

WELCOME TO CETYS UNIVERSITY

CETYS University was born under the auspices of the Educational Institute of the Northwest, Civil Association (IENAC: Instituto Educativo del Noroeste, A.C.), composed of a group of visionary businessmen who gave it its sense of meaning and its vision of quality.

There were two primary reasons –deciding factors for starting our institution: to prevent the flight of students to other regions of the country, and to provide academic quality. Subsequently, campuses were founded - Tijuana in 1972 and Ensenada in 1975, - in order to ensure that institutional purposes and the quality of educational objectives were present in the main cities in the State of Baja California.

As Sistema CETYS Universidad grew, the Institution became a university recognized by the federal government for its academic quality, and designated as an “institution of excellence” by the state government.

At both the federal and state levels, CETYS Universidad operates consistent with federal education laws and their related operational regulations. As a result, our plans and academic programs hold official educational recognition before the Secretariat for Education and Social Welfare (SEBS), and all graduating alumni hold professional recognition from the federal government through the Federal Government’s Professions Law and its professional credential which allows our graduates to exercise their profession anywhere in the country.

Currently, CETYS Universidad operates on three campuses with undergraduate, master and doctoral programs in the fields of Engineering, Accounting, Business Administration, Law, Psychology and Computer Science. Our institution is recognized by the Mexican Federation of Private Higher Education Institutions (FIMPES), the national accreditation agency for private universities, and by specialized accrediting agencies in each of our program areas.

Under a structured organizational framework, led by President Enrique Blancas de la Cruz, CETYS Universidad

operates as a multi-campus institution, supported by the President’s staff at the system-wide level, and by a General Director on each campus.

IENAC’s support has been the Institution’s cornerstone since its foundation, providing the auspices for its operation and the ongoing existence of Sistema CETYS Universidad. The role of advisors at the three campuses is visible through the unconditional support for making our institution a quality and prestigious university that forms an alumni corps distinguished by their professional preparation and values.

CETYS: A pivotal factor in Baja California’s Development.

WHY HAS CETYS INFLUENCED BAJA CALIFORNIA’S DEVELOPMENT?

Following are some of the main reasons:

Because CETYS University:

- Has been a pioneer institution of higher education in Baja. It was the first university to offer –prior to any other state higher education institution- undergraduate programs in the fields of Industrial Engineering, Business Administration, Public Accounting, Computer Sciences, Psychology, Marketing, International Business, and Manufacturing Engineering. Additionally, it was the first higher education institution in the State of Baja to get connected to the Internet.
- Is the University which currently has the highest number of graduate students in Baja California.
- Promotes an entrepreneurial spirit in all of its students through special programs and this is reflected, for example, in the fact that 4 of the 5 most important enterprises in the State of Baja California were formed and are operated by the institution’s alumni.
- Has made English not only a requirement, but an important part of its undergraduate curriculum,

and as a result, 100% of its alumni from 2004 and forward will be fluent in English.

- Is an institution people believe in, given that all of our facilities and premises at the three campuses have been acquired and developed with donations, contributions, and support from individuals and organizations from the larger community who believe in our educational mission which seeks to form whole professionals and citizens, with a high degree of academic preparation and with the moral values that promote social wellbeing and development.
- Provides Grants and Financial Aid that benefit over 70% of our student population.
- Is the country's North-Eastern private university with the highest number of international exchange programs (52 signed agreements) with the best universities in Europe and both North and South America, making us the institution with the highest percentage of undergraduate students participating in international exchange programs in Mexico.
- Has established an external assessment, as a measure of the quality of its graduates, for all those students close to graduation from the Undergraduate Academic Programs that are part of the National Assessment Center for Higher Education (CENEVAL) evaluation portfolio. Therefore, 100% of CETYS Universidad students are evaluated at the national level through a General Knowledge Exam that is designed and applied by this national center.
- Graduated the first individual at the undergraduate degree level in the entire state.
- Is the only educational institution in Baja to be currently re-accredited for all its campuses by the Mexican Federation of Private Higher Education Institutions (FIMPES), an accreditation that was awarded

under the category of "Lisa y LLana", which is the highest level that can be achieved from this national agency.

- Is the only university in Baja that has been publicly recognized by the Federal Government as a *High Academic Level Institution*, and as an *Institution of Excellence* by the State Government.
- Has continuously operated as a financially conservative and stable institution.

CETYS University's Path to WASC Accreditation

For over fifteen years, CETYS University sought the opportunity to approach WASC to explore the possibility of being considered the first university in Mexico to receive WASC review and accreditation. Up to this point, we had been unsuccessful in obtaining a favorable response, even though a team from WASC visited our main campus in Mexicali three years ago.

It was with great pleasure that we began our quest for this accreditation, thanks to the efforts and persistence of our current President, Enrique Blancas de la Cruz, who has sought to develop our institution beyond our international borders, and thanks to the Accrediting Commission's authorization for WASC and CETYS University to begin the accreditation process as part of an experimental pilot program in Mexico.

Although we have acquired substantial experience in national accreditation, the WASC accreditation process has proved to us to be of greater analytical depth but we are fully committed to meeting the demands of the four standards under which we have been working in this first stage of institutional capacity that will lead us to Candidacy. We have come to understand and appreciate the reasons why WASC requires that any institution that achieves accreditation must be an institution which will remain indefinitely committed to continued improvement.

The involvement of more academic personnel in the process of preparing for the Candidacy stage has resulted in a very

positive and enriching experience for the University, by receiving the contributions and experiences from each of the scholars who have become contributing parties in this accreditation process. These faculty members have been participating from different areas and academic programs at both the undergraduate and graduate levels.

The task of disseminating information about WASC accreditation –from initial awareness of WASC, to what accreditation means, to the different stages we must work through, the resources that must be utilized, improvement actions that must be taken, and in a general manner, all that we have been learning on the way, and which we will undoubtedly continue to learn until the process culminates with obtaining accreditation— represents an accumulation of experiences and knowledge of an incalculable value for CETYS Universidad.

Our path to candidacy has already been established by WASC and our deadlines have been met in accordance to the following timeline:

1)Eligibility Proposal

Fall semester 2004

Eligibility Granted by the Commission

March 2005

2) Work towards Candidacy:

From the moment eligibility was granted.

Letter of Intent Submission

May 2006

CPR Submission

December 19, 2006

CPR Visit

February 27-March 2, 2007

EE Report Submission

January 9, 2008

EE Visit

March 25-28, 2008

Candidacy Granted by the Commission

June 30, 2008

3) Work towards Initial Accreditation, from the moment Candidacy was granted.

Letter of Intent Submission:

October 25, 2008

CPR Visit: October 25-28, 2009

EE Visit: Fall 2011

Initial Accreditation CPR visit: October

The culmination of the Candidacy stage represents the end of a very valuable chapter in the history of our University, which has allowed us to better appreciate the WASC process, to understand what working in coordination and collaboration with this prestigious accrediting organization means, and to have studied and maximized the use of all resources provided by WASC, such as the *Handbook of Accreditation* and the *Evidence Guide*, among others, without which it would not have been possible to meet this project's expectations.

Currently the institution is working in preparation to the Initial Accreditation next visit in October 2009.

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