

UTEP Connect

Access Granted

Exceptional Higher Education Is Within Reach

Access **Excellence**

Access **Community**

Access **Opportunity**

Access **Support**

Our primary message:

UTEP Connect provides unmatched access to high quality higher education.

Our secondary message:

UTEP Connect is a community of learning designed for people like you.

Our Brand

The UTEP Connect brand is more than a logo, a name or a tagline. Our brand represents our beliefs, our communication style and our actions. It's everything we embody. **Ultimately it is how our students and the world should perceive us.**

Our Voice

This is how we communicate verbally and visually. This is our personality.

We speak to the student directly using "you" and refer to ourselves as "we."

We are honest and direct.

We are friendly and progressive.

We are accessible and supportive.

We are confident and approachable.

We are of the belief that those who want to learn should be able to.

We are a community that understands the power of education.

UTEP Connect Represents:

Quality

Opportunity

Community

Relevancy

Accessibility

Excellence

Expertise

History

Affordability

Support

Culture

Innovation

Flexibility

Experience

Research

The Spirit of UTEP Connect

The University of Texas El Paso (UTEP) was founded over a century ago with the noble goal of providing the people in the growing mining community of El Paso, Texas, with access to a quality higher education. Over the last 100 years this small mining school has transformed into a powerful research university, growing by leaps and bounds along with the neighboring communities and our country.

Since those early days a lot has changed. Our world's population has swelled. The competition for jobs has increased. Technology has redefined what's possible, forever transforming the ways we communicate and access information. Today the demand for accessible high-quality education, not just in the Paso del Norte region but also across our world, has grown exponentially. As a result, our teaching methods and delivery systems have had to evolve in order to address the needs of 21st-century learners.

What hasn't changed during the last 100 years is UTEP's commitment to providing an excellent and accessible education to people who want to improve their life. In fact, if anything, our commitment to service has grown even stronger.

"Expect More from Your University."

At UTEP we are redefining public higher education. We believe that an exceptional higher education should be accessible and affordable. We also believe our students shouldn't have to compromise quality or their future to accomplish their goals. **UTEP Connect reflects our ongoing commitment to serving the 21st-century student.** It combines the high level of quality and engagement associated with earning a degree on our campus with the flexibility and convenience of an online education. It's an online learning experience focused on setting new standards for higher education.

"Achieve More When You Graduate."

UTEP Connect places higher education within reach. At UTEP we believe our students' goals can be achieved. Whether these goals involve career advancement or turning a job into a career, earning a degree from UTEP Connect can be the catalyst for positive change. For those determined to become the first in the family to graduate from college, for those who have to earn a degree while working full time or those who don't think they can afford college, UTEP Connect is the answer. If a potential student yearns for something greater, UTEP Connect can provide access to the experiential knowledge and support that can unlock the future.

"Imagina Más. Logre Más."

UTEP Connect has the power to reach a wide and diverse audience across the United States; however, our commitment to El Paso and the surrounding communities will always remain strong. Thus the opportunity presents itself to develop bilingual and Spanish language marketing materials and campaigns that can ultimately reach the rapidly growing Hispanic audience.

"Imagina más. Logre más." (Imagine more. Achieve more.) are bold statements that resonate in Spanish and fit within our theme of access to excellence. They allow us to remain consistent in our underlying message while reaching out to and empowering a broader audience.

“Imagine More.”

Intended as an inspirational and motivational message that can work in parallel with Access Granted, the phrase *Imagine More* speaks to a student’s desire to change their life through education. Drawing on the emotion connected with wanting a better life, the phrase and supporting language challenges potential students to think of their true potential, to think about how education can help to unlock a better life and how a degree can open the doors of opportunity. Whether it’s career advancement or social mobility, **Imagine More** should encourage our potential students to think beyond their current situation or career and into what is possible. (“Imagine more for your career, imagine more for your life, and imagine what you can do with an education and degree from UTEP.”)

The other aspect of *Imagine More* speaks to our potential students’ expectations of higher education. UTEP Connect provides *More Access, More Opportunity, More Community and More Support* than other traditional universities. We want our potential students to imagine an online educational experience that treats them with respect, puts their goals first and makes them feel like part of something bigger. That is UTEP Connect. (“Imagine more from your university. Imagine more from your education.”)

“Built for You.”

We are a leading national research university celebrating more than a century of higher education and institutional growth. We are committed to excellence and access. We bring the spirit of exploration and discovery that built UTEP into every one of our online programs. At UTEP Connect we have a mission: serve the people of our world and provide the best possible education to those who need it.

Access Excellence.

UTEP is a leading national research university with a commitment to academic excellence backed by a longstanding dedication to research and innovation. **Ranked #7 nationally by *Washington Monthly Magazine***, today UTEP is redefining public higher education. We provide a diverse range of programs that feature the superior curriculum of a Tier One university, but with broader access. The goal is to reach a diverse range of students and underserved populations. Our commitment to excellence is reflected in our rigorous programs, which prepare students to make significant contributions to their profession, their community and the world.

Our faculty of world-class educators, researchers and innovators bring real world knowledge and knowhow into every classroom to facilitate experiential learning opportunities and the accumulation of practical knowledge. **UTEP Connect represents the next step in our mission to become the first national public research university to truly serve the 21st-century student demographic.**

Who is Our 21st-Century Student?

At UTEP the 21st-century scholar no longer fits into the traditional undergraduate or graduate student archetype. Many come from urban or unprivileged backgrounds and see an advanced education as the catalyst for a better life, career advancement or social mobility.

Our students come from diverse cultural backgrounds and income levels. Some are the first in their family to attend a university. Some are blue-collar workers. Others are commuters who must travel for their education. Regardless of origin, the 21st-century student demographic matches the changing population of the United States. For us this represents a demographic that is increasingly Hispanic.

Alumni - Our graduates and their accomplishments are proof of our commitment to academic excellence. Among our 80,000 alumni are a NASA astronaut, a legendary television newsman, CEOs and VPs of international businesses, best-selling authors, acclaimed educators, engineers, doctors, researchers, attorneys and judges – all of whom have reached a new height of success.

Research - The University of Texas at El Paso's extraordinary progress in developing its research capacity and expanding its doctoral programs has earned UTEP the designation as one of the state's "**Emerging Tier One Universities**" by the **Texas Higher Education Coordinating Board**.

With the University's recent investments in state-of-the-art equipment, laboratories and buildings, it is an exciting time to be a part of the research community at UTEP. The University's annual research-spending portfolio of over \$83 million is growing each year in line with **our goal to become the first national research university with a 21st-century student demographic**. Research opportunities abound for students, beginning at the undergraduate level through the Campus Office of Undergraduate Research Initiatives (COURI). COURI's goal is to prepare students to effectively compete for admission to the best graduate and professional programs in the world and join a 21st-century workforce that is globally engaged.

A strong manufacturing and military presence, as well as a medical school in the community, opens the door for our world-class faculty and students to engage in numerous research collaborations. Our centers and laboratories focus on a broad array of research, including drug development, Hispanic health disparities, tissue engineering, nanotechnology, space exploration, environmental studies, earthquake science and prosthetic limb development.

- UTEP teaching has been recognized as a "Model Institution for Excellence" (one of only six in the country) by The National Science Foundation
 - UTEP is one of 11 universities nationwide to receive a \$5 million Teachers for a new Era research grant from Carnegie Corporation (*Philanthropy News Digest*, Dec. 2012)
 - UTEP is ranked #3 among the 8 peer "Emerging Research Universities" by the Texas Higher Education Coordinating Board.
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Access Opportunity.

UTEP's commitment to access means opening the door to opportunity. By providing those who could not typically afford school with access to a quality education, we are transforming lives. By giving students who didn't finish school the opportunity to complete their education, we are helping individuals achieve their goals. Now UTEP Connect is bringing an exceptional and accessible educational experience to those who don't have the geographical access to a quality university. By removing the boundaries of location, we are opening the doors of opportunity to anyone who wants to achieve more.

UTEP is currently ranked #1 in "Social Mobility" according to *Washington Monthly*. UTEP has also received the Institute for Higher Education Policy (IHEP) Champion of Access and Success Award for successfully advancing strategies that increase opportunity, persistence and degree completion for low-income, first-generation, minority, adult, veteran, disabled and other underserved student populations. During the award ceremony, UTEP was recognized for its efforts in "scaling and institutionalizing access and success strategies; having strong leadership, faculty and staff who are committed to achieving positive outcomes for students; and putting in place robust data systems that inform their decision making and interventions."

What is Social Mobility?

Social mobility is an individual's or group's ability to move within a social hierarchy based on wealth, occupation, education or another social variable.

Example: The daughter of an unskilled worker graduates from high school, goes to college and gains the knowledge necessary to become a computer software engineer. She begins a career where she earns vastly more than her parents. She now has the ability to affect positive changes for herself, her family and the world around her. This is an example of positive social mobility.

Why is UTEP's commitment to access so important? Because according to a whitehouse.gov report, "...a clear pathway to a college education is a clear pathway to the middle class." This isn't meant to imply that a college degree is a cure-all for economic problems, but removing the barriers that block families and their children from achieving their educational goals is a clear way to unlock a person's true potential. When income, wealth or background is removed as a factor in helping a student get into a good school, the advantages and opportunities a college education can provide in today's economy become clear.

Value and Affordability - UTEP's net price is the lowest among all emerging Tier One universities in Texas and the lowest in the United States among all national research institutions classified by the Carnegie Foundation. Keeping tuition low means more students can afford school without committing to the long-term debt that can often accompany higher education.

- **The U.S. Department of Education ranks UTEP** as a great value with the lowest net tuition of all research universities in the country.

Flexibility - One of the biggest benefits of UTEP Connect and online education in general is that it provides students with the opportunity to learn on their schedule. Classes are typically taught asynchronously, which means they can study and complete coursework at times that are the most convenient. Whether they're actively working professional or have a busy family life, earning a degree online from UTEP Connect is a flexible way to achieve their educational goals.

Access Community.

UTEP is a community fueled by growth. From our first moments as a school to the moment we obtained our status as a university in the UT system to the launch of UTEP Connect, we've been growing as an institution of higher learning. Our commitment to institutional growth is evident in our students' personal and professional growth. **That's why for the 15th consecutive year our enrollment has increased. Today more than 23,000 students attend UTEP** (Fall 1998 to Fall 2013).

- UTEP's current student population has reached more than 23,000, of whom more than 79% are Hispanic and 54% are female.
- UTEP has been recognized by The Carnegie Foundation for the Advancement of Teaching and received the 2010 Community Engagement Classification.

We have grown into a diverse community of learners and educators committed to creating better lives and a better world through education and research. This dedication is illustrated through our partnership with local school districts and El Paso Community College as well as our ongoing research initiatives at the Hunt Institute for Global Competitiveness.

Collaboration – Our innovative partnership with El Paso Community College and the school districts in the Paso Del Norte region have helped to make quality education accessible to a diverse range of students. By starting earlier and providing unique educational opportunities and support, the El Paso Collaborative for Academic Excellence has helped build *a strong community of learning at UTEP*. The program has raised the aspirations of families, helped to unite the neighboring communities around education, increased the attainment of education for children, decreased the achievement gaps between ethnic groups and helped to enhance the preparation of tomorrow's teachers.

Military Outreach – A vital part of our growing community are the service members of the U.S. Military. It's UTEP's goal to make college completion a positive and streamlined experience, not only for those service members in the Paso Del Norte region, but also for those stationed in other regions in the United States. That's one of the reasons UTEP was named a "Military Advanced Education" for the third year by *Military Times*.

Through the years, we have developed a close connection to Ft. Bliss and the military community around El Paso. Outreach efforts have included the opening of a center that brings

UTEP academic and continuing education programs to Fort Bliss personnel and their families. University staff also are involved in post-education and job fairs, promoting online education throughout the military and advising those with military ties on how their benefits and past college credits work within UTEP. According to 2011-12 University data, there were more than 1,200 military-affiliated students registered at the University.

Students and Alumni – When enrolled in UTEP Connect, students become a part of the Miner Nation. We're a close-knit community of people who are passionate about reaching their goals through education. After graduation our alumni stay connected to each other and the University, establishing relationships and partnerships that are critical to building professional networks and lasting careers.

Location - Our geographic location in the Paso del Norte region of Texas means we can open our doors to a diverse range of students from the United States and Mexico. This is one of the reasons **UTEP ranks first nationally in the number of Hispanic graduates in both nursing and education. We are second among all U.S. colleges and universities in the total number of degrees awarded to Hispanics** (ranked by *Diverse: Issues in Higher Education Magazine*). UTEP Connect will expand our reach and our community.

Access Support.

In our eyes, UTEP Connect wouldn't be complete if we didn't offer our online students the same level of support offered to our on-campus students. At UTEP we believe that support should be offered throughout the educational experience and afterwards. Whether it's help getting adjusted to online learning or getting assistance with math and science, UTEP is committed to helping our students be successful and get the most out of their education.

Student Success Counselors - The UTEP Connect Student Success Counselors work to ensure the academic success of our online students by staying in touch and interacting with them throughout their enrollment. They serve as advocates, check on their progress, and help connect them to any available campus resources they may need. They also serve as academic advisors to students until they have completed their degree or transferred to another school.

Division of Student Affairs - The UTEP Division of Student Affairs not only helps our students excel in the classroom, but also prepares students for a lifetime of success and accomplishment. The Division of Student Affairs will be an integral part of equipping students with the skills, confidence and experience to be engaged campus citizens and effective leaders who will make a positive impact on the global community. We provide students with innovative programs, services and facilities that enhance and support their academic experience and prepare them to meet lifelong intellectual, ethical, personal and career challenges. By engaging with the Division, students develop their communication, interpersonal and leadership skills in a university setting that is inclusive and culturally rich. This supportive and encouraging environment allows students to build learning skills, cultivate a global perspective, prioritize balance in their lives and develop a commitment to campus and community engagement. We are dedicated to student success and embrace the University's mission of providing access and excellence to our students.

<http://sa.utep.edu/>

Job Mine – This service offers UTEP students a connection to employers, jobs, interviews, career events and more. Job Mine also offers assistance from peer career advisors. These students represent the colleges of Liberal Arts, Engineering, Business Administration, Science, Education, and Health Sciences, and the School of Nursing. Services include: resume reviews; job, internship and co-op search; interview preparation; career fair orientation; Job Mine assistance; and career skills workshops.

<https://www.myinterfase.com/utep/Account/LogOn?ReturnUrl=%2futep%2fstudent%2f>

Military Student Support – Our commitment to access and support includes providing a wide range of services for members of the U.S. Military and veterans. The Military Student Success Center (MSSC) is designed to be the starting point for members of the military and veterans who are looking to pursue a college degree. Dedicated staff (many of whom are veterans and students) help personnel in any branch of service reach their educational goals. The MSSC is the central point of coordination for support services with a mission to ease transition into student life, increase retention, enhance achievement of educational and career goals and improve quality of life by augmenting pre-existing services and support with newly-created programming specifically developed to meet the needs of military-affiliated students and their families.

<http://academics.utep.edu/Default.aspx?alias=academics.utep.edu/mssc>

<http://academics.utep.edu/Default.aspx?tabid=73059>
