



The University of Texas of the Permian Basin
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NEWS RELEASE

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UTPB RECOGNIZED IN U.S. NEWS & WORLD REPORT

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The University of Texas of the Permian Basin's focus on quality, students and academics has landed the school in another national news magazine. On March 4, *U.S. News & World Report* recognized UTPB for outperforming other University of Texas campuses.

"What's more, Permian Basin also had a greater percentage of students either employed or enrolled in a graduate program within a year after graduation for every year between 2001 and 2004, when compared with its counterparts in El Paso and Dallas," the article states. "These are the sorts of statistics students should consider when looking at colleges"

"This is a tremendous recognition for UT Permian Basin," President David Watts said. "*U.S. News & World Report*, which generates the Best Colleges list annually, is one of the top resources parents use when choosing a university for their children. You cannot buy this type of national recognition. We are honored."

The comments about UT Permian Basin are part of a 5-page article by Alex Kingsbury, entitled "The Measure of Learning," which focuses on accountability in higher education.

Higher education accountability has been in the national spotlight recently. U.S. Secretary of Education Margaret Spellings has been calling on higher education institutions to make accountability measures more available to parents. She will meet with college leaders this month to discuss the findings of her Commission on the Future of Higher Education. Spellings sees accountability outcomes as a vital part of the college search process.

So does Watts.

"Parents and students often choose a college based on name recognition or a sports program, but that does not guarantee the best education. Parents must choose an institution based on its performance – how much do students learn

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while they're there, are they prepared to enter the workforce after graduation or do they continue with graduate work and research," Watts added.

"The timing of this *U.S. News & World Report* article could not have been better. Secretary Spellings will be here on the UTPB campus April 17 as part of our distinguished lecture series," Watts added.

In October, UTPB was also recognized for excellence by *Newsweek* magazine.

To find out more about UT Permian Basin, please visit www.utpb.edu.

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We are excellence!