

FIRST REPORT OF ACTIVITIES 2010

Dr. Fernando León García
President of the CETYS University System



IENAC



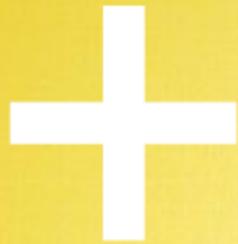
THE PRESIDENT'S REPORT CETYS UNIVERSITY SYSTEM





*...the human being is
what education makes
of him...*





Few higher education institutions in México can boast this longevity.





The development of CETYS wouldn't have been possible without the historic, medullary, and continuous commitment of IENAC





**The global environment
questions us in every step to
point out that we're working
in a very diverse world...**





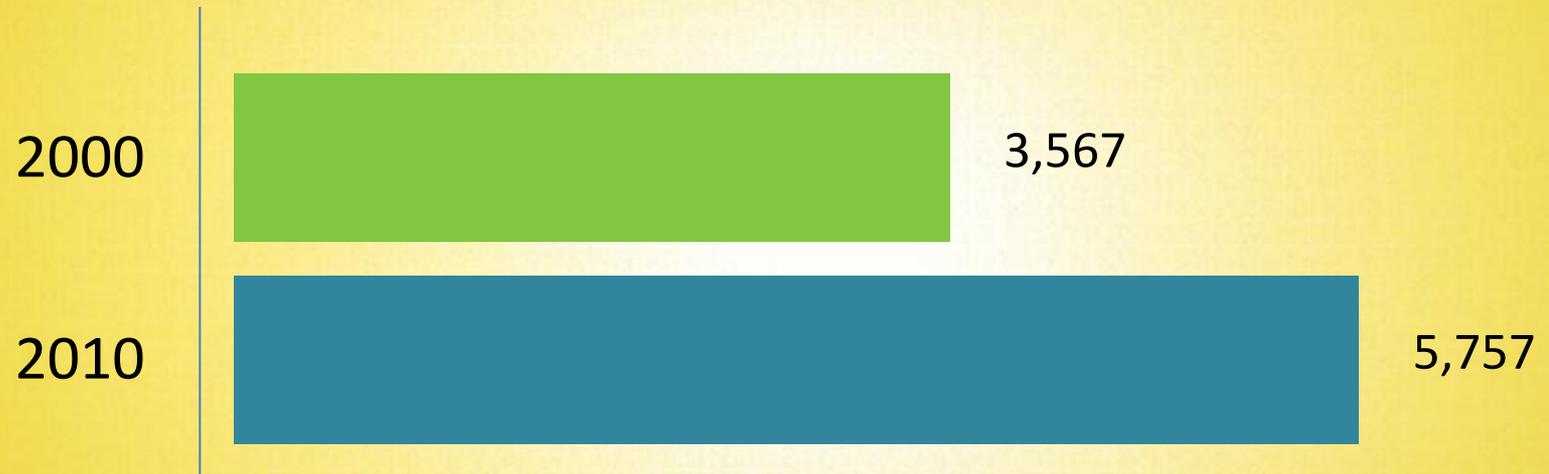
CONCLUDING THE 2010 CETYS PLAN





**An organization committed
with its educational mission
and with academic
excellence.**

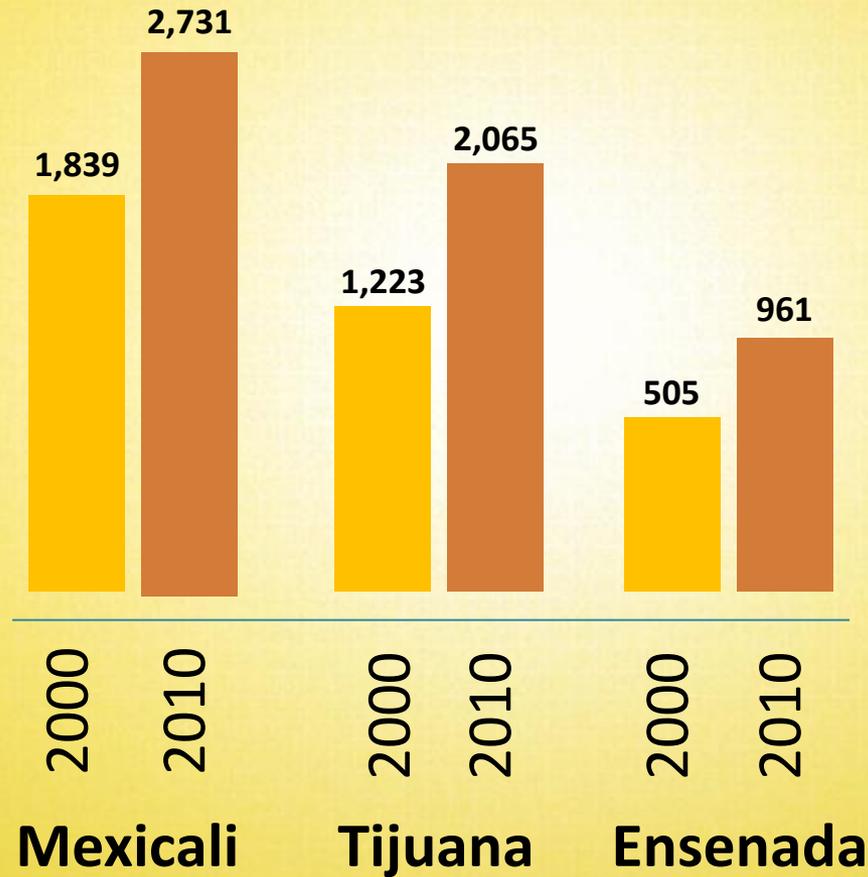
CONCLUDING THE 2010 CETYS PLAN



63% growth in its three educational levels

CONCLUDING THE 2010 CETYS PLAN

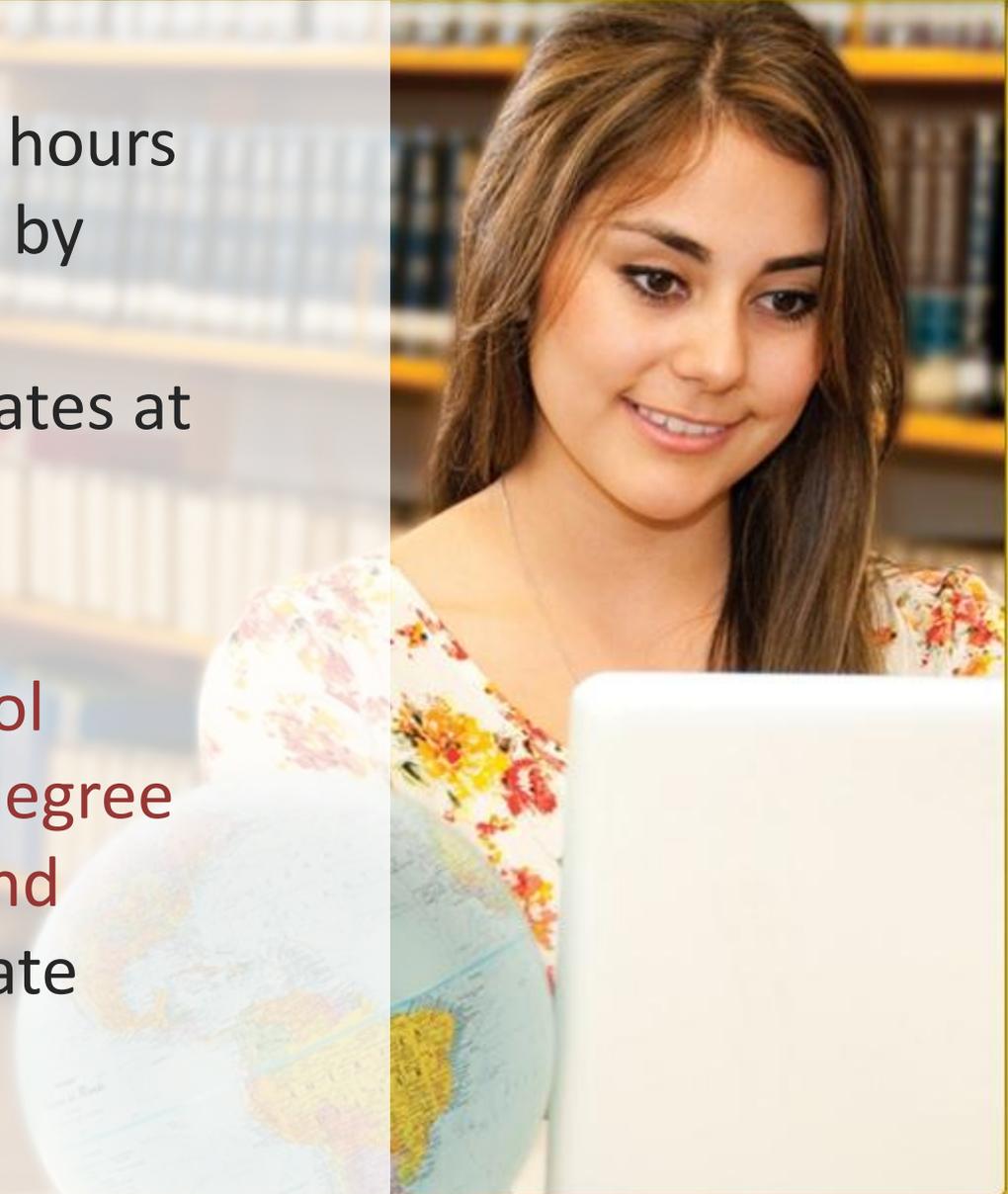
- ENROLLMENT GROWTH-



CONCLUDING THE 2010 CETYS PLAN

37% + of the total class hours taught were conducted by full-time and part-time faculty, and with associates at a professional level.

54% + of the High School faculty has a Master's degree or a Doctoral degree, and 81% in the undergraduate program.



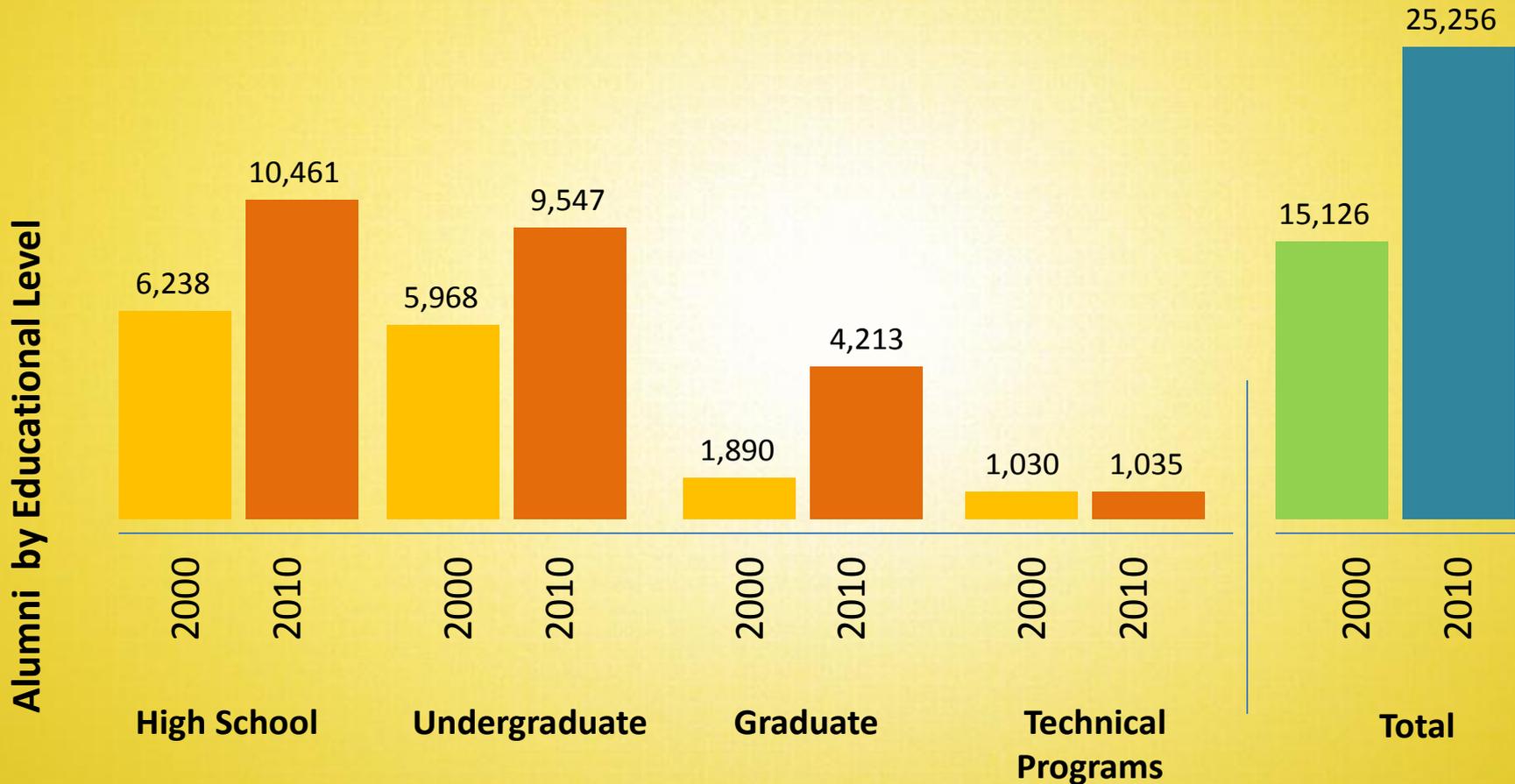
CONCLUDING THE 2010 CETYS PLAN

- + A 50% increase in the student exchange program
- + College English
- + FIMPES Re-accreditation
- + WASC eligibility & candidacy



CONCLUDING THE 2010 CETYS PLAN

+ More than 25k alumni



CONCLUDING THE 2010 CETYSPLAN

+ Increase in direct scholarships 37.7%

+ Millionaire CETYSorteo (CETYS Raffle)





PROGRESS IN INFRASTRUCTURE

MEXICALI





PROGRESS IN INFRASTRUCTURE

TIJUANA



PROGRESS IN INFRASTRUCTURE

ENSENADA





We had considerable progress in the institution through the 2010 CETYS Plan which set the bases for the continuation of even bigger aspirations projected for the 2020 CETYS Plan.

2020 CETYS PLAN



The 2020 Plan will take us toward a CETYS which honors the vision of its founders, celebrates the successes of its alumni, and becomes the pride of Baja California & of México.

HIGH QUALITY



HIGH QUALITY



Admission to the Master's degree in Business Administration (MBA) of the Quality Graduate National Program (PNPC) fostered by the National Council of Science and Technology (CONACYT).



CETYS High School gets the highest global scores in the State 2010 ENLACE exam.

HIGH QUALITY



+ David Zhou,
“Distinguished
Bajacalifornian”

+ Wilberth Sánchez
Machuca, 2010
Young Tijuana Award.



HIGH QUALITY



+ Melanie Elizabeth Montes & José Luis Bonilla, 2nd place at the FIMPES Award in the research and essay category.



+ Dr. Jorge Ortega Acevedo, professor of CETYS, received the Jaime Sabines International Poetry Award, the 2010 Mexicali Award, and the Distinguished Bajacalifornian recognition.



+ 82% of the total full-time and part-time faculty considering High School, Undergraduate, and Graduate had Master's degree or Doctoral degree.

HIGH QUALITY



+ 1st & 2nd Places, respectively, in the National Competention Banks in Action, and 2nd place in the Latin American Contest.

+ 81% of High School students are part of some of the social service programs.

HIGH QUALITY

- + The Psychological Support and Guidance Center (CAOP), historical program of the College of Psychology that was born at the Tijuana Campus, was extended to the Mexicali Campus**
- + The College of Law kept operating the Legal Office that started activities in the year 2005. Providing free service to the community**

HIGH QUALITY

- + Mixed funds provided by the State Government and the Federal Government.**
- + Successful procedure of projects for 7 companies**
- + 40 million pesos of which 16.5 million pesos were related to activities developed by CETYS.**

HIGH QUALITY



+ César Méndez Lizárraga, selected to participate in the Infante & Juvenile Symphony Orchestra of México.



+ Melisa Concepción Loza López, 2010 Youth Tijuana Award on the artistic category activities.



+ The Zorros from the Mexicali Campus won for the 5th consecutive year the title of OEFA Champions.

HIGH QUALITY



+ Female Basketball, the CETYS quintet managed the third place at the national level.

LEARNING COMMUNITIES

+ CETYS is one of the few institutions in México that carries out Assessment utilizing an Institutional Electronic Porfolio and integrating papers verified by faculty.



HIGH QUALITY



+ The three College Directors (College of Business and Administration, College of Engineering, & College of Social Sciences and Humanities; each one of them incorporating both undergraduate and graduate programs) and a Higher Secondary Education Department at a state level

+ The Campuses get strengthened with an Academic Affairs Department

HIGH QUALITY



+ The search process for the Vice President of Academic Affairs gave us the designation of Dr. Esther Mulnix.

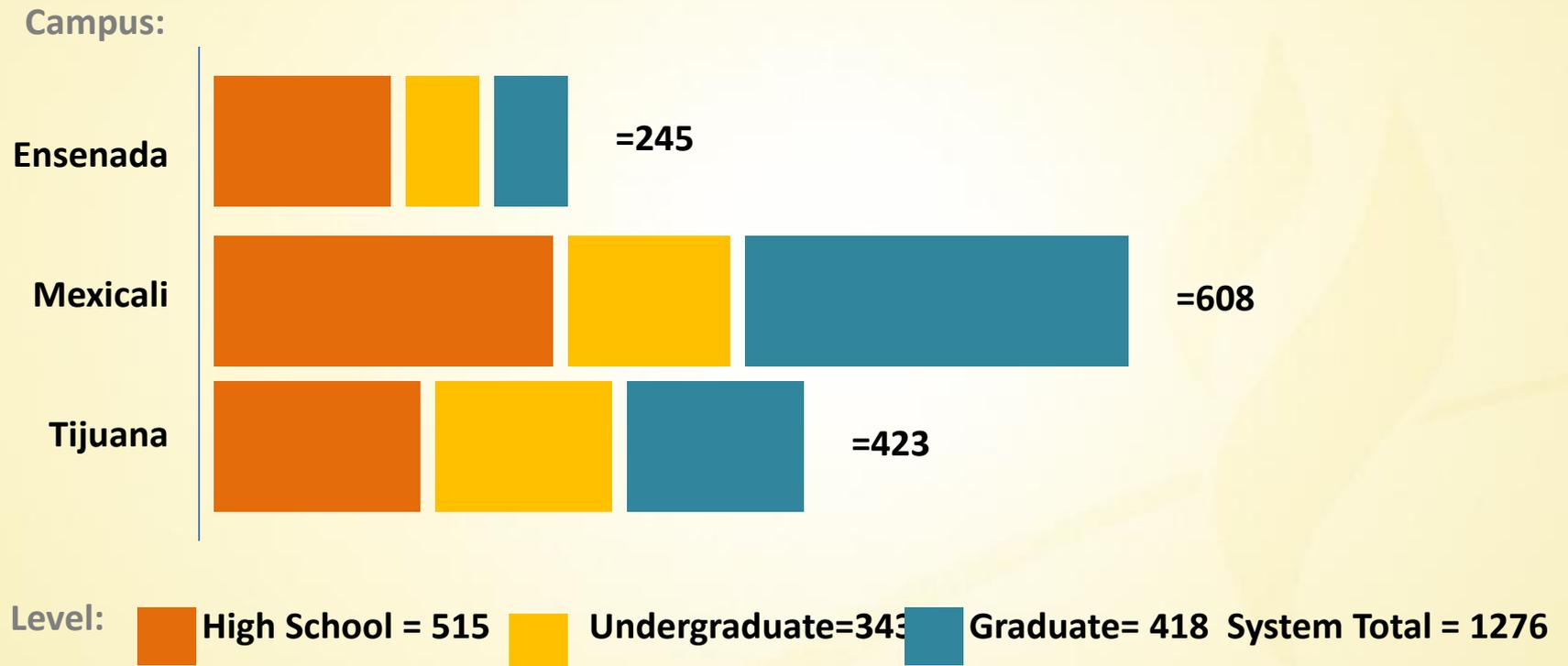
HIGH QUALITY



+ Communication strategies and mechanisms are established to strengthen the image and positioning of CETYS

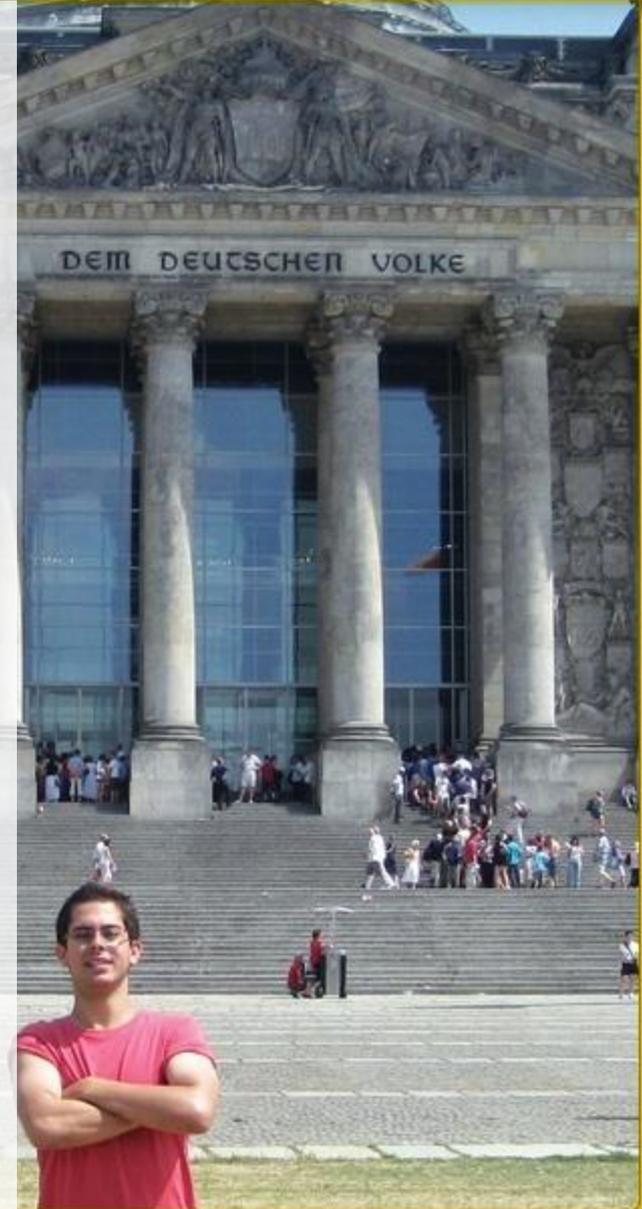
+ More than 2,600 news in 2010, both printed and electronically

CETYS ALUMNI IN 2010



GLOBAL COMPETITIVENESS

+ At least 30% of the Undergraduate program alumni took part in the different mobility activities in México and abroad.



GLOBAL COMPETITIVENESS

+ **Currentl**y, a little bit more than 40% of students that participate in some type of mobility program do it in double degree programs.



COUNTRIES WITH STUDENTS FROM CETYS



Spain



Finland



Brazil



France



Holland



Korea



Japan



Germany



Sweden



Canada



Chile



Poland



U.S.A.



Italy

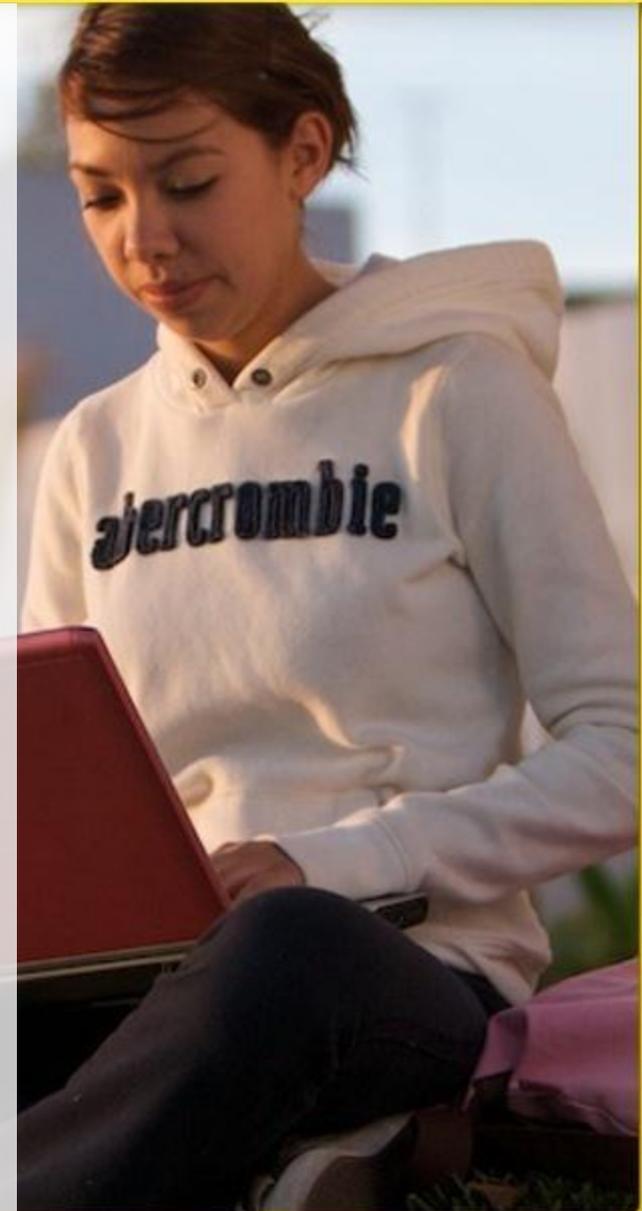


Taiwan



INTERNATIONAL ACCREDITATION

+ At the time of achieving the **WASC ruling of approval**, CETYS will become the **first Latin American institution at a university level** certified by such organization.



INTERNATIONAL ACCREDITATION



- + We started procedures with the ACBSP of the USA for the accreditation of Business and Administration programs.**
- + CETYS has taken the initial steps for the accreditation procedures for Engineering programs with ABET.**

International Links

- + American Council on Education
- + Consortium for North American Higher Education Collaboration
- + Institutional Management in Higher Education
- + Organization for the Cooperation & Economic Development
- + Hispanic Association of Colleges and Universities
- + Institute of International Education
- + “Academic Impact” linked to the United Nations
- + “Erasmus Mundus” European Union

SUSTAINABILITY

- + **Dr. Isaac Azuz Adeath conducted a lecture at the Universidad Polit cnica de Catalunya in Barcelona, Spain**
- + **Recicali Programs in Mexicali**



FINANCIAL SUSTAINABILITY



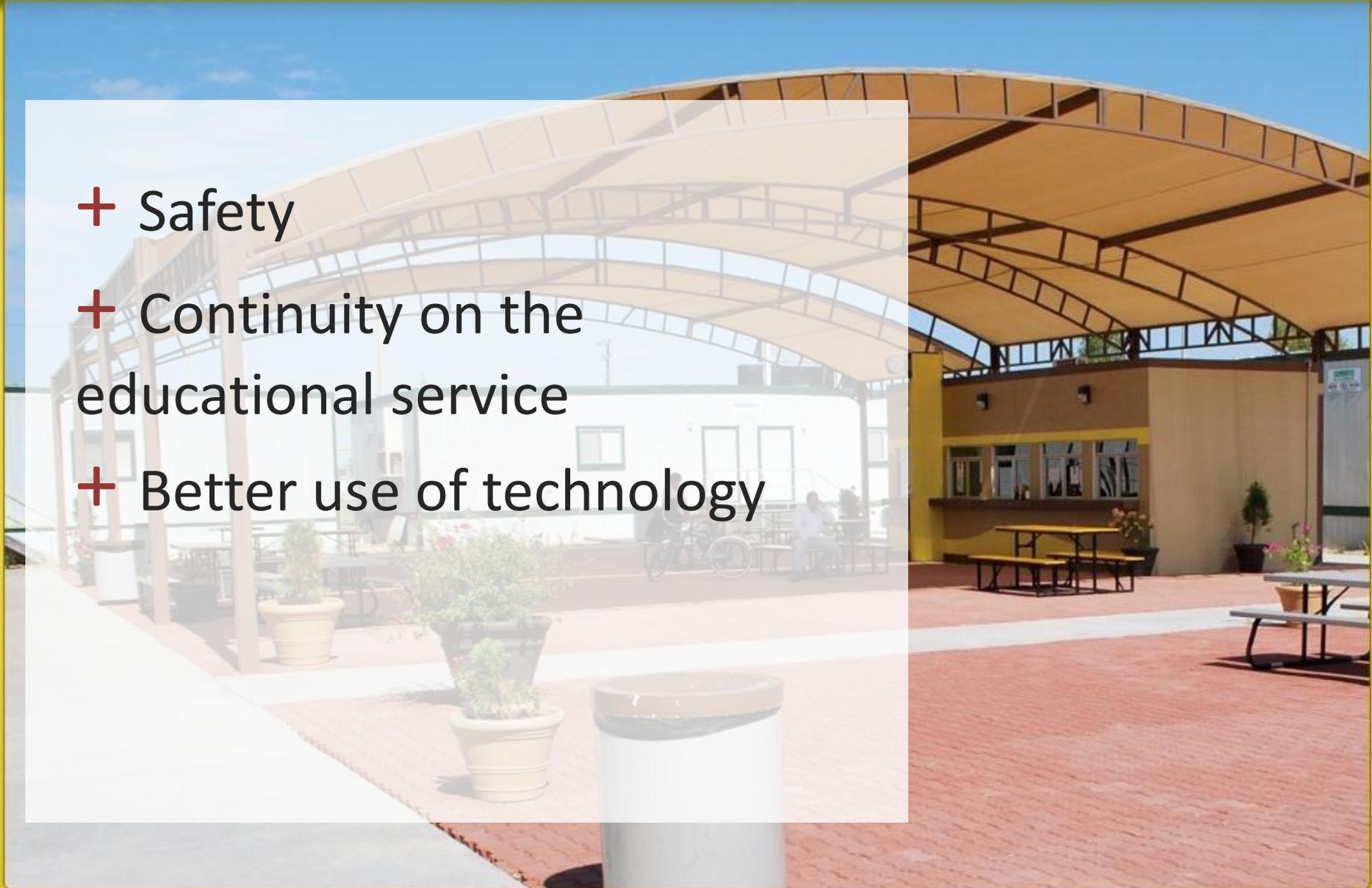
+ We granted scholarships and discounts for more than 152 million.

+ 8 out of 10 students receive financial supports.

+ This year the goal was accomplished 100% in the two editions of the CETYSorteo (CETYS Raffle)

EARTHQUAKE APRIL 4, 2010

- + Safety
- + Continuity on the educational service
- + Better use of technology





**Determining role of IENAC to
forge an ambitious,
challenging, and positive
attitude throughout the history
of CETYS.**



**I thank IENAC for its
support in favor of
CETYS University.**





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