



PRESENTATION HANDOUT



Fostering Cross-Campus Partnerships that are Critical for Enrollment Growth

RNL Conference 2022

Our Story



THE UNIVERSITY OF TEXAS AT EL PASO

ABOUT UTEP



T About 25,000 students at undergraduate and graduate levels.

T Comprehensive R1 university with an access mission

T Majority of students are first-generation, socioeconomically disadvantaged, Latino students.

T Historically, UTEP has only recruited in the surrounding region.

BUILDING OUR PARTNERSHIP



T Find your professional partner on campus

T Value shared responsibility for enrollment, retention, and student success

T Identify joint initiatives for immediate impact

Leading Strategic Enrollment Planning Together



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UNDERSTAND EXISTING ENROLLMENT STRATEGIES



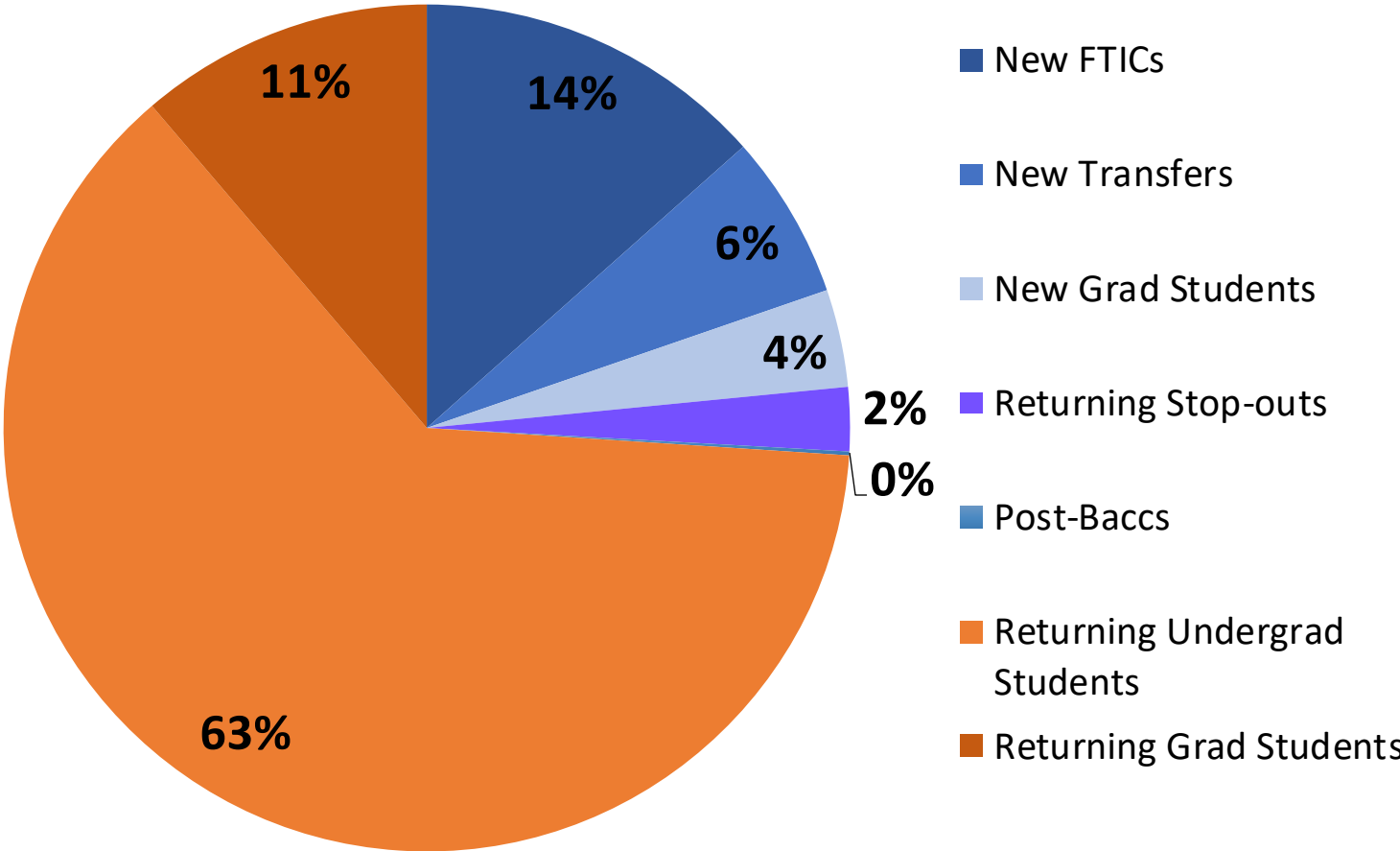
T Intentional collaboration with local K-12 schools.

T Periodic collaboration with financial aid.

T Multiple advising approaches across campus.

T More centralized enrollment strategy over the past 20 years.

UNDERSTANDING ENROLLMENT BY STUDENT GROUP



Components of Strategic Enrollment Planning



Four research and data analysis components

- Recruitment Consulting
- Enrollment Projection Model
- Academic Programs Environmental Scan
- Cost and Curriculum Analysis



that informed the development of UTEP's

- Strategic Enrollment Plan

Strategic Enrollment Plan Working Groups

- Undergraduate Marketing and Recruitment
- Undergraduate Academic Programs
- Graduate Academic Programs
- Transfer Students and Adult Learners
- Finance and Financial Aid
- Student Success



Situation Analysis



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ADDITIONAL SOURCES OF DATA/INFORMATION

**Enrollment at El Paso
Community College**

**Decline from 41,000 in 2012
to 37,000 in 2019**

**Projected High School Graduates in
Secondary Markets**

(Texas, New Mexico, Arizona and California)

**Increases in all states for the
next five years**

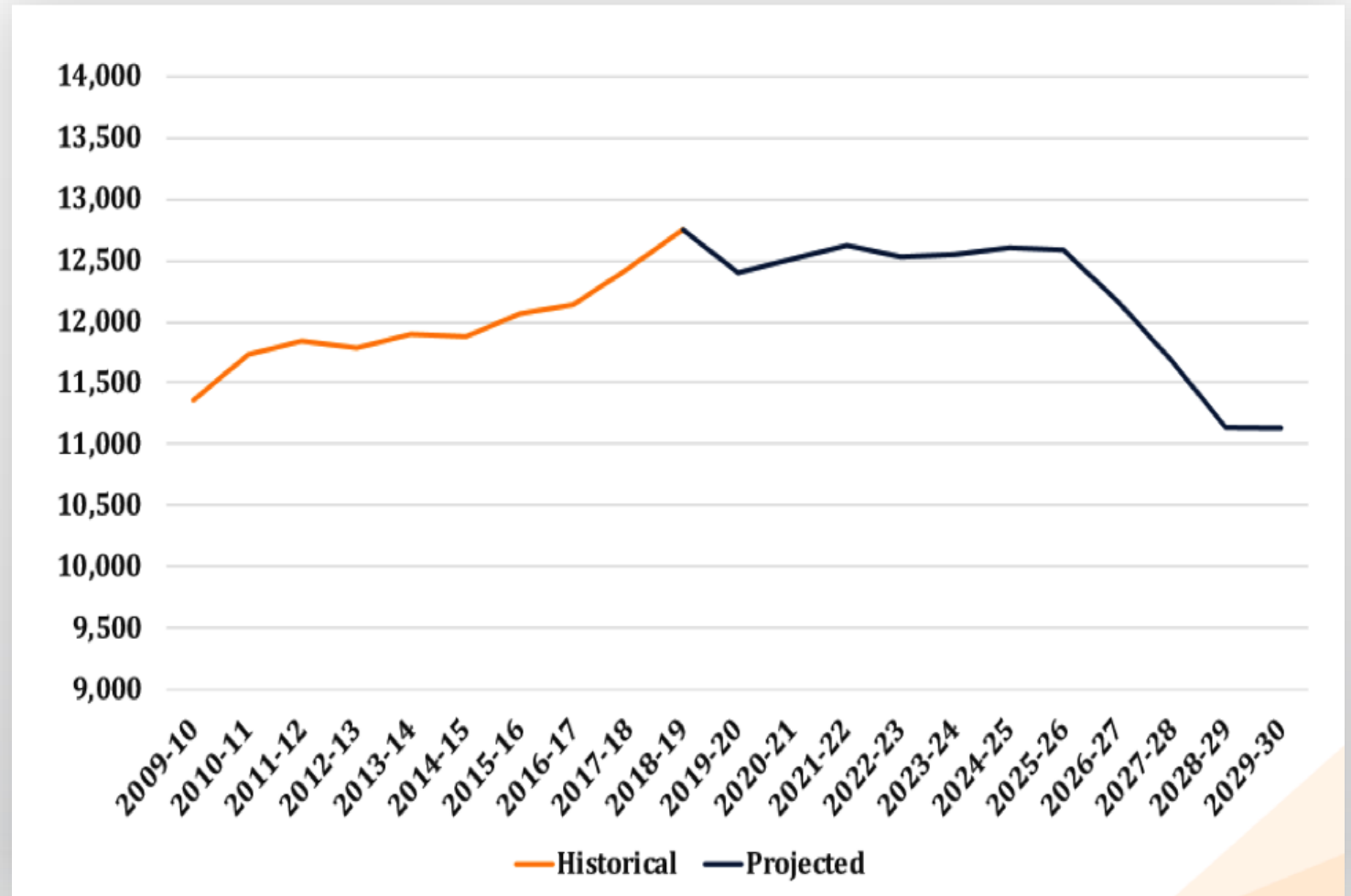
Cost to Recruit a Student

\$149 at UTEP

\$441 at Large Public Universities



PROJECTED TRENDS FOR REGION 19 HS GRADUATES



Key Strategies



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EXPAND RECRUITMENT AND MARKETING



T Develop and execute a centralized marketing plan recruitment

T Expand undergraduate recruitment territories

T Enhance the new student campus visit experience

NEW RECRUITMENT TERRITORIES



TRANSFER STUDENT EXPERIENCE



- Develop stronger articulation agreements and transfer pathways including credit applicability

- Develop a co-enrollment strategy for students attending El Paso Community College (EPCC)

- Execute transfer-specific recruitment and communication plan

- Identify transfer-specific financial aid and scholarship resources

LEVERAGE ACADEMIC PROGRAMS



- T** Develop online delivery options for UTEP's top transfer programs

- T** Increase program capacity in key graduate programs

- T** Execute a marketing plan for targeted graduate programs


INCREASE STUDENT RETENTION AND PERSISTENCE





- Formalize retention continuum strategy and align internal communication plans
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- Develop a comprehensive campus-wide advising structure that provides equitable opportunity to quality advising for all students



IMPROVE STUDENT FINANCIAL EXPERIENCE

-  Develop a comprehensive student aid plan that addresses barriers of cost and affordability.

-  Improve student invoicing and payment experience

-  Develop comprehensive campus-wide financial literacy and wellness program

ORGANIC GOALS



The strategies designed to improve retention, student success and increase numbers of graduates and articulate enrollment goals were informed by UTEP's

- Strong institutional identity
- Clear understanding of student assets and characteristics
- Commitment to our community

How is it going?



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IMPORTANT WINS



T The advising model has been implemented.

T The secondary market recruitment effort is underway.

T The student financial experience is being evaluated

T The segmented marketing and digital advertising collaboration is improved

LESSONS LEARNED



T Hash out points of disagreement during the planning process.

T Remind everyone that student success is about the students.

T Establish a system to evaluate success, and be ready to make tweaks.

T Lean on the partnerships and stay true to who you are as an institution.

QUESTIONS

AMANDA VASQUEZ-VICARIO, PH.D.
AVP FOR ENROLLMENT
MANAGEMENT
AVASQUEZ6@UTEP.EDU

HEATHER SMITH, PH.D.
AVP FOR ADVISING AND STUDENT
SERVICES
HSMITH@UTEP.EDU

