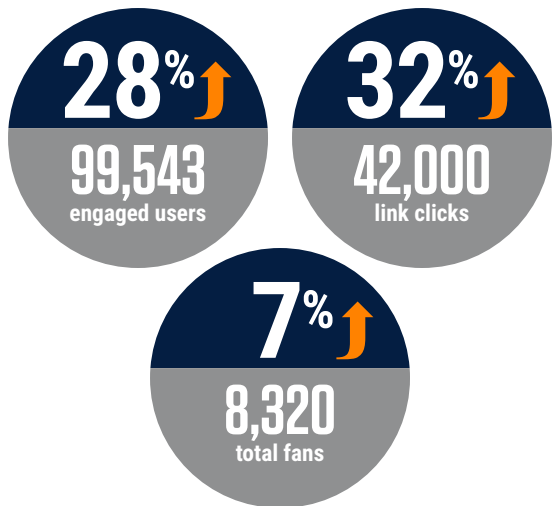
Emotionally motivated professionals seeking to advance their skillset for personal and professional impact.

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

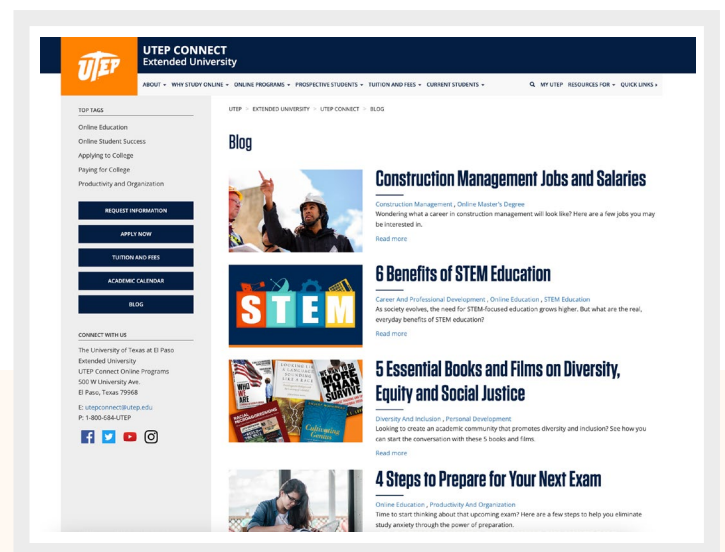
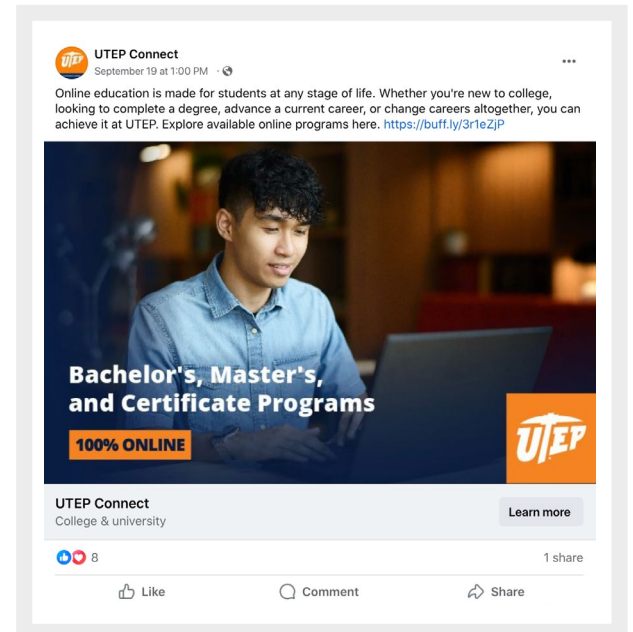
## • Search engine optimization (SEO)

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). About 2% of digital marketing leads can be attributed to blog posts.

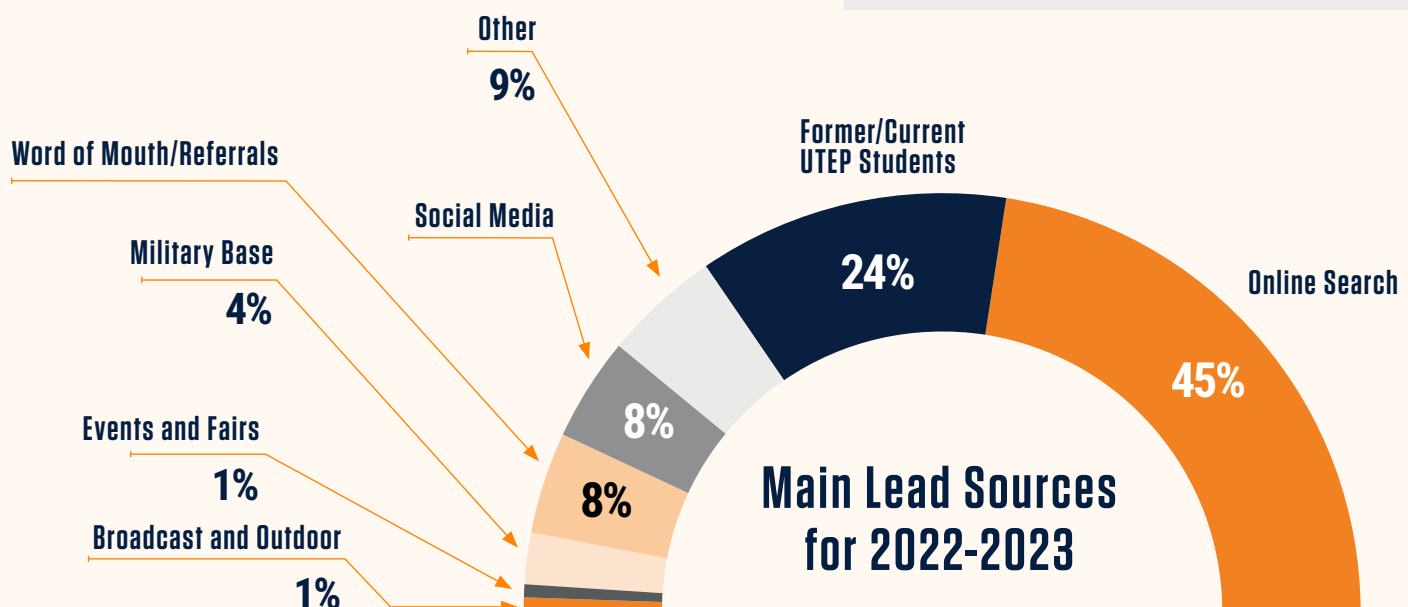
## • Facebook



## • LinkedIn



## • Main lead sources



**Note:** Numbers include digital marketing leads and are based only on students who self-report (about 20% of total) how they heard about us.

# RECRUITMENT

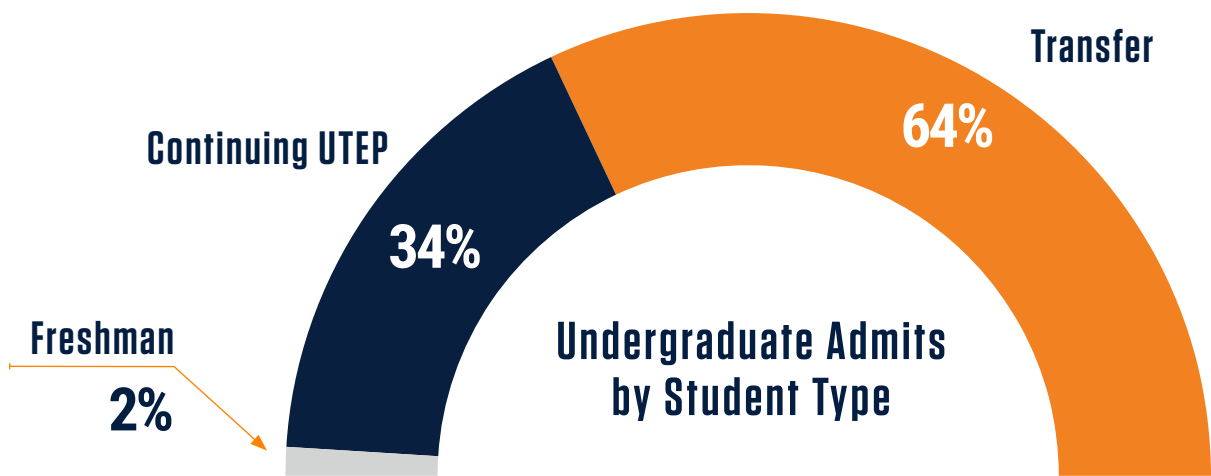
- A total of **484 undergraduate** and **691 graduate students** were admitted over the course of the year.
- We continue to coordinate with UTEP’s enrollment services to improve the online student application and admissions processes.
- The recruitment team attended virtual recruitment events at the City of El Paso, El Paso County, El Paso Community College and Region 19 Education Service Center to name a few. 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 2022-2023:



## Admitted Students

	FALL 2022	SPRING 2023	SUMMER 2023	GRAND TOTAL
Undergraduate	188	198	98	484
Graduate	329	225	137	691
Grand Total	517	423	235	1,175



# STUDENT SUCCESS

- A total of **2,005 students** were enrolled in UTEP Connect undergraduate and graduate programs for 2022-2023.
- **625 students** graduated during 2022-2023 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.

## Graduated Students

	FALL 2022	SPRING 2023	SUMMER 2023	GRAND TOTAL
Undergraduate	95	103	51	249
Graduate Certificate	11	3	5	19
Graduate	157	125	75	357
Grand Total	263	231	131	625

## Unique Count of Students Enrolled for 2022-2023 by Program

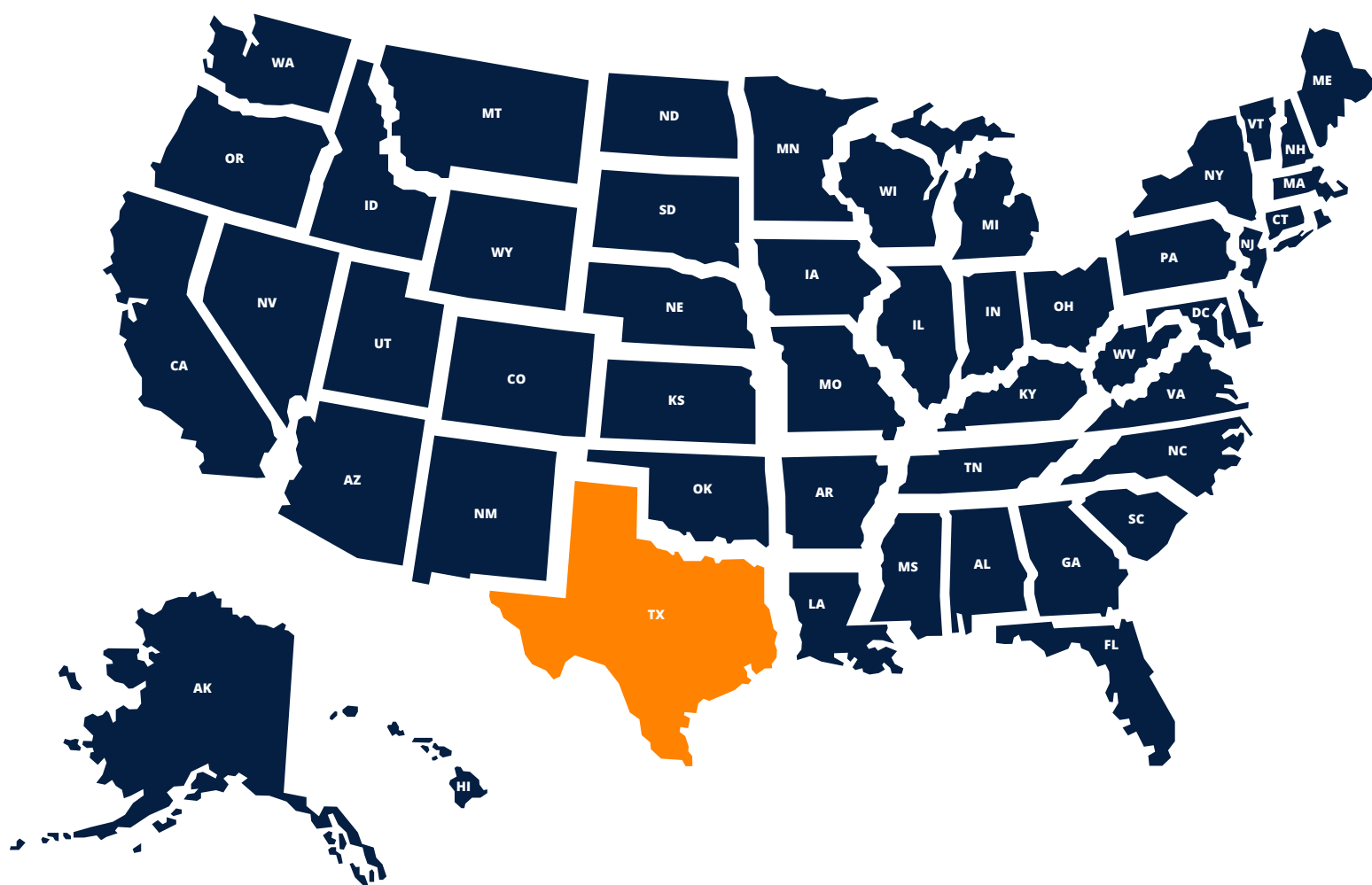
Program	Student Count
Bachelor of Applied Arts and Science.....	15
Bachelor of Arts in Chicano Studies .....	19
Bachelor of Arts in Criminal Justice .....	261
Bachelor of Arts in Media Advertising .....	70
Bachelor of Arts in Organizational and Corporate Communication .....	58
Bachelor of Arts in Security Studies .....	91
Bachelor of Multidisciplinary Studies.....	189
Bachelor of Business Administration in General Studies .....	60
Bachelor of Science in Education With a Concentration in Early Childhood Care and Education.....	15
Bachelor of Science in Nursing RN-BSN .....	107
Graduate Certificate in Construction Management.....	7
Graduate Certificate in Early Intervention Studies .....	1
Graduate Certificate in Systems Engineering .....	5
Graduate Certificate in Technical and Professional Writing.....	12
Graduate Certificate in Urban and Regional Planning.....	12
Curriculum and Instruction .....	27
Bilingual Education.....	17
Early Childhood Education.....	10
Master of Defense and Strategic Studies .....	57
Master of Arts in Education .....	66
Diversity, Equity & Social Justice in Education .....	58
STEM Education.....	8
Master of Arts in Education With a Concentration in Diversity, Equity and Social Justice in Education.....	58
Master of Arts in Education With a Concentration in STEM Education.....	8
Master of Education in Early Childhood Education .....	62
Master of Education in Bilingual Education .....	66
Master of Education in Literacy Education .....	14
Master of Fine Arts in Creative Writing .....	93
Master of Music With a Concentration in Conducting .....	32
Master of Science in Construction Management .....	96
Master of Science in Systems Engineering .....	114
Master of Science in Nursing - Nursing Administration and Management .....	63
Master of Science in Nursing - Nursing Education.....	33
Master of Science in Nursing - Nurse Practitioner .....	350
<b>Grand Total</b>	<b>2,005</b>



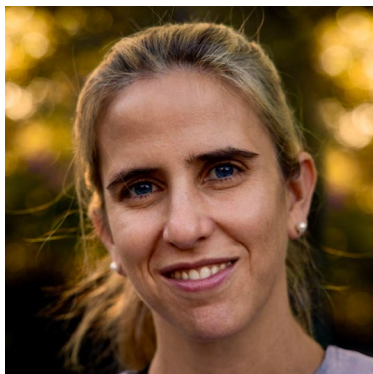
# STATE AUTHORIZATION

UTEP has remained a member of the National Council for State Authorization Reciprocity Agreement (NC-SARA). NC-SARA allows for the reciprocity of general distance education regulations with all states, except California, in the U.S. and many territories. 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.

While the NC-SARA membership covers many out-of-state activities, additional requirements, disclosures, and communications are in place for students in professional licensure programs such as some Nursing programs.



# MEET SOME OF OUR GRADUATES



## Ana Cagnoni

### Master of Fine Arts in Creative Writing

Ana Cagnoni is a published poet and former doctor of oncology. She was born in Argentina and in 2021, moved with her family to Massachusetts and quit her work in medicine to write full time. That's when the idea of doing an MFA first entered her head.

Ana graduated from the UTEP online MFA program in May 2023 and now has a contract with Valparaiso Press to have her MFA thesis (a collection of poems) published under the title "Miembro fantasma."

"This was my first experience with online learning. It has been a great experience. I could learn and study from home, in my own time. I got to know really interesting people whom I am still in touch with, even if we never met in person. The professors were flexible, kind, and all of them experts in their field."



## Poqui Escalante

### Bachelor of Organizational and Corporate Communication

Poqui Escalante is from Nogales, Arizona but has lived in El Paso for the past fifteen years. He works for the Department of Homeland Security and has an associate degree. Poqui decided to get a bachelor's degree to improve his quality of life and to show his daughter that nothing is impossible.

He chose Organizational and Corporate Communication because it would help him at his job and there were classes in the curriculum that would be very valuable to him. Going back to school while working was difficult but well worth it to Poqui. He graduated in May 2023 and was one of the Banner Bearers at Commencement. This was the first time that a UTEP Connect student was selected for this high honor.

"I enrolled in the program because (the format) made it possible for me to work full-time and attend classes. I was able to work at my own pace and be flexible with my time. This was my first experience with online learning and I loved it."



"The program design has given me the flexibility and time to learn at my convenience, which has made this experience worthwhile. It has been amazing to see how dedicated and knowledgeable the professors in the program are with the students. My questions are always addressed and there is always someone in the program or University willing to help and available."

## Sonia Madrid

### Master of Education in Literacy Education

Sonia Madrid's family migrated to El Paso from Ciudad Juárez, Chihuahua, Mexico, when she was in elementary school. She graduated from Del Valle High School in 1995 and earned a Bachelor of Interdisciplinary Studies in Bilingual Education in 2000 from UTEP. She felt a need to learn about different ways of developing literacy in English Language Learners (ELLs) and native English speakers, and worked as a teacher in both monolingual and bilingual settings for twelve years.

Sonia graduated from UTEP in Fall 2022 with her master's degree.



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**Have questions?**  
Contact us today.

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