

# 2019



## RECTOR'S ANNUAL REPORT TO THE UNIVERSITY COMMUNITY















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RECTOR'S ANNUAL REPORT  
TO THE UNIVERSITY COMMUNITY



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# MISSION

To be a university community that contributes and encourages the comprehensive instruction process of people who, for their excellent and innovative professional and cultural education of international level; for their profound human and moral instruction –inspired by the perennial values of Christian humanism; and for their real social awareness, will become positive action leaders, and will promote the development of the human being and of the society.

STRATEGIC PLANNING 2016-2020



# RECTOR'S MESSAGE



The Polish writer Olga Tokarczuk, 2019 Winner of the Nobel Prize for Literature, wrote “sometimes it seems to me we’re living in a world we fabricate for ourselves. We decide what is good and what is not, we draw maps of meanings for ourselves [...] And then we spend our whole lives struggling with what we invented for ourselves. The problem is that each of us has its own version of it, so people find it hard to understand each other.” This thought poses a major problem: When we are aware of living in a reality made of dizzying changes, migratory processes, and destabilization of the institutions that once were a benchmark organizing the lifestyles in a globalized world, can we find our own identity and be a meaningful society offering a meaning?

By sharing this Report with the community, we demonstrate the great work that has been made at Universidad Anáhuac in the past 12 months, experiencing the identity born from its mission; it gives us the certainty that —in the midst of a liquid modernity— we are not static entities, but open to change, from what we are: a University Community encouraged by Christian humanism educating those who wish to be better with their actions and shape a better society. Each part of this Report generates an integrated landscape, like a mosaic, in the context of a world full of uncertainty that at the same time is looking for certainty, in a society Gregorio Luri describes as: “We are less and less concerned about having true ideas. Our actual concern is having modern ideas, as we do not want to have outdated ideas. [...] The answers to current problems -as history has already showed us- are not very clear. However, it is history itself who teaches us how societies that have better overcome crises are those that do not lose self-confidence, as they know they trust their capacities, which is like saying they trust their capacity to transfer culture.

The history of those societies is a light lightening their future.”<sup>1</sup>

If, in a way, in a given moment in our history, the university was a temple of knowledge and, also in a way, it would now seem like a professionalization lab, Universidad Anáhuac is aware of its relevance by how it responds to the challenges of today’s world, characterized by quick progress in science and technology, scientific and technological discoveries leading to a tremendous economic and industrial growth, and imposing the search for a meaning, in order to ensure they are used for the good of each person and human society as a whole. The main question for today’s university —and possibly for tomorrow’s too— will be if it can provide knowledge, but also if it provides a meaning to the persons that are part of it. In every dimension of the university life (integral formation, community awareness, academic quality and educational model, leadership and presence of the university in the society, partnerships with the society, companies, government and the church, research, and internationalization), Universidad Anáhuac has searched for the meaning that brings scientific and professional rigor and the ethical, spiritual, and religious dimensions together, taking into account the achievements of science and technology for the human person as a whole.

Let us recall the significant words of Pope Francis: “today we are not only living in a time of changes, but we are experiencing a true shift of an era, marked by a wide-ranging “anthropological” and “environmental crisis”. Indeed, every day we witness “signs that things

are now reaching a breaking point, due to the rapid pace of change and degradation; these are evident in large-scale natural disasters as well as social and even financial crises”. Hence, this calls for “changing the models of global development” and “redefining our notion of progress”. Yet “the problem is that we still lack the culture necessary to confront this crisis. We lack leadership capable of striking out on new paths”.<sup>2</sup>

The last part of this quote summarizes our path in 2019: contributing to a culture that helps dealing with the social and anthropological crisis we are facing. At the same time, forging leadership in the consciousness and life of our students and the administrative, academic, and directive personnel, in order to build a perspective for the future, with the roots that will allow us to thrive in new horizons. This perspective is a framework of the great effort made in 2019 to create together the 2024 strategic plan. In six main lines, it summarizes the path to follow offering Mexico and the world the products of our mission.

This report expresses our gratitude for the work that has been made. Work that is not perfect, but that is the result of men and women with ideals, who do not give up in the midst of difficulties, fragilities, mistakes, and skepticism. These pages capture not only what we have done, whether it is a lot or a little. It captures who we are, which we can proudly define as great, since within ourselves we have the certainty of defeating the evil with good, helping our purpose of being great leaders and better persons.

**Cipriano Sánchez García, LC., PhD**

<sup>1</sup> Gregorio Luri, *Matar a Sócrates* [Killing Socrates].

<sup>2</sup> *Veritatis Gaudium*, 3.





# INTEGRAL FORMATION

An essential aspect of the ideal that inspires and leads the efforts of Universidad Anáhuac Community.



**DAFI**

over

**9,000**

**STUDENTS PER SEMESTER**

who learnt subjects with  
profound humanistic content,  
sense of leadership,  
and social impact

**ANAHUAC**  
**Elective Block**

offered

**40**

**subjects**

and

**5**

**certification  
programs**

Student participation  
increased by

**60%**

in the **North Campus**  
and by

**123%**

in the **South Campus**

**Spaces to encourage  
collaborative dialogue for  
students and academics were  
promoted:**

- **Chesterton Coffee**
- **Newman Circle**
- **Academic Conferences**

**2,720**

students and

**230**

academics participated

# INTEGRAL FORMATION

Nearly  
**380**  
people attended Easter  
**MEGAMISSIONS**

## SPORTS

**24**

medals in the 2019  
**NATIONAL UNIVERSIADE**

**28**

medals in the 2019  
**PANAMERICAN GAMES**

**22**

medals in the 2019  
**PARAPAN AMERICAN GAMES**

■ **FESAL 50th ANNIVERSARY 150 EVENTS ORGANIZED**

**10**

**ANAHUAC LEADERSHIP  
AND EXCELLENCE PROGRAMS**

Over  
**2,500**  
students per semester  
participated in  
**Social  
Commitment  
activities**

Nearly  
**1,900**  
people  
attended the  
**PILGRIMAGE**  
to the  
**BASÍLICA  
DE  
GUADALUPE**

■ International  
accreditation  
from the  
**MULTI-INSTITUTIONAL  
STUDY OF  
LEADERSHIP  
INSTITUTE  
(MSL)**





## INTEGRAL FORMATION ACADEMIC OFFICE

During this period more than 9,000 students were received in each semester which, through the subjects taught by the **DAFI (acronym in Spanish for the Integral Formation Academic Office)** —full of deep humanistic content, sense of leadership and social impact—, acquired competencies in individual integral development, critical thinking, communication and leadership; the academic project of integral formation was also consolidated, renewing Anahuac DNA programs, which synthesize a human vision leading how to live and act well.

**Anahuac Elective Block** was strengthened by offering more than 40 subjects and 5 certificate programs: with a 60% increase of student participation in the North Campus and a 123% in the South Campus.

In order to encourage collaborative dialogue, spaces outside the classroom were promoted which, with 2,720 students and 230 teachers, were a place to share knowledge and creative moments through the Chesterton Cafe, the Newman Circle, and the Academic Days.

The **DAFI** has provided reflection and participation places out of the campus, with students of different careers in annual sessions of the Commission on the Status of Women (CSW) of the United Nations(UN), held in New York, United States.

In 2019, the **Personalized Instruction Programs**, HCP Mentoring and Tutoring Anahuac Programs became part of the **DAFI** in order to look after professional and personal growth of our students.

**HCP Mentoring Program.** It is an academic accompanying program for freshman students with the aim of developing the Skills and Competencies of the Person (HCP by its Acronym in Spanish). The program is implemented at two levels:

In the classroom, with the subject Being a University Student, for those in their first semester, and the subject Person and Meaning of Life for those in the second semester.

At personal level, in dialog with their mentor for six sessions.



In the first semester of 2019, the program added the Undergraduate Programs of Nutrition, Physical Therapy and Rehabilitation, Biotechnology, and Dentistry Surgery, and started the Undergraduate Program in Surgery, serving a total of 292 students, with a team of 22 mentors and 7 HCP-class professors.

In the second semester of 2019, the Undergraduate Programs of Education and Psychology were added to the **Faculty of Health Sciences**, and 667 students were served with a team of 42 mentors and 13 HCP-class professors. In addition, there were four induction courses for HCP Anahuac Instructor candidates, forming a team of 44 mentors by 2020.

**Anahuac Tutoring Program.** This program currently has 134 tutors in both North and South campi, which provide personalized accompanying to university students.

The year 2019 also witnessed the creation of **Anahuac Center for Integral Formation Instruction** (CAFI by its Acronym in Spanish), which aims to accompany administrative and academic staff in their process of permanent and continuing integral formation, to fully achieve their vocation and contri-

bute to the development of the University Community, through the following programs:

- Certificate Program to the University Mission for adjunct faculty, accredited by 22 collaborators.
- Somos Anahuac (We are Anahuac), a blended course to share with our academic staff the foundations of our philosophy, pedagogical model, and educational objectives. This year 86 academics participated in three courses.
- Certificate Program in Social Responsibility and Certificate Program in Bioethics, with the participation of more than 30 members of our academic and full-time staff.
- Certificate Program in Integral Formation and Leadership, delivered to the 50 leadership program directors, ASUA and FESAL.

The **CAFI** is working on the development of the Certificate Program of Integral Formation for the Person, in the Master Certificate Program of Integral Formation and in the Master Certificate Program of Accompaniment to teach next year.



## SOCIAL COMMITMENT

**Anahuac University Social Action** (ASUA by its Acronym in Spanish) is a student volunteer organization. Its aim is to promote genuine social awareness among the University Community through various projects.

The actions carried out in this area during 2019 were the participation of over 2,500 students per semester in activities organized by the **Social Commitment Office** and by schools and units: as well as the support of professor directors of **Social Commitment** to the volunteer students. This accompaniment has local, state, and national outreaches.

As every year, the **Social Commitment Office** organized several **ASUA** in which they offer integration and recreation activities to some sectors of the population. In this way, events have been carried out, such as ASUA for the Children, for underprivileged children from different institutions; ASUA for the Elderly, for older adults; ASUA for a Smile and ASUA for Ours, events for the cleaning, maintenance, and security staff of our University along with their families. Volunteers from both campi of our University Community participated in all of those events. More than 14,000 people were benefited from these activities in 2019.

**ASUA** has completed 104 projects focused on environmental and education issues. It has also introduced a program for



## ARCHITECTURE

### 2016 – 2018

- Opening of the FabLab II.
- Double degree for the Architecture Undergraduate Program with Francisco de Vitoria University.
- Organization of the 2017 Architecture Research Forum.
- Project and construction of homes in Jojutla, Morelos, for those affected by the earthquake of September 2017.

### 2019

- Opening of the South Campus FabLab.
- Promotion from School to Faculty of Architecture.
- Awarding of the 2019 Mario Pani Prize to Enrique Ciriani.

## ARTS

### 2016 – 2018

- The first generation of the Theater and Acting Undergraduate Program was promoted in 2016.
- Organization of the 7th International Arts Meeting 2016 with artists and speakers from the United States, Canada, England, and Spain, and 25 international events to celebrate the 400th death anniversary of Miguel de Cervantes and William Shakespeare.
- 2016 Medal in Arts to Professor Jose Sole.
- The School represented Mexico on international congresses and



people with disabilities: the first Anahuac Special Olympics and the Dark Dining. During this period, the participation of the University Community in **ASUA** has increased in almost 300% over the previous year in the South Campus, including administrative staff, graduates, students, and exchange students.

The second **Social Action Committee** (CAS by its Acronym in Spanish) was also carried out in 2019. Its purpose is to manage volunteer projects aimed at professionalization. Regarding the promotion of social responsibility —relevant to us as an educational institution— we had the ASUA for the Community program for the second consecutive year, with 38 workshops taught by 51 students in their social service. They served 392 children and adults, inhabitants of communities near the University. There were also another 162 projects, including the visit to a Migrants' Shelter, the accompaniment to 75 children with cancer, the organization of 4 medical brigades, the visit to 370 old adults, the support to clean the Madín dam, with the participation of over 2,200 volunteers, favoring more than 40,000 people.

Having integral projects, such as the missionary brigades of the **ALMASUA Evangelization Committee**, has allowed





students of our campi to experience transcendental moments in their social, spiritual, and personal formation.

**SUMASUA** is a platform for social outreach and volunteering for our University staff that seeks to influence not only students but also the entire University Community, that organized four corporate volunteering projects, including Let's paint a Wall, which aims to restore preschools in the Municipality of Huixquilucan, State of Mexico. This work was possible thanks to the strategic support of the Municipality of Huixquilucan, DIF Huixquilucan, DIF Naucalpan, United Appeal, GM, Hasbro, Home Depot, and the organizations and foundations where our volunteers have collaborated.

In 2019, Universidad Anáhuac hosted the meeting of the University Network for Disaster Prevention and Attention (Unired by its Acronym in Spanish) volunteers. Students from eight universities nationwide came together to get training in these subjects.

Regarding the social service process, 1,151 students began their activities in 195 receiving institutions.

arts festivals with performances and research papers: Seville and Huelva 2016; Orlando 2017; and Vienna 2018.

- Academics and students obtained national awards in contemporary dance 2016; the 2017 Theater Journalists Association Award; and in Polynesian dance in 2017 and 2018.
- 2018 Medal in Arts to sculptor Sebastian.
- Accreditation of the Theater and Acting Undergraduate Program at the 2018 CAESA international congress.
- The first generations of Visual Arts and Contemporary Music were promoted in 2018.

## 2019

- Every semester, the integration of the two campi brings together more than 4,400 students in cross-curricular subjects and every year creates more than 430 artistic productions on both.
- Academics and students obtained international awards: at the Embassy of Haiti to Professor Olson Joseph for his experience and contribution to culture, and the *Punto de Partida* Award in Visual Arts.
- The School of Arts inaugurated new cutting-edge facilities at Anahuac Cultural Center in the State of Mexico.

## BIOETHICS

### 2016 – 2018

- Opening of the online Bioethics Studies Master's Degree (Spanish): 6 generations, 135 students.



## UNIVERSITY PASTORAL SERVICES

This year, the Pastoral projects of both campi got coordinated in an Integrated Plan, as a result, the area has had an increasing progress in the number of retreats and activities aimed to enhance the Catholic faith; there were 95 spiritual retreats with various topics for students, academic, and administrative staff. There were 380 people in the Holy Week Mega missions, including medical missions. The Lenten Via Crucis was attended by 220 people. The Mayan Mission Workshop —which helps building chapels, dining rooms or classrooms in the Riviera Maya— had the collaboration of 45 students. There were 267 attendees to the Lenten and Advent retreats; the Pilgrimage to the Basilica de Guadalupe had an attendance of about 1,900 people from both campi.

In August, we had the first Apostolate Fair with approximately 180 interested people. The **Alpha** apostolate, which consists of performing weekly sessions to deepen into Christian faith, had 80 people in formation, while 15 students were taking part in **Integra**, a volunteering activity addressing physical and spiritual needs of the inhabitants of the Bordo de Xochiaca. **Switch**, an evangelization apostolate, is now carried out in El Salvador as an initiative of young people and the consecrated Pastoral staff. Lastly, **Be You**, aimed at the coherence of young people in their daily lives, is carried out in three states of our country. In the other hand, the University has 76 Regnum Christi teams with around 500 students, and with presence in both campi.



## STUDENTS RELATIONS

The members of the **Student Societies Federation** (FESAL by its Acronym in Spanish), active in both campi, have carried out a wide range of activities, considering the specific needs of students in each campus.

Throughout 2019, **FESAL** organized events that positioned our Institution both internally and nationwide. The main ones were:

- *Concierto Anahuac con Causa* (Anahuac Concert with a purpose), whose main celebrity was the music band Piso 21 and resulted in a donation of \$250,000 MXN raised for the DIF of Huixquilucan.
- Anahuac Talks, a project that aims to bring leaders who stand out and are a testimony of leadership applied in their professional area to the University Community. In this first series, there were speakers such as Caroline Merin, MS, Chief Operating Officer of Rappi; Hannes Schollenberger, PhD, Chief Financial Manager of Henkel Mexico; Jordi García-Berumen Cantillo, MS, Head of Marketing of MINI Mexico; also, influencers such as Rorro Echávez, Farid Dieck, Arturo Aramburu, and Mariana Rodríguez Cantú.

- Opening of the online Global Bioethics Master's Degree (English): 2 generations, 42 students.
- Opening of the blended Applied Bioethics Doctoral Degree: 3 generations, 48 students (33 current students and 15 PhD candidates)
- Increase in the research products and consolidation of the digital journal *Medicina y Ética* (Medicine and Ethics) in English and Spanish, in Open Journal, in our pathway toward Scopus, 4,500 subscribers.

### 2019

- Strengthening of Continuing Education through online courses, with more than 4,000 students, of which 12% are foreigners.
- Consolidation of the Interdisciplinary Research Professorships.
- Agreements with universities.





- The various Meetings of **FESAL** presidents with the Rector, and of Interim Directors with the corresponding presidents allowed enhancing the close relationship and collaboration of authorities with university representatives.
- *The Fiesta Mexicana 2019* (2019 Mexican Party) was organized by the **Student Relations Office** in collaboration with the **Human Capital Office** and the **School of Arts**. More than 600 students, teachers, and administrative staff from both campi attended this event.
- *Altar de Muertos Anáhuac 2019* (2019 Anáhuac Altar of the Dead). For the second consecutive year, the **Student Relations Office**, the **FESAL**, and **Anáhuac Foreign Student Association** (ADEFA by its Acronym in Spanish) set up the great altar with the collaboration of the **Office of Internationalization**.
- Organization of 150 events with the ADEFA and FESAL teams, including the Top Companies Employability Panel, the She Means Power Congress, and the International Relations Day stand out due to their significance and relevance.

The **Foreign Student Association** (CAF by its Acronym in Spanish) carried out activities in the social commitment, integration, spirituality, culture and academy areas, focused on foreign students to help them find accompaniment and practical, formative and community growth. We received more than 400 foreign freshmen at both campi, and the first Foreign Day hosted over 700 students.







## ANAHUAC LEADERSHIP AND EXCELLENCE

During 2019, our leadership programs were consolidated with a high level of academic and training requirements and with a deep, crosscutting, multidisciplinary, and global approach.

Among the relevant activities this year, an integral diagnosis of the area was implemented and the Multi-Institutional Study of Leadership Institute (MSL) international accreditation was successfully obtained to support our in-depth training in positive action leadership. There were more than 2,700 instruments solved, equal to 17.9% and higher than the 14.2% average from the 500 participating universities in 2019. In the mentioned accreditation, the results showed that 7 out of 10 university students take part in any integral formation initiative, mostly through **Anahuac Leadership and Excellence Office**. Besides, half of our University students do community service, where the leadership program students get more involved. In addition, our University is positioned above the international average in regard to the values examined by the MSL through the Social Change Model of Leadership Development. This showed a formative impact that prepares students for their professional and personal life project, with high value, employability and competency levels: self-awareness, coherence, commitment, collaboration, citizenship, and resilience, among others.

There was also the Leadership and Excellence Academic Week, where we worked on the reengineering of the formative models and curricular routes of the programs, in face of the 2025 Model. These efforts involved team training, workshops with professors and other collaborators, definition of admission and graduation profiles, competencies, subject routes and workshops by programs. We also worked on the creation

and updating of magisterial schemes for the subjects to be offered, with the support of the **General Secretariat of Anahuac Universities Network** (SERUA by its Acronym in Spanish), for the official delivery to the Secretariat of Public Education (SEP) and for the purpose of tracing a scheme for Anahuac Network.

With the purpose of encouraging a global and international approach among students through experiences inside and outside the University, academic stays abroad, forums, courses, and competitions were enabled, and international seminars of integral formations (restructuring of formative and academic content), highlighting international alliances with member institutions of the **International Universities Network** (RIU by its Acronym in Spanish) and with international organizations: Stanford University, NASA Johnson Space Center, Johns Hopkins University, Harvard University, Trinity College, Organization of American States, UCLA, Berkeley, among others. There were also international seminars with the highest training and leadership standards in Toronto, Canada (**Culmen**); Chicago (**Cima and FESAL**), and California (**Alpha and Vértice**), and the Winter Seminar at Disney (**Crea**), in the United States. In addition, international training spaces have been promoted by means of conferences, meetings with positive action leaders, workshops, and other modalities.

The students of these programs, in turn, organized and participated in social projects such as the Hackathon, an event to look for practical solutions to social problems; the Action with Cause Cup, the Vértice Runway Together, for the inclusion of people with disabilities in the fashion world, the **Culmen** Cultures Fair, the **Cima** and **FESAL** Race with Cause, just to mention some of them.







# Triunfo.

[ Vencemos al mal  
con el bien. ]

ANÁHUAC



# COMMUNITY

It is a priority to build and consolidate an integrated community, with ethical principles and a humanistic vision for the benefit of our students, academic and administrative staff, whose importance is reflected in the benefit and development of the environment and society.

There have been **8**

## SEMINARS

for Directors, Program  
Coordinators, Administrative  
and Support staff

There were  
**841**  
participants

To **IMPROVE** and **CONSOLIDATE**  
performance and collaboration  
processes among co-workers,  
we achieved:

Identifying of talent through tools  
such as Reddin

360° Evaluation

Organizational Climate Survey

Psychosocial Risk Identification

Publishing the Code of Conduct  
by Universidad Anahuac



# COMMUNITY

## Events

in benefit of

### COMMUNITIES IN NEED:

- GLOBAL DAY OF JOY
- PAINT A MOSAIC
- PAINT A WALL
- ADOPT A MEDIAN STRIP
- CLEANING THE HUEYETLACO CLIFF

The Human Capital Office  
organized a total of

**170**

### Certificate Program

benefiting

**3,410**

**employees personally  
or professionally**

The **UNIVERSITY**  
obtained the **SOCIALLY RESPONSIBLE  
COMPANY DISTINCTION** for the eighth  
consecutive year and obtained the

**Ojo de Plata Award from  
the Regional Observatory of  
Social Responsibility for Latin  
America and the Caribbean**



## UNIVERSITY ADMINISTRATION

Universidad Anáhuac has worked with great dedication to achieve the objectives established in the current Strategic Plan, as well as to continue strengthening the efficiency in the two-campus operation of academic and administrative processes. To achieve this, 8 seminars have been held for Directors, Program Directors, Administrative and Support Staff in order to continue strengthening the integration between both campi. In 2019, 841 attendees, including Directors, Academic Coordinators and Administrative staff participated in these seminars. We are fully convinced that these seminars have boosted progress in the integration of both campi and in bringing our strengths and best practices together.

There is already a solid organizational structure integrated by units in the organizational charts of both campi; also several agreements were signed for the economic benefit of the staff and students; and two-campus events were held, such as the Teachers' Day Luncheon, Anahuac Mexico Olympics, and the Christmas Luncheon for all administrative and academic staff, among other activities, with a total of 2,600 participants.

Regarding the objective of operating with an attentive, agile, effective co-responsible administrative model that promotes human talent, it is possible to verify that the University has increased its administrative and academic staff to provide a better service to our community. Under this framework, in 2016, 33 positions were opened in the North Campus, with a staff of 916 people; also, 27 positions were opened in the South Campus, with a staff of 274 people. In 2017, the number of employees in the North Campus was a total of 283 people, with 23 more places, raising our workforce to 939 people, and 9 places in the South Campus. In 2018, another 23 positions were approved in the North Campus, reaching a total of 962 people, and 21 positions in the South Campus, for a total of 304 people. Finally, in 2019 there was an increase of 22 positions in the North Campus, resulting on a staff of 996 people, while in the South Campus there were 14 new positions, reaching 318 people in its workforce.





In the processes of attracting new talent for staff promotion, academic evaluations or vacancy coverage, and hiring high-quality professional staff, candidates have been interviewed and evaluated on both campi, to fill a total of 657 vacancies, for which 1,087 interviews were carried out.

In this same context, job descriptions were updated, and a two-campus project was launched to generate a high-performance culture and to form teams for the effective and efficient achievement of our objectives. To manage these processes properly, we have used psychometric instruments and tools such as Reddin to identify talent within the organization. In 2019, we evaluated 988 people. In this same vein, the 360° Evaluation was applied to 300 directors, administrative, and academic staff in charge of personnel to be aware of their effectiveness in terms of adaptability, communication, staff development, leadership, conflict resolution and negotiation, customer-driven orientation, and teamwork. On the other hand, we implemented the Organizational Climate Survey with the purpose of knowing how the environment in Universidad Anáhuac is perceived in every dimension. Then we

shared the results of this survey with our staff for them to know about the strengths and improvement areas in our organizational climate. In 2020, the actions that have been carried out based on the results obtained will be announced.

In accordance with the welfare of the staff and in compliance with the new Mexican Official Standard NOM-035 —established by the Secretariat of Labour and Social Welfare to identify, analyze and prevent the psychosocial risks that may arise in a work environment in order to avoid work and stress related illnesses, increase positive leadership, have a favorable organizational environment and increase productivity— the Psychosocial Risk Identification Survey was launched with the aim of caring for the identified persons and thus be able to implement actions that allow them to improve their lives.



## **ACTUARIAL SCIENCE**

### **2016 – 2018**

- In 2016, the Institute of Advanced Analytics was founded, coordinated by Miguel Villalobos, PhD, with the purpose of providing consultancy in the development of predictive and cognitive models.
- The 2017 Anahuac Leadership Medal was awarded to the court clerk
- Juan Pablo Castañón.
- Jose Eliud Silva Urrutia, PhD, Enrique Lemus Rodriguez, PhD, and Jose Daniel
- Lopez Barrientos, PhD, obtained the level I distinction for researchers in the National Researchers System of the National Council on Science and Technology (Conacyt for its acronym in Spanish).
- Our students have excelled in events relevant to our profession, such as the CFA Institute Research Challenge; the SOA Challenge; the Derivates Challenge, organized by Riskmathics; also, the Bugamap simulation contest organized by the Mapfre Foundation.
- The pre-university attention department continues promoting the study of mathematics through the A. N. Kolmogorov National Mathematics Contest, which is now in its 22nd edition, and has achieved a participation of more than 500 high school students from various states.









Training our staff has been very relevant to us. This aspect was prioritized with the creation of integration seminars for Directors, Program Directors and Administrative staff, resulting in better performance, and has put Universidad Anáhuac in the vanguard of training.

Among the programs offered to staff are those supporting in-campus safety, such as brigades, telephone safety, and first aid programs. Training of technical staff is also encouraged with courses in programs and management of computer packages.

The programs are presented in two categories: the first one with instructional programs for practical and organizational matters, in order to develop work activities more efficiently. The second one with specific programs resulting from the detection of training needs by area. Quality service programs have excelled in the customer service areas, both internally and externally.

## 2019

- In 2019, a Corporate Professorship was signed with Grupo Nacional Provincial, as well as a collaboration agreement with SURA. Both agreements are aimed to promote employability, research, and professional partnership projects for our students and alumni.
- In 2109, the School celebrated 50 years of existence, for that reason, there was a gathering with different generations where students, academics, and graduates came together to remember and celebrate years of fellowship and friendship.

## HEALTH SCIENCES

### 2016 – 2018

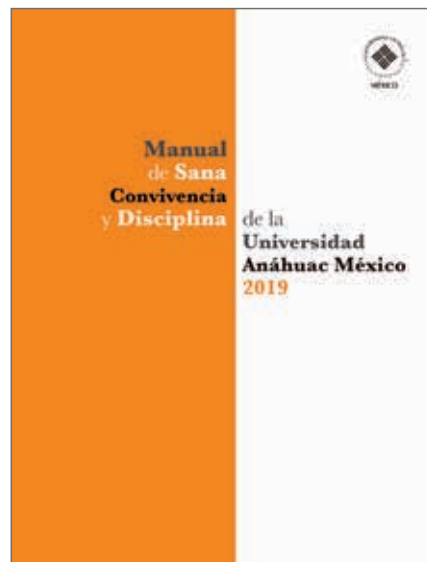
- Accreditation of the Nutrition Undergraduate Program, the Dentistry Undergraduate Program and international accreditation of the Medicine Undergraduate Program by the World Federation for Medical Education (WFME) and the Pan-American Federation of Associations of Medical Schools (PAFAMS).
- Approval of the Public Education Ministry (SEP for its acronym in Spanish) for six (restructured) Graduate Programs: PhD in Nutrition Sciences, PhD in Health Care Sciences, Master's Degree in Medical Sciences, Master's Degree in Health Care Institution Management, Specialty in Welfare and Corporate Health Care, and

The **Human Capital Office** has offered a total of 170 programs in benefit of 3,410 employees on a personal or professional level.

A campaign was carried out in order to raise awareness among the people close to retirement about the existing options and guidelines so that they are ready to retire when the time comes.

Likewise, attention was given to the staff who still have to finish high school. The CENEVAL program had a participation of 22 people. In the same way, 12 people who had completed their studies at other institutions received this program so they could graduate at their corresponding institutions. With these actions, we will continue to support the personal and professional growth of our employees.

Lastly, with the purpose of sharing the essential principles of the institutional mission and establishing the commitments of all the University Community members, in 2019 we published the Code of Conduct of Universidad Anáhuac, effective as of October 1 of that same year.





## SOCIAL RESPONSIBILITY

Within the framework of social responsibility and in order to foster “an authentic social awareness”, as indicated in our Mission, in the 2016-2019 period the following achievements were obtained thanks to the participation of students, academics, administrative staff, and graduates.

Regarding the management and administration of internal and external projects with companies, governments and administrative areas of corporate volunteering, and in order to achieve greater commitment and participation of the University Community in social events, we continue working through the **Coordination of Partnerships, Corporate Volunteering and Community Center** in events only for our administrative staff: Global Day of Joy, Paint a Mosaic, Paint a Wall, Adopt a Median Strip, and the Cleaning of the Hueyetlaco Cliff are some of the events aimed at helping communities in need. The participation of our University Community in the social environment is reinforced through these actions.

In another context, as part of the continuous improvement activities coordinated by the **University Social Responsibility and Sustainability Committee**, the objectives were aligned with the Strategic Planning of Universidad Anáhuac. As a result, a Strategic Plan for University Social Responsi-



Specialty in Research Methods in Health Sciences.

- Presence of Graduate Program professors of the School at FECIEM of the Science and Technology of the State of Mexico Council (COMECyT for its acronym in Spanish), and as project evaluators at the COMECyT.
- Presence of academics as evaluators in the National Quality Graduate Program (PNPC for its acronym in Spanish) of Conacyt.
- Presence of academics and students as speakers at national and international congresses (42nd International Congress of Surgery, 18th National Congress of Biotechnology and Bioengineering, 34th National Congress of the AMMFEN, and Inter-institutional Congress of ISSEM).
- Participation of Anahuac Medical Simulation Center (CSMA) in the Association for Medical Education in Europe (AMEE) in Barcelona, Spain, in 2016; in Helsinki, Finland, in 2017; in Basel, Switzerland, in 2018; and in Vienna, Austria, in 2019.

### 2019

- An agreement with the University of Cantabria and obtaining a double degree with the PhD in Health Sciences.
- Participation in the following congresses: AMMFEN (2017 and 2018), AMFEM (2017 and 2018), FELAMPE (2018), 2016-2018 International Book Fair, Pediatric Hematology Congress (2018) and Memory Congress (2018).



bility and Sustainability was prepared. It was structured based on the mainstays of the new Anahuac Model on these matters. This committee has organized the Innovation contest in both editions, 2017 and 2019. The purpose was encouraging staff to contribute with projects that promote and disseminate social responsibility. Other activities include an updated Code of Ethics and University Social Responsibility (USR) and its introduction at the South Campus, as well as the creation of the USR **Environment and Communication Subcommittees**.

In 2019, Universidad Anáhuac obtained the Socially Responsible Company Distinction for the eighth consecutive year. It has also begun with the process to obtain it for the ninth time. Likewise, the United Nations Educational, Scientific and Cultural Organization (UNESCO) recognized Universidad Anáhuac with the *Ojo de Plata* Award from the Regional Observatory of Social Responsibility for Latin America and the Caribbean (ORSALC by its acronym in Spanish),

which is granted to organizations that understand territorial social responsibility as a solidary principle of equitable growth for people and communities.

Lastly, it should be noted that the **Accessibility Committee for People with Disabilities** has continued with the activities on both campi in order to ensure access for persons with disabilities within our facilities. It started with a census of students with disabilities. Then, Universidad Anáhuac created a guide and protocol on disabilities. The development of an action protocol for the integration of students with disabilities and a follow-up plan came afterwards. There was another census to detect employees with disabilities. In 2019, students of the Development of Social and Vocational Abilities Certificate Program got new options to make their professional practices. In addition, we made two accessibility analyses of signposting in our buildings, along with the architectural accessibility and defining priorities, among other actions.







- Signing of a collaboration agreement with the Pediatric Hospital of Mexico Federico Gomez and Medica Sur for visits for students in the Specialty, Master's or PhD in Clinical Nutrition.
- 95% of our academics has a PhD degree and there was an increase of researchers in the National Researchers System (SNI) of Conacyt.
- Visit of Dr. Suresh Pillai, President of the Asian Simulation Society and Professor at the National University of Singapore.
- Our School obtained the fourth place in the SIMex National Congress of Medical Simulation.
- Re-accreditation as International Training Center of the American Heart Association.

## SPORTS SCIENCES

### 2016 – 2018

- Launch of the Master's Degree in MBA Sport Management.
- 2018 FISU International Congress.
- Launch of the Certificate Program in Professionalization in the Educational Field.

### 2019

- Partnership with The Aspen Institute Mexico and the presentation of Project Play Mexico nationwide.
- Awarding of the Medal in Sports Sciences to Lic. Mauricio Suleiman, President of the World Boxing Council.







# ANAHUAC LEADERSHIP AND PRESENCE

At Universidad Anáhuac, we know that success is not built overnight. This is why we have worked to consolidate our leadership and presence in the Metropolitan Area of Mexico City (ZMCM by its Acronym in Spanish) with a varied, relevant, and innovative educational offer that responds to the needs of our country.

## UNDERGRADUATE PROGRAMS

49

Undergraduate programs

18

Schools and faculties

There are

13,448

undergraduate students enrolled in both campi

Enrollment increase of

4%

among

FRESHMEN

FOREIGN students

23%

## CONTINUING EDUCATION

920

Programs

- PROGRAMS
- WORKSHOPS
- CERTIFICATE PROGRAMS

GRADUATE PROGRAMS

LEADERSHIP  
AND  
PRESENCE

17 PhDs

47 Master's Degrees

30 Specialties

Students  
from 18  
countries

There are

4,049

students enrolled in  
graduate programs

TOP  
3

2nd

One of the  
three best universities  
in Mexico

QS World University  
Rankings 2020

place in  
employability  
for recent graduates

QS Graduate Employability  
Rankings 2020

5,300  
students enrolled  
in continuing  
education in 2019





## UNDERGRADUATE PROGRAMS

With great satisfaction, and thanks to the personalized accompaniment work in benefit of our students, in this last campaign, and for the third consecutive year, there was a historical number of freshmen, with 2,583 students, a figure that represents a 4% growth over the previous year. Since the year in which the two campi of Universidad Anáhuac came together under one administration, there was an increase of 17% in freshmen students. It has positioned us as the University with the largest market share in the segment of undergraduate programs among tertiary education institutions in the Metropolitan Area of Mexico City (ZMCM).<sup>1</sup>

On the other hand, in addition to the 2% growth in the academic population of Universidad Anáhuac in 2019, there was a 9% increase in freshmen students in the South Campus. Since the creation of Universidad Anáhuac in 2016, the undergraduate population has grown by 5%. This confirms the student satisfaction for the professional and integral formation, the accompaniment and the personalized attention they receive in this Institution.

It is also important to emphasize that the interest of students in the Metropolitan Area of Mexico City for Universidad Anáhuac has grown by 23% since 2016. This is the result of the strategy to attract local students and due to the interest that young people have to belong to Anáhuac Community.

<sup>1</sup> According to the National Association of Universities and Higher Education Institutions (ANUIES by its Acronym in Spanish), the universities that are part of this market share are the Autonomous Technological Institute of Mexico (ITAM by its Acronym in Spanish), the Monterrey Institute of Technology and Higher Education (TEC by its Acronym in Spanish; CEM, CCM and SFE campi), Universidad Anáhuac (North and South campi), the University of Mexico City, the Ibero-American University (UIA by its Acronym in Spanish), and the Pan-American University (UP by its Acronym in Spanish).



Foreign students who opt for studying at Universidad Anáhuac deserve a special mention. They represent 23% of our new students, from which 20% are from other states in the country, and the remaining 3% are non-nationals students. Baja California, Guerrero, Michoacán, Morelos, Puebla, Sinaloa, Tabasco and Veracruz are the states from where we receive more students. In addition, we also provide assistance to those students who live in Mexico City and wish to study at any other of our **RUA** institutions. This year 177 students took advantage of this support.

It is a tradition to receive the visit of high school students. In 2019, 25% more students participated in our 13 academic competitions, in which we highlighted the opening of the Investment competitions in Anahuac-Actinver Stock Exchange, Debate and Alan Turing and Gilbreth, from the **Faculty of Engineering**. These competitions result in scholarships from 30 to 100% for the students to learn their subject of interest. This attracts, rewards, and recognizes their talent.

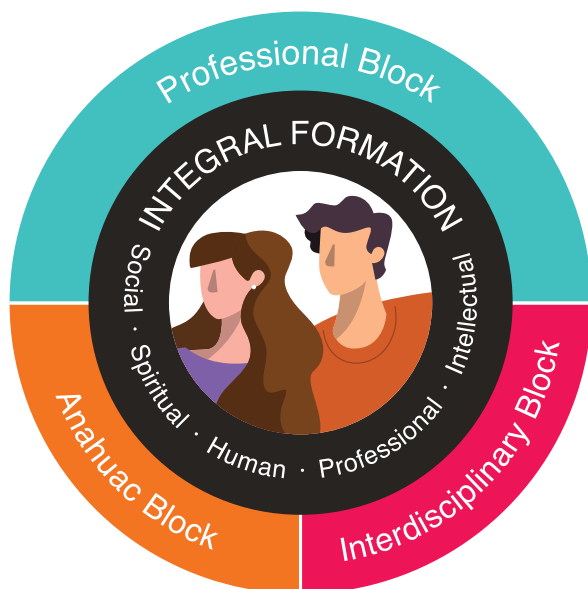
To support students and their families in their decision-making processes, 1,300 people were attended and accompanied in parental sessions offered by the University. The Rector, Vice-Rectors, Directors and Program Directors of our Schools participated in these sessions.

This year began with the presentation, launch, and dissemination of the 2025 Anahuac Model. It is the new educational proposal that the University will offer to future





generations and will come into force in August 2020. The new model is focused on the new professions and competencies that the labor world demands. It stands out for its flexibility, professional education for a successful job placement, multi-disciplinary instruction, with the possibility of university professional diplomas or Minors, leadership and entrepreneurship pathway, 480 hours of professional practices, subjects in English, and digital competencies.



## Achievements in Strategic Planning 2016-2020

### COMMUNICATION

#### 2016 – 2018

- The Faculty of Communication organized the International Transmedia Communication Summit, an event of great relevance that promoted the university identity of Anahuac Network. Students from Anahuac Puebla, Queretaro, Xalapa, Oaxaca, and Mexico took part in this summit.
- Obtaining of the ACCECISO Accreditation for the Entertainment Industry Management Undergraduate Program.
- Second CONAC re-accreditation of the Communication Undergraduate Program.
- The first generation of Communication and Strategic Marketing PhD was launched, a cutting-edge program in Mexico and Latin America that complements the graduate offer of the School.
- The School hosted the 7th Meeting of Programs Accredited by CLAEP (Latin American Council for the Accreditation in Journalism Education by its Spanish acronyms). The deans of the CLAEP-accredited Schools of Communication in Latin America were brought together in a meeting. This event was the framework to the awarding of the 2016 Anahuac Medal in Communication to Tony Pederson,

## GRADUATE PROGRAMS

Aware of the complex moments that our country is experiencing in the economic, political and social fields, Universidad Anáhuac addresses the challenge of meeting the needs and demands of the labor market to continue training professionals of the highest level through a wide offer of graduate programs. We currently offer 17 PhDs, 47 Master's Degrees and 30 specialties.

The common denominator of this offer is the training based on human and ethical values permanently pursued to have a great impact on the social environment in which our students and graduates develop professionally. The postgraduate educational offer is a living and changing element, capable of adapting to the transformations and challenges that result from the productive and social sectors of our country and worldwide.

This year, the **Graduate Programs** area reached 2,463 students enrolled in on-site class programs at both campi: 1,035 new students (840 in the North Campus and 195 in the South Campus) and 1,428 readmission students. This is the largest number of on-site class Graduate Programs students in the last six years, representing a growth trend for the coming periods.





Regarding online Graduate Programs, in 2019 the University reached an enrollment of 1,586 students in 13 different master's degrees, for a total Graduate Programs enrollment of 4,049 students.

With the aim of promoting Graduate Programs training and attracting more talent to our classrooms, since April 2018, the University has designed and operated a specific scholarship scheme for Graduate Program students. It allows Program Directors to identify outstanding professionals to offer them a scholarship that encourages them to invest in their training in Universidad Anáhuac. In 2019, 158 freshmen students received a scholarship ranging from 20 to 100%. This remarkable and generous effort that the University has made in scholarships is equivalent to 25 million MXN.

During this last year, 693 PhD and Master's Degree students graduated at our University in their corresponding academic ceremonies (57 PhDs, 353 on-site class Master's Degree, and 283 online Master's Degree).

Currently, **Graduate Programs** have students from 18 countries, including China, Colombia, Spain, the United States, the Netherlands, Israel, and Kenya. Operating closed graduate groups has been a successful strategy to strengthen the presence of the University in other parts of the country and to increase the enrollment. This measure has also made it possible to meet the education demand of the productive sector in their own facilities. Some successful examples are the Master's Degree in Education taught at the facilities of the General Hospital of Mexico; the Master's Degree in Medical Sciences, taught at the ABC Hospital, and the PhD in Public Administration, taught

MS, President of CLAEP, for his relevant career as an academic, journalist, and promoter of the quality of communication and journalism education in the region.

- In 2018, the PhD Program in Communication Research (DEIC by its Spanish acronym) was ratified within the National Quality Graduate Program of Conacyt.

## 2019

- Opening of 4 graduate programs in the South Campus and first generation with completely redesigned programs under the approach of the New Graduate Model.
- MS Carlos Cienfuegos, Dean of the Faculty of Communication, delivered a lecture at the Scientific Journalism Workshop of the Ealy Ortiz Foundation, within the 11th World Conference of Science Journalists, held in Lausanne, Switzerland.
- Awarding of the 2019 Anahuac Medal in Communication to Dr. Jean Domette Nicolesco, for his brilliant career as a publicist, communication specialist, and trainer of industry professionals, as well as for his work as a founding director of the Faculty of Communication at Universidad Anáhuac.

## LAW

### 2016 – 2018

- Organization of the Seminars "The National Defense of the Mexican State", together with the Secretariat of National Defense:



to the Public Water Supply and Sanitation Organization in the municipality of Toluca, State of Mexico.

The **Graduate and Continuing Education Office** has significantly expanded the presence of our University during the last year. It has promoted our programs in over 100 national fairs, exhibitions and business events, which is five times more than the last four years together. For the second year in a row, the University has been present in the three most relevant international forums for the promotion of Graduate Programs, where the most prestigious universities worldwide promote their academic offer: International Education Week in Madrid, Spain; QS World Grad School Tour in Lima, Peru; and International Graduate Studies Fair (FIEP by its Acronym in Spanish) in Bogota, Colombia.

In the same line, the strategic work to come closer to companies and organizations has been strengthened. In 2019, 40 new collaboration agreements were signed to make a total of 248. In addition to boosting our presence with the country's productive and social sector, these agreements make our offer and professional training services available for employees.







## CONTINUING EDUCATION

The University has a catalog of 920 continuing education programs, including workshops and certificate programs, training and professional formation in topics such as business, communication, humanities, health, sports, art and culture, among many others. In 2019, 235 programs were taught, representing a 10% increase over the previous period. In the last four years, the University has enrolled 21,244 students, out of which 5,300 arrived in the year 2019.

The **Faculty of Humanities, Philosophy and Literature and the Faculty of Law** have notably and closely worked with the Secretariat of National Defense and the Federal Police to deliver workshops and certificate programs on leadership, strategic management, gender equity, harassment prevention, among others.

At the University, we understand that continuing education is a way to extend our training services to multiple sectors and to audiences demanding prompt and effective professional updating, thus contributing to their personal and professional development.

1. 016 Series - "International Humanitarian Law"
  2. 2017 Series - "A Geostrategic Vision"
  3. 2018 Series - "Legal Framework for the Armed Forces"
- The School reached 1 Plus Level in the results of the General Exam for Undergraduate Certification (EGEL) of the National Evaluation Center (CENEVAL), repeating the first place in the Law domain among private universities in the country.
  - Consolidation of the Public Administration and Governance, and Strategic Intelligence Undergraduate Programs.
  - Establishment of the "Professional Experiences in Law" program, including a subject with the same name. Establishment of alliances for employability through agreements with main employers, securing jobs for our students.
  - More than 30 titles between books and manuals with legal administrative topics, among which the title *Hacia el futuro del constitucionalismo en conmemoración del 200 aniversario de la Constitución Política de los Estados Unidos Mexicanos* stands out.

### 2019

- Inauguration of the Oral Trial Chamber in the South Campus.
- Reconfiguration of Graduate Programs in Law and Public Administration at Master's Degrees and PhDs.
- Relaunch of the *Iuris Tantum* magazine.





## ACHIEVEMENTS AND RECOGNITIONS TO OUR COMMUNITY

Universidad Anáhuac is now consolidated as one of the best universities in Mexico and Latin America due to its commitment to its mission of promoting integral formation for people working on the development of the human being and the society.

Anahuac Community, its students, academics, authorities, administrative staff, and graduates, has attained multiple achievements and recognitions in Mexico and abroad.



### **QS WORLD UNIVERSITY RANKINGS**

Over the last years, especially during the exercise of the 2016-2020 Strategic Plan, the University has consolidated its academic offer, its faculty, and its infrastructure. This has allowed it to be positioned within the QS World University Rankings, the most prestigious ranking worldwide, as one of the best universities in Mexico and Latin America.

In that sense, it is noteworthy that in the 2017 ranking, the position of Universidad Anáhuac in this ranking was within the group of the best universities in the world between places 651-700 and as the fourth best in the country. With the hard work of the relevant areas and the University Community, for the 2020 QS ranking our institution has established itself as the third best university in the country and the second best private university (QS Ranking 2018, 2019). It is also in the group of the best 561-570, which means that from 2016 to 2020 it moved forward around 90 places globally.

### **QS GRADUATE EMPLOYABILITY RANKINGS**

For Universidad Anáhuac, its students and graduates are the best testimony of the integral formation it offers as an institution and its impact on the society. That is why the University cares not only for their instruction, but also for them to find the best job options to work in the professional field.

In this sense, we have been strengthening our relationship with employers in recent years, resulting in our consolidation as one of the best universities in terms of employability in Mexico and Latin America. These efforts have been recognized by the QS Graduate Employability Rankings, the most important classification of employability in the world.

From 2017 to 2019, Universidad Anáhuac has consolidated in this segment as one of the three best in Mexico and as one of the best 300 in the world. In 2019, we obtained the second place in the employability category for recent graduates in the country and among the best eight in Latin America with around 8,000 job offers for students and recent graduates, with salaries 66% above the national average.



## SPORTS IN UNIVERSIDAD ANÁHUAC

Integral educational Formation cannot be understood without sports. Therefore, the performance of the 19 teams representing our two campi have been boosted. This has resulted in great achievements, consolidating the leadership of Anahuac Lions among the best athletes in the country.

The Sports Office serves more than 500 students per campus and encourages integral formation through sports activities. It supports the representative teams of chess, athletics, basketball, baseball, sport climbing, fencing, soccer, football, five-a-side football, golf, dancing and cheerleading teams, judo, karate, wrestling, swimming, paddle tennis, rugby, softball, taekwondo, tennis, table tennis, archery, triathlon, beach volleyball, and indoor volleyball. It is worth mentioning the Elite Program, aimed at sports excellence, in which more than 140 students are taking part. Many of these achievements are the result of the high performance of the athletes who are part of this program.

The year 2019 was especially important for our Lions within the university and internationally, as







they were part of the teams representing Mexico in competitions of great importance, such as the World Universiade, held in Naples, Italy; and the Pan-American Games and Parapan American Games, both held in Lima, Peru.

Our Lions participated in the top forums showing their leadership in the first divisions in football, soccer (Telmex Telcel University Championship), and basketball (League of the Mexican Student Basketball Association). In the 2019 season, the football team was among the best four teams nationwide as semifinalist of the National Student Football Organization (ONEFA by its Acronym in Spanish).

Also, our athletes represented the University in various national conferences of tennis, golf, and baseball. This year, the golf team was crowned as national champion for the fourth time in a row, while the women's tennis, men's fast soccer, women's and men's basketball teams reached first places nationwide.





# ACHIEVEMENTS

- In university sports, Universidad Anáhuac has historically been a leading competitor. In the 2019 National Universiade, our athletes won 7 gold, 8 silver, and 9 bronze medals, placing this institution in the 11th place in the medal table of the National Council for Education Sports (CONDDE by its Acronym in Spanish).
- The University has managed to be in the top five of private educational institutions thanks to the results obtained by its two campi. The North Campus reached the 2nd and the South Campus the 5th position in the general ranking of the National Student Sports Commission for Private Institutions (CONADEIP by its Acronym in Spanish).
- We had a historical participation in the Olympic cycle competitions, with the classification of 47 students to the 2019 Pan-American Games.
- In the 2019 Pan-American Games, our athletes won 18 medals: 5 gold, 5 silver, and 8 bronze medals.
- In the Parapan American Games, 5 students were classified, obtaining 22 medals in total: 18 gold and 4 silver.
- Our Paralympic swimming student, Diego López Díaz, was awarded with the State Sports Prize in Veracruz, for his national and international achievements.
- 12 Anahuac athletes were selected for the World Universiade.
- Paula Fregoso became the world champion in taekwondo in the poomsae discipline.
- 3rd place in the World Cheerleading Championship of cheerleading teams.
- 2 coaches from Universidad Anáhuac were selected as national representatives at the World Universiade.
- For the third consecutive time, Universidad Anáhuac formed the group of volunteers to organize and operate the NFL game in Mexico.

## UNIVERSIDAD ANÁHUAC AT BOOK FAIRS

Regarding the University's book production, there was a continuous growth in co-publishing agreements with national and international publishing houses. With this synergy, our published works receive wide visibility and distribution in Mexico, in some Latin American countries, and in Spain. Currently, the University is present in the most important international book fairs in the country. It has an outstanding participation in the International Book Fair (FIL by its Acronym in Spanish) in Guadalajara, where we have an extensive cultural activity, such as book presentations, the International Forum of Editorial Design, co-organized with FIL, and the Research Promotion Colloquium *Where are you, Sofia?*

The same motivation to disseminate our bibliographic proposal makes us participate in the International Book Fair of the Mining Palace and in the International Book Fair for University Students of the National Autonomous University of Mexico (UNAM by its Acronym in Spanish).



# COMMUNITY ACHIEVEMENTS

- The Director of the **Faculty of Design, Ricardo Salas Moreno, MS**, was named one of the 100 design ambassadors in the world, by the government of Italy, thanks to his work and partnership for the benefit of our students and Italian culture.
- **Mayra González Velasco** (Advertising, 2000 generation) was named General Director of global sales for Nissan. She is the first woman to occupy such a high position in that brand worldwide.
- **Dr. Laura Iturbide Galindo** (1981 generation), Director of **Anahuac Business Development Institute** (IDEA by its Acronym in Spanish), received the Juan Huerdo Award from the Mexican Franchise Association. It is awarded to the person or institution who has promoted the development of the sector in the country.
- Students of the **Faculty of Architecture** won the first place of the contest for the redesign of the Chambord Castle in France, on the occasion of the 500th anniversary of such building. They competed with a proposal against another 40 universities worldwide.
- **Universidad Anáhuac** received the *Ojo de Plata* Award for its good practices and experiences in social responsibility. It is granted by the Regional Observatory of Social Responsibility for Latin America and the Caribbean and UNESCO.
- The **Architect Bernardo Gómez-Pimienta** (1986 generation), Director of the **Faculty of Architecture**, received the 2019 *Ambar Jaguar* Award of Architecture, granted by the College of Architects from the state of Chiapas (CACHAC by its Acronym in Spanish).
- Walt Disney Company Latin America named **Gerardo Casanova Morales, BS**, (Business Economics, 1998 generation) as Head of Sports for ESPN Mexico.
- **Valeria Arellano Delgado** (Master's Degree in Economics and Business, 2014 generation) was recognized with the 2019 People's Choice Award in the fourth edition of The International Conference of Business Learning Games #ICOBLG2019, organized by The Business Excellence Institute #BEX.
- **BS Miguel Pérez Cuesta** (Entertainment Industry Management, 2016 generation) was awarded the best original composition for a Mexican musical by Distroller, the Miusikul, in the Metropolitan Theater Awards.
- The Mexican Leaders magazine presented the list of the 300 Most Influential Leaders in Mexico 2019, acknowledging the leadership and experience of personalities in various categories. There were **31 graduates of Universidad Anáhuac** in such list.





- **Elisa Queijeiro Piza** was awarded the 2019 National Women's Prize.
- FESAL celebrated 50 years of history, learning, and dreams that came true.
- The Anahuac Cultural Center of the State of Mexico was inaugurated.
- The president of the Mexican Business Council headed the Opening of the 2019-2020 Academic Course.
- Our Schools of Architecture and Design were promoted to Faculties.
- Universidad Anáhuac awarded the honorary PhD to Alfredo Quiñones Hinojosa.
- Certain universities and the government of Mexico City signed an agreement for the safety of student communities.
- Inauguration of the Magdala Pilgrimage Guesthouse, a space that brings faith and archeology together.
- With the OV Day, we accompanied young people in the important step of choosing their undergraduate program.
- The UNESCO recognized Universidad Anáhuac for innovation in Social Responsibility.



# EDUCATION MODEL

Our Educational model offers students a training process that encourages them to develop their ability to learn, solve problems, develop projects, and to contribute in positively transforming as a person, family and community. All this is done through personalized attention.



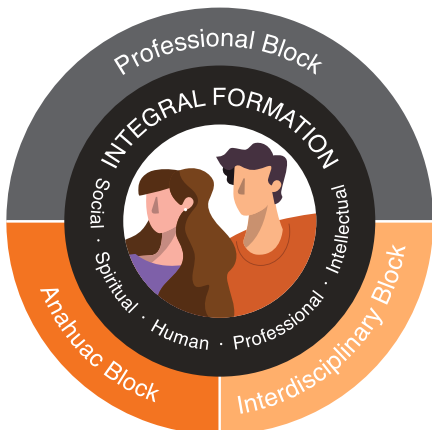
## 2016 UNDERGRADUATE MODEL

Anahuac Block

Professional Block

Elective Block

## 2025 UNDERGRADUATE MODEL



## ACADEMIC QUALITY

ABET international accreditation for:

INDUSTRIAL ENGINEERING

CHEMICAL ENGINEERING

CIVIL ENGINEERING

MECHATRONICS ENGINEERING

BIOMEDICAL ENGINEERING

31

Programs in the Register of  
**HIGH ACADEMIC PERFORMANCE**

26

Programs in the top 10 of **EGEL-CENEVAL**  
examinations

# EDUCATIONAL MODEL

INCORPORATION  
TO THE  
**eDX**  
PLATFORM

TO IMPROVE GRADUATE  
ACADEMIC QUALITY:  
INTERNAL SYSTEM  
OF QUALITY  
ASSURANCE

**13** online  
**GRADUATE  
PROGRAMS**

## GRADUATE MODEL

Philosophical dimension

Social dimension

Pedagogical dimension

Operative dimension

**ACADEMICS**  
**3,060**  
PROFESSORS

**66.6%**  
WITH MASTER'S  
DEGREE

**22.32%**  
WITH PhD  
DEGREE





## EDUCATION MODEL FOR UNDERGRADUATE PROGRAMS

The current offer at undergraduate level at Universidad Anáhuac includes 49 programs, with a total enrollment of 13,448 students.

The main features of the current educational model are the three blocks of subjects: Anahuac Block, which integrates humanistic instruction subjects; the Professional Block, specific for each discipline, and the Elective Block, which allows students to select subjects according to their own interests. Likewise, this model includes subjects with regional focus, the Social Responsibility and Sustainability subjects, and that of Entrepreneurship and Innovation, as well as subjects in English and two other subjects fully online. In this last modality, the Social Responsibility and Sustainability subject is being offered with great success for the entire **RUA** with a total of 51 groups, 37 academics, and 61 online tutors for 3,232 students. Likewise, another 62 online subjects have been developed and implemented, with special interest in using tools that allow individual contact between teachers and students. Similarly, another 43 subjects are also being taught online in all **RUA** universities.

Undoubtedly, this educational model has been successfully implemented and required a great effort in terms of training and dissemination among academic, and administrative staff and students, as well as in terms of the operation to ensure its proper implementation.

## 2025 EDUCATIONAL MODEL

In its eagerness to remain at the forefront, Universidad Anáhuac has been working to implement in 2020 a new Educational Model at undergraduate level. The pedagogical approach of this model will promote professional competencies such as global perspective, innovative spirit, critical thinking, social responsibility, and sustainability. There is also the ability to make decisions, teamwork, social and emotional intelligence, the ability to establish interpersonal relationships in different professional arenas, and active social participation.

The new Educational Model will include all curricular plans at undergraduate level and will integrate the most relevant educational trends to educate the professionals of the future. It is an innovative model that favors integral formation and is aimed to improve employability by providing students with interdisciplinary instruction. It also promotes the use of active methodologies, disruptive techniques, and technological teaching-learning tools that contribute to the development and strengthening of soft skills. It incorporates subjects for the application and integration of learning, as well as current, interdisciplinary, and global contents necessary in today's working

world. At the same time, it opens the training possibilities through an elective block of general training, according to the concerns and interests of each school and the student, promoting autonomous work and crosscutting research.

Its curricular structure is integrated by three blocks of subjects:

**Anahuac Block.** Formed by subjects that provide humanistic and leadership education, denoting the hallmark of the integral formation educational model of Universidad Anáhuac. This block encourages students to know themselves, having a deeper knowledge about their nature, discovering their vocation, and fully develop their faculties so that they can exercise a positive action leadership in their profession.

**Professional Block.** Formed by subjects that allow students to develop (general and specific) technical skills, as well as the soft skills required in each profession in order to be agents of change and projection in the professional field.

**Interdisciplinary Block.** Made up of subjects designed and taught from an interdis-

ciplinary perspective that allow students to learn various fields and realities of the current world through an interdisciplinary analysis of the reality, identifying the great challenges, complexities, and opportunities that come with each situation or problem. Elective workshops help in complementing and deepening the integral formation of our students and the development of competencies in different areas. Both elective subjects and workshops are selected by the student according to their specific interest.

The 2025 Educational Model includes a pathway of Leadership and Entrepreneurship subjects, the subject of Social Responsibility and Sustainability, and a University Professional Diploma (elective), in addition to five online courses and five subjects in English.

Additionally, in 2020, we will offer the Engineering Management Undergraduate Program (at the **Faculty of Engineering**). Over 50% of its subjects will be taught in English and will have international stays and experiences in agreement with the University of San Diego, California. Likewise, we are working in the design of the Global Management Undergraduate Program (**Faculty of Economics and Business**). This degree will be taught mostly in English and under agreements with various foreign universities to carry out international learning experiences.

## **DESIGN**

### **2016 – 2018**

- Presentation of the conference *Como un libro abierto* (As an open book) at the European Academy of Art in Florence, Italy.
- The Faculty of Design participated in the 5 most prominent Design forums worldwide: Fuori Salone / Ventura Future, Milan, Italy (2016, 2018); Wanted Nude / Valencia, Spain (2016, 2018); Design / New York (2016, 2018); Design District / London, England (2018); Zona MACO, Mexico City.
- Workshops in International Industrial and Graphic Design of international level.
- Presence of recognized professionals in special workshops for our School students: Marusela Granell, Spain; Vito Noto, Switzerland; German Montalvo, Mexico; Nick Kondo, Canada; Brett Vanderkist, England, and Claudio Marengo Mores, Spain.
- Our students of the Graphic Design Undergraduate Program obtained Level 1 and Excellence grades in EGEL examinations nationwide.

### **2019**

- Awarding of the 2019 Anahuac Medal in Design to Dr. Gilda Bojardi in the framework of our 16th International Congress Design for Humanity 2019 / 100 years of Bauhaus Tribute.



## ACADEMIC QUALITY

The current Educational Model has been strengthened thanks to various internal and external educational evaluation strategies, positioning the University at the forefront nationally and internationally.

### Accreditations and external evaluations

These strategies include, among others, the Graduate Profile Evaluation Plan, the collegial evaluations, the accreditation processes with national and international organizations, as well as the applications of the General Exams for Undergraduate Certification.

Quality assurance mainstay, analyzed from external assessments, are the evaluation and accreditation processes under national and international standards. In this way, during 2019 we continued with the continuous effort of the accreditation processes.





- Participation of the School in the three most prominent Design forums in Mexico: 1) Mexican Open Design, 2) Design Week and 3) Inédito.
- Participation in the Anahuac Icons Exhibition at Casa de México in Madrid, Spain.
- Promotion of the School of Design to Faculty of Design.
- Participation of students of the Fashion Design and Innovation Undergraduate Program in «The Business of Fashion and Design» program, in collaboration with the Italian Chamber of Commerce.

## ECONOMICS AND BUSINESS

### 2016 – 2018

- Incubation of Scientific Projects. Launching and closing NOBI 2017-2018 (in partnership with UNAM) and 2019 (in partnership with UNAM, SEP Technological Institutions, and CiTNOVA / Hidalgo).
- Launching of Lean Startups Mexico.
- 2015 National Entrepreneur Award.
- 2018 National Franchise Award.

### 2019

- Eligibility to send the SER to the Association to Advance Collegiate Schools of Business (AACSB).
- Third place in the Banxico Awards.
- The Economics program at the South Campus obtained the 1 Plus category in the EGEL examination.
- Re-accreditation by the MBA Association (AMBA) for the 2018-2023 period.
- Organization of the International Doctoral Consortium.







This year, the international re-accreditation for four **Faculty of Engineering** degrees was carried out with the Accreditation Board for Engineering and Technology (ABET): Industrial Engineering, Chemical Engineering, Civil Engineering, and Mechatronics Engineering. The Biomedical Engineering accreditation also was undergoing an accreditation process. All these degrees obtained an opinion of excellence, without any recommendation. On that same line, accreditation processes are currently being carried out with the Association to Advance Collegiate Schools of Business (AACSB), and the re-accreditation with the Accrediting Council on Education Journalism and Mass Communications (ACEJMC) for the **Faculty of Economics and Business**, and the **Faculty of Communication**, respectively.

For the seventh consecutive year, the results obtained in the General Exam for Undergraduate Certification (EGEL by its Acronym in Spanish), applied by the National Evaluation Center for Higher Education (CENEVAL), have placed Universidad Anáhuac in the first positions of the 2018 Annual Report of Results with 26 programs in the top 10, from which 8 are in the first place, according to their classification. In addition, 31 undergraduate programs maintained their incorporation to the Register of High-Performance Programs in the 2017-2019 period, consolidating Universidad Anáhuac as an institution of quality and academic excellence in the Metropolitan Area of Mexico City. Seven programs are in Level 1 Plus (in which programs with over 80% approval are positioned, and where at least 50% have outstanding performance), 22 programs in Level 1, and two more programs in Level 2.

In the same way, we obtained a historical record in the Ceneval Awards for the Excellence in Performance-EGEL, with more than 120 awards achieved in both periods. This demonstrates the highly competitive level and academic quality of our undergraduate programs.

Universidad Anáhuac has a culture of continuous evaluation, allowing it to establish mechanisms of action to achieve the strategic objectives previously established.

### Evaluation Plan: Graduation Profile and Undergraduate Learning Outcomes

The implementation of the Evaluation Plan Project: graduation profile and learning outcomes began in August 2016. Its objective is ensuring the achievement of the graduation profile among Universidad Anáhuac students by measuring compliance with the established competencies. In other words, verifying that the educational promise we make to society is fulfilled through the academic programs offered by our University.

## EDUCATION

### 2016 – 2018

- Professorship in Digital Resources and Learning Improvement (Cengage Learning and ICIF).
- Professorship in Digital Competencies (Santillana Foundation).
- Consolidation of actions for the insertion of people with disabilities: 9 classes of the Development of Social and Vocational Skills Certificate Program; 9 classes of the School Inclusion, Labor and Independent Living of Persons with Disabilities Certificate Program; Academic Coordination for the Accessibility Committee for People with Disabilities, and Job Fair for people with disabilities.
- Agreements with the General Hospital of Mexico and the Semper Altius School Network for graduate training programs in the required professional profiles.

### 2019

- Recognition of EDUCA Foundation for the support given to organize the *Educa* Congress.
- Signing of the Semper Altius Comprehensive Instruction Research Professorship.
- Seminar «Let us Build the Mexican School We Want».

## GLOBAL STUDIES

### 2016 – 2018

- Consolidation of graduate programs at the FEG, Master's Degree in International Affairs and PhD in International Security.



This project is focused on continuous quality, with specific products that demonstrate the students' learning achievements, and that allow, when necessary, to implement the required improvement actions.

### Educational Evaluation

The Evaluation Plan is closely linked to collegiate and mid-term evaluations, as a mechanism to evaluate and standardize the academic quality of our programs on both campi of Universidad Anáhuac.

Collegial evaluations were conducted starting in October 2016. Gradually, online exams have been incorporated for the core subjects of each degree, as well as other means of collegial assessment.

From 2016 to date, collegiate evaluations have been conducted to support the Evaluation Plan, with an impact on 97,258 students and 2,423 academics.

Regarding mid-term evaluations, their objective is to carry out an internal academic work process to establish the general criteria and equivalent evaluation levels.

The **Development and Academic Management Office** (DDGA by its Acronym in Spanish), the **Coordination of Educational Programs**

(CPE by its Acronym in Spanish) and the **Technologies for Education Office** (CTE by its Acronym in Spanish) participated in various forums such as the Congress of Educational Innovation of the Tecnológico de Monterrey. Besides, their talk was included in the corresponding book *Perspectivas de la innovación educativa en Universidad de México: Experiencias y reflexiones de la RI E360*—; the CENEVAL Educational Evaluation Forum, and the Educational Quality Forum. On an international level, they participated in the International Congress of Educational Innovation; the BbWorld 2017, with the presentation “How the Mexico Campus of Universidad Anáhuac implements blended and online courses using Blackboard”, and the 2018 BbWorld International Congress, with the talk “Measuring academic achievement: Departmental assessment using Blackboard”, in Orlando, Florida. They also attended the seminar for leaders in education “High performance in higher education”, hosted by Harvard University and the Massachusetts Institute of Technology (MIT).

These activities positioned our Universidad Anáhuac as a leader in the fields of innovation in educational evaluation and use of technology, confirming its commitment to academic quality and innovation in higher education.

## FACULTY

In our University, it is essential that Anahuac academics are willing to improve and excel every day, to commit to the University Mission, and to recognize the important work they do as trainers of future positive action leaders. Therefore, a rigorous process is carried out to evaluate the academic and professional background of the teaching candidates, as well as their pedagogical skills and how they identify with our Mission. Currently, there are 3,060 academics: 66.6% (2,038) with a Master's Degree or Medical Specialty and 22.5% (688) with a PhD Degree.

One of the strategic areas for the University in terms of its academic faculty is the **Teaching Education and Update Center** (CEFAD by its Acronym in Spanish), which in 2018 commemorated its thirtieth anniversary and celebrated this event with a keynote conference with Jon Bergman, co-founder and academic director of Flipped Learning Global, one of the most innovative methodologies in the educational field. These events marked the starting point of the project that was implemented in 2019 to certify professors in said methodology. Universidad Anáhuac has been recognized by the Flipped Learning Global Initiative for being «the spearhead of innovation in higher education».

During the period of the 2016-2020 Strategic Plan, the **CEFAD** has delivered 1,159 humanistic, intervention, and update courses, serving 14,956 academics, in addition to another 348 academics for pedagogical advice. These professors received training in didactics, arts, history, literature, philosophy, psychology, social responsibility, technology, languages, and disciplinary courses to keep them at the forefront.

This year, our researchers were recognized for excellence for their outstanding work and discipline. They were also recognized by the National Researchers System.

- Incorporation of alumni to the Mexican Foreign Service of the Secretariat of Foreign Affairs.
- Participation in the North American Process Symposium with the University of Calgary and the Arizona State University.

### 2019

- Organization of the International Days of the 2030 Agenda and the Sustainable Development Goals in the 9 RUA universities.
- Conference of the Chatham House President, Dr. Robin Niblett.
- Conferences and exchanges with Cyprus University.





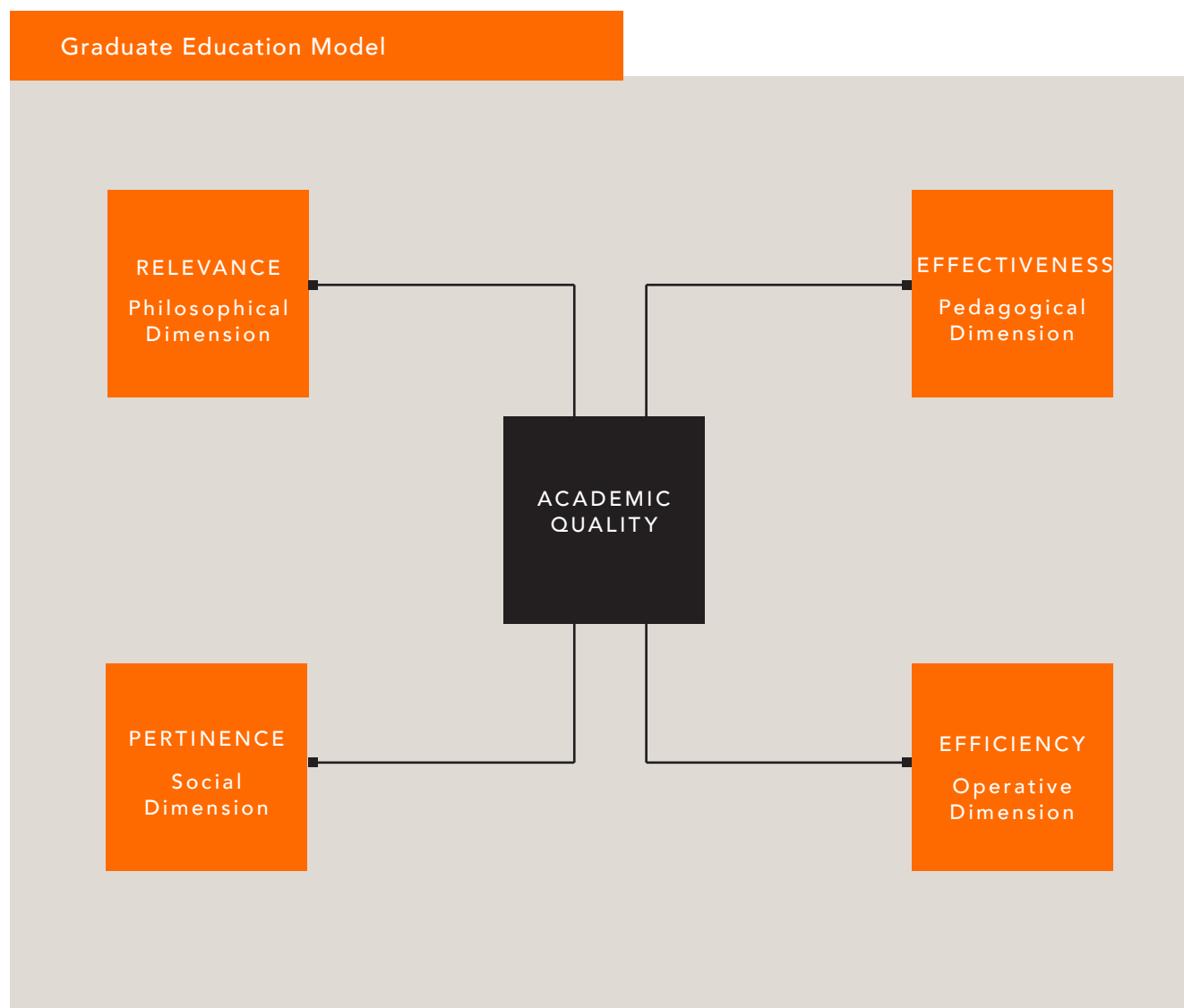
## GRADUATE EDUCATION MODEL

The graduate level has strategic importance to support the progress of a country, since it is conceived as a privileged space to form the intellectual capital that a society needs on at least four basic levels: economic growth, scientific and technological progress, cultural development, and social welfare.

With the current Strategic Plan, the University considered promoting the Graduate Programs and rethinking them with a far-sighted approach.

Most of the Graduate Programs started a new operational stage to favor internationalization, mobility, and partnerships.

Likewise, the Academic Graduate Model was updated based on the philosophical and pedagogical foundations of the University to ensure its relevance and effectiveness, considering also the world trends analysis for this level of studies. The Academic Model is a declaration of principles, concepts, premises, and mechanisms that refers to the specific way in which Universidad Anáhuac systematizes the teaching-learning process and strives for the fulfillment of its mission.





In the light of the academic model, most Graduate Programs updated their curricular plans based on an in-depth analysis of labor trends and social needs. This large-scale project came right when the integration of the academic offer of the two campi of Universidad Anáhuac was being promoted. We are currently updating 28 programs and designing 17 new ones.

The University is set out to enhance the academic quality achieved, providing the academic offer with depth and focus in order to respond effectively to the needs of the society. Among other actions, we developed the Internal Quality Assurance System, consisting on a set of 15 criteria with multiple indicators and mechanisms. Since quality is the result of a continuous improvement process, the implementation of this system will allow monitoring the progress and compliance of the indicators, as well as the effectiveness of the improvement actions.

Universidad Anáhuac advanced in the incorporation of technology in graduate and online education.

We currently offer 13 graduate programs through this modality in the areas of Business, Law, Health, Education, Bioethics, and Tourism. The enrollment in these programs has been steadily increasing. It went from 613 students at the beginning of 2016 to 1,586 students at the end of 2019. In addition, during this last year the Global Bioethics Master's Degree was launched. It is a program taught in English currently offered to students from Europe and Africa.

## CONTINUING EDUCATION

This is one of the main activities of the University, which serves students, graduates, academic and administrative staff, the business and the public sectors in general through activities and programs of various types. In the last four years, the course offer has covered a wide variety of current topics.

In 2019, thanks to the dynamism of Schools and Faculties, the Latin American Consortium for Micro-finance Training (COLCAMI) and the Center for Excellence in Corporate Governance, delivered more than 230 courses to a total of 5,250 people. These courses are an excellent option to meet the personal or professional needs of its different audiences. Also, 97 Certificate Programs are currently offered online, with 2,200 active students.

The University must maintain and strengthen its partnerships with the business, productive, and social communities, in order to continue the training in benefit of the society.





## LIBRARY

The library has signed partnership agreements that turn our two libraries into venues for events such as the Round Table on the Sustainable Development Goals (SDGs) of the 2030 Agenda of the UN, the Chinese Culture Day, as well as reading clubs and film series.

It should be noted that in 2019 we started the pathway to become a library for people with disabilities. We have incorporated students from the Inclusion Certificate Program of the **Faculty of Education** to carry out their professional practices in our facilities, which turned out in an excellent performance.

We are working for this place for books moves on to a digital transformation, optimizing the relevance of the resources. Likewise, we are working for the permanent updating of the traditional roles of our library in face of this new era, to meet in a better manner the needs of our users through services that have greater impact.

### Digital Library Consolidation

#### New management system for integrated searches in the libraries of Anahuac Universities Network

**314,702**

printed books

**550,000**

electronic books

**10,500**

electronic journals

**9,000**

digital journal titles

**117**

databases





# PARTNERSHIPS

Universidad Anáhuac built partnerships with its alumni community and with external bodies in benefit of the personal and professional development in academic fields, and also to influence positively on the development of the society and the country.



130

Corporate Professorships

38

Research Professorships

## MEXICO CITY GOVERNMENT

SENDEROS SEGUROS PROJECT

Some agreements with:

- CCE
- COPARMEX
- AMIIF
- CANACINTRA
- CANACO
- CONCANACO SERVYTUR México
- CC
- CMIC
- ABM
- AMAFORE
- AMMJE
- AMIS
- AmCham

## PARTNERSHIP

with LEADING  
ORGANIZATIONS  
from the

BUSINESS, SOCIAL  
AND GOVERNMENTAL  
SECTORS

2nd

ANAHUAC  
BUSINESS  
MEETING

Opening of the  
**ANAHUAC  
CULTURAL CENTER  
IN THE STATE OF  
MEXICO**

(Angel and Tere Losada Theater and  
facilities for the School of Arts)

**15,400 m<sup>2</sup>**

built for

**1,300**

spectators

# PARTNERSHIPS

## RECRUITMENT FAIR

attended by

109

leading companies

1,800

positions

PARTICIPATION

of 2,000  
students

FIRST  
JOB FAIR  
for People with  
Disabilities

45

companies

1,000

job offers

400

attended by people with disabilities

With our

55,000

GRADUATES

through social media,

*Generación Anáhuac*

*magazine, Logros*

*magazine, honor dinner,*

*Graduate Day*

2,300

graduates

contributed to the

**FONATON**





## STRATEGIC PARTNERSHIPS

In 2017, the Strategic Partnerships Office was created with the purpose of strengthening our partnerships with the productive sectors of the society, through the Corporate and Research Professorships programs, as well as the relationship with chambers and business organizations for the benefit of our students.

From 2016 to 2019, the Corporate Professorships program added 60 new professorships, favoring almost 14,000 students through strategic alliances with leading companies in their sector. From 2011, when this program started, to date, the University has had 130 active corporate professorships. In the last year, 15 new Corporate Professorships were signed with Abbott, Mexican Stock Exchange, EY, GNP, Henkel, Holcim, Industria Mexicana Coca-Cola, José Cuervo, JP Morgan, La Costeña, Mars, Novartis, OECD, P&G, and Scotiabank.

In 2019, the Research Professorships program celebrated 15 years of contributing to the generation of knowledge through applied research linked to the company. During this time, 38 Professorships were founded, 22 of which are active, with a direct benefit for our undergraduate students. In the last year, five Research Professorships were founded.

The active Research Professorships are the following: Leventis AG in Studies on Cyprus Professorship, National Association of Hotel Chains Professorship (ANCH by its Acronym in Spanish), Bank of America Professorship in CSR, BD Professorship in Diabetes Education, Carlos Peralta Professorship in Public Health, Carlos Slim Helú Professorship in Comprehensive Fight against Poverty in the Indigenous Communities, of the National Tourism Business Council Professorship, Chihuahua Anahuac Professorship, in Constitutional Procedural Law Professorship, Dr. Jorge Larrea Espinosa Professorship in Addiction Education, Semper Altius Integral Formation Professorship, GBM Professorship in Applied Finance, José Cuervo Patrimonial Professorship in Marketing, Interdisciplinary Professorship in Bioethics for Everyone «Felicidad Sainz Gutiérrez», Interdisciplinary Professorship in Clinical Bioethics «Gerardo Del Valle Toca», Interdisciplinary Professorship in Infertility «Margarita Lamas de Abad», KUO-DESC Professorship in Sustainable Processes, La Moderna Professorship Refresher in Management Competencies, Shimon Peres Professorship for Peace, Yucatán-Anahuac Professorship, Interdisciplinary







Professorship in Instruction of Educators in Bioethics, and Dr. Jesús Kumate Rodríguez Professorship in Addictions.

In addition, from 2016 to 2019, there were 125 outstanding leaders from the business, social, and government sectors, who did not graduate in our University; in the last year 26 leaders attended different academic events.

In 2018, the first Anahuac Business Meeting was held in order to promote the partnerships between companies and the academia. The University considers this partnership as a mainstay in the education of new generations and Mexico's development. In the same year, we acknowledged the companies working closely with the University in terms of employability and related to the Corporate Professorships program; the awarded companies were Deloitte and PetStar. In 2019, Nestlé was recognized in the Employability category; El Heraldo de México with the best Corporate Professorship; and the distinction to the most prominent Research Professorship was awarded to the José Cuervo Patrimonial Professorship in Marketing for 13 years of work since its foundation.

Thanks to the growing relationship of our University with the chambers and business associations, active participation and joint work have been achieved to provide solutions in innovation,

## **HUMANITIES, PHILOSOPHY, AND LITERATURE**

### **2016 – 2018**

- Opening of Anahuac Leadership Research Center.
- Opening of History Undergraduate Program.
- Leadership and Management Training Certificate Programs for the Federal Police.
- Leadership Training for Directors and Deputy Directors for the Chedraui Group.
- Training in equity and gender matters for SEDENA.

### **2019**

- Award for the best research at the ENCATC International Congress, in France.

## **ENGINEERING**

### **2016 – 2018**

- Agreements of great relevance for Civil Engineering with the Bernardo Quintana Institute; the Public Transport System (Subway) of Mexico City; the Mexican Chamber of the Construction Industry; and the National School of Engineering in Tarbes, France (ENIT).
- Master's Degree in Technologies for the Sustainable Development obtained its registration in the National Register of Quality Programs of CONACyT, and four engineering programs obtained the favorable opinion of the Accreditation Board for





technology, and entrepreneurship, demonstrating with facts how to avoid the gap between companies and the academia.

In addition to this, there are agreements signed with the Business Coordinating Council (CCE by its Acronym in Spanish), the Employers' Confederation of Mexico (COPARMEX by its Acronym in Spanish), the Mexican Association of Pharmaceutical Research Industries (AMIIF by its Acronym in Spanish), the National Chamber of the Transformation Industry (CANACINTRA by its Acronym in Spanish), the National Chamber of Commerce, Services and Tourism (CANACO by its Acronym in Spanish), the Confederation of National Chambers of Commerce, Services and Tourism (CON-CANACO SERVYTUR Mexico by its Acronym in Spanish), the Communication Council (CC), the Mexican Chamber of Industry of the Construction (CMIC by its Acronym in Spanish), the Association of Mexican Banks (ABM by its Acronym in Spanish), the Mexican Association of Retirement Fund Administrators (AMAFORE by its Acronym in Spanish), the Mexican Association of Female Chiefs of Companies (AMMJE by its Acronym in Spanish), the Mexican Association of Insurance Institutions (AMIS by its Acronym in Spanish), and the American Chamber of Commerce of Mexico (AmCham).

## PARTNERSHIPS

The **Partnerships Office** was created in 2016 to serve the governmental, academic, and social sectors, as well as to strengthen the **Employability Office**, with an integration approach of both campi. In accordance with the current Strategic Plan, relations with the leading companies in each sector are a priority.

The employability of our graduates has a strategic priority, so the **Employability Office** carried out in 2019 more than 35 recruitment activities from leading companies in both campi, and more than 50 events such as workshops, and various training courses. In addition, it organized the 2019 Recruitment Fair, which was attended by 109 leading companies offering 1,800 positions, with the participation of more than 2,000 students. The Virtual Employment Fair also grew in quality, with a growing participation of graduates.

Along this same vein, agreements with the Higher Education-Enterprise Foundation (FESE by its Acronym in Spanish) of ANUIES, together with the Mexican Association in Human Resources Management (AMEDIRH by its Acronym in Spanish), and with the Cia Talent Group were signed. The first Job Fair for People with Disabilities was very successful. It brought together 45 leading companies and associations with nearly 1,000 job offers, and the attendance of more than 400 people with disabilities.

**Public and governmental sector.** The University has always encouraged a close relationship with the public sector; a good example of this was the presence of all governor candidates for the State of Mexico at our University. They came to share their proposals with the University Community, strengthening even more the close relationship with the municipality of



Engineering and Technology (ABET) in order to obtain an international accreditation.

- The Industrial Engineering Undergraduate Program successfully implemented the follow-up program for students in academic tutoring, in which each student receives assistance until the end of her or his studies, in order to provide personalized guidance.
- The CENIT began developing technology-based projects fully funded by companies. For example, the study in hospitals of the State of Mexico carried out for the company IKON SOLUGLOB.
- Since 2016 and until 2019, about 20 Technological Development and Innovation projects for the business sector have been carried out. These projects were funded by the National Council on Science and Technology (CONACyT), as well as by the companies involved.

### 2019

- Mechatronics Engineering students developed professional practices for the development of advanced technology in international companies located in China, France, and Mexico.
- The Mechatronics Engineering Undergraduate Program obtained the first place nationwide in the best universities ranking in 2019. Besides, it was recognized by the ABET evaluators chairman as one of the best evaluated programs worldwide.



Huixquilucan, where the North Campus is located. We also signed an agreement with the Anti-corruption System of the State of Mexico.

During 2019, we managed to obtain great partnerships with the federal government secretariats. This resulted in projects with the Secretariat of the Interior, the Secretariat of Agriculture, the Secretariat of Health, the Secretariat of Culture, the Secretariat of Energy, the Secretariat of the Environment, the Secretariat of Public Administration, the Secretariat of Education, the Secretariat of Labor and Social Welfare, the Secretariat of Communications and Transportation, the Federal Public Administration, the Public Career Service, and the Presidency of the Republic. Among these projects there is the development of a diagnostic model in the social, technical-agricultural dimensions; a risk analysis in the Municipality of Xochimilco; the development of a community health care center; community culture projects; participation in the comprehensive ecological restoration program of the Tula region; the development of reading promotion strategies; as well as training, employability activities, civic education and promotion of values, among others. In our relationship with the government of Mexico City, we can mention the

participation of the University in Safe Pathways and in the Ecos Network. Especially with the Municipality of Alvaro Obregon, the participation of the **Faculty of Psychology** in the Council for the Integrated Attention in the Consumption of Psychoactive Substances stands out.

**Academic sector.** We can highlight the signing of an agreement with the University of Cantabria, Spain to obtain the double degree. We can also mention the agreement with the Mora Institute, and the research alliance established between the **Faculty of Social Responsibility** and the University of Edinburgh. More than 40 priests were trained in management skills, maintaining a collaboration with the Archdiocese of Tlalnepantla. An agreement was also signed with the Scholas Occurrentes Foundation.

In 2019, the relationship between Texas A&M and the **Faculty of Engineering** was formalized to provide a double degree in Industrial Engineering, and also the relationship between the University of Cantabria and the **Faculty of Health Sciences** for the double degree in the PhD in Medicine. We also consolidated our collaboration with various national and international academic associations in which the University is a member.



## ALUMNI

In 2018, various coordination teams were finally grouped into the new **Alumni Office** with the objective of providing high quality services to the more than 55,000 alumni. In this way, we have established an effective relationship that allows them to keep in touch with their *alma mater* and collaborate with the University Mission.

As a result, and in order to pay attention to the various programs and areas of interest, we held different events with our alumni and their families. Different services were offered, such as cultural activities, food samplings and tastings, art classes, conferences on topics of interest and networking events, among others. In 2019, the first Anahuac Alumni Family Day was established. In this event, we invited our alumni to come back to their university and spend a Saturday with friends and family. There was a participation of 300 alumni.

Without a doubt, one of the strengths of the University is running 11 Advisory Councils, in which outstanding graduates provide recommendations and support to the Schools and Faculty Directors. In order to acknowledge and recognize the commitment and closeness of the alumni members in the advisory councils of Schools and Faculties, as well as Anahuac Leadership Laureates and Generación Anahuac Laureates, we



## LANGUAGES

### 2016 – 2018

- Signing the Partnership Professorship with the Antiguo Colegio de San Ildefonso.
- Signing the Corporate Professorship with Penguin Random House.
- Accreditation of the Modern Languages and Cultural Management Undergraduate Program by the Council for the Accreditation of Higher Education in Arts (CAESA by its Spanish acronym).

### 2019

- Cultural Dialog “The Fund of Funds”, organized by students of the Modern Languages and Cultural Management Undergraduate Program, and directed by Istar Cardona Pérez, MS.
- Enrollment to the European Network on Cultural Management and Policy (ENCATC), with a Full membership profile.
- Presentation of the research: Incredible Edible Todmorden: Impacts on Community Building, Education, and Local Culture. A Case for the Operationalization of Sustainability at the 27th ENCATC Congress of Cultural Management and Policy “Diversity and sustainability at work. Policies and practices from culture and education”.

offered a dinner in their honor for the second consecutive year. In 2019 more than 300 alumni participated.

On the other hand, the first alumni meeting in the Bajío region (Aguascalientes, Guanajuato and Jalisco) was held and the Anahuac Alumni Chapter was consolidated in this area of the country. Also, in 2019 there were class reunions of various Schools and Faculties with the participation of 600 alumni from all classes, especially in the celebration of the 50th anniversary of the **Faculty of Actuarial Sciences**.

We also had the participation of outstanding graduates at multiple University events. For example, in Anahuac Excellence Awards or at prom events. It is worth mentioning the participation of the MS Antonio del Valle Pero-

chena, a distinguished graduate and president of the Mexican Business Council, who gave a lecture to the University faculty at the opening ceremony of the 2019-2020 academic year.

Maintaining communication with alumni is a challenge and a need where social networks play a strategic role. This is why we have been working on improving the quality of the content on our Facebook page, Egresados Universidad Anáhuac —with more than 10,000 followers—; we have paid special attention to our LinkedIn community, where more than 2,000 alumni exchange ideas and projects.

In communication with our alumni, person-to-person contact has also been promoted. This year, we have carried out more than 25 interviews for the *Generación Anáhuac* and *Logros* magazines.





## FONATON FUNDRAISING PROGRAM

Aware of how relevant is for talented young people to receive the quality education offered by our University, for more than 20 years there has been a fundraising program by telephone. Through this program, we request the support of our alumni to collaborate with donations for the university scholarship fund that complements the tremendous effort made by Universidad Anáhuac to offer scholarship support to 52% of our undergraduate students.

From 2016 to this year, more than 27 million pesos have been collected with the collaboration of 10,141 alumni.<sup>1</sup> In 2019 only, 2,300 alumni participated, reaching a total of more than 6 million pesos, which shall cover 10 annual full scholarships.

Given the needs of the families, a greater participation of our alumni is required to continue promoting this program., which has been successful thanks to the training of the raisers team, the efficient operation of the area, and the implementation and operation of a new CRM management model.

<sup>1</sup> Data until October 2019.









## ANAHUAC CULTURAL CENTER OF THE STATE OF MEXICO

Since its foundation, 55 years ago, Universidad Anáhuac has promoted the integral formation of positive action leaders who promote the development of the human being and the society. Hence, for several years it has struggled to complete the magnificent project Anahuac Cultural Center of the State of Mexico, a beacon of culture, an excellent venue for fine arts, where orchestras, choirs, opera, dance and theater companies perform. It is also a hotbed for great artists within the University Community who share the values of Universidad Anáhuac.

The year 2019 was especially important because this long-awaited dream came true on November 7, with the inauguration of Anahuac Cultural Center of the State of Mexico in our North Campus. BS Alfredo del Mazo Maza, Governor of the State of Mexico; Cipriano Sánchez García, PhD, L.C., Rector of our University; and BS Enrique Vargas del Villar, Mayor of Huixquilucan presided over the inauguration. Various authorities attended the event, as well as personalities from the cultural and academic fields of Mexico, benefactors of the project and members of the University Community.

It required an investment of 400 million pesos for its construction, which took almost nine years. This was possible thanks to the generosity from different sectors of our society: entrepreneurs, academic and administrative staff, foundations, parents, the Government of the State of Mexico, and the Municipality of Huixquilucan.

The Center has been considered by experts as one of the best venues for the arts in our country and in all Latin America. In its inaugural event, the Symphony Orchestra of the State of Mexico, conducted by the orchestra conductor Rodrigo Macías González, as well as the Polyphonic Choir of the State of Mexico, offered a great special concert for the occasion.

In 15,400 m<sup>2</sup> the Center hosts the Angel and Tere Losada Theater, as well as the facilities of the School of Arts. The architectural project is the work of B.Arch. José Grinberg and B.Arch. Sara Topelson, while the interior design was done by B.Arch. Gerardo Broissin and B.Arch. David Suárez.

The Angel and Tere Losada Theater has a capacity for 1,300 spectators. In its design, construction, and equipment, there were companies of recognized international prestige involved such as Jaffe Holden, from New York, and Chemtrol, from Spain. This guarantees the best acoustic, isoptic, and theatrical mechanical features in all Latin America.

The new facilities of the School of Arts, with avant-garde spaces for teaching acting, music, and visual arts, are dedicated to the memory of Yitzhak Rabin, Nobel Peace Prize. He was a man whose life was consistent with the motto of the university campus: «To the universal friendship of all peoples.»

The Anahuac Cultural Center of the State of Mexico will be open to the public, as it is part of its identity to be inclusive and sustainable and to let people from all social levels access the cultural events it will offer.













# RESEARCH

Our vision in terms of research is based on three forces:

- A research with social impact to address the main problems and issues relevant to human beings and our times.
- A team of researchers committed, integrated, and growing, whose work is reflected in an increase in scientific productivity with international standards.
- A thriving university life and culture that transcends researchers and involves students and academics, in both undergraduate and graduate levels.



## 5 THEMATIC AREAS

COMPREHENSIVE HEALTH  
AND WELFARE

HUMANITIES, CULTURE,  
AND TRANSCENDENCE

PERSON AND SOCIETY

ECONOMICS, BUSINESS,  
AND DEVELOPMENT

EXACT SCIENCES AND  
TECHNOLOGY

We carried out the  
FIRST MEETING OF  
ANAHUAC  
MEXICO  
RESEARCHERS

ACADEMICS AND  
RESEARCHERS

published

140

papers in  
indexed journals

# RESEARCH

More than  
**176**

posters registered for the  
**ANAHUAC CONTEST**  
OF RESEARCH POSTERS,

**130** of undergraduate  
level and

**46** of graduate  
level

**82**

RESEARCHERS  
in the  
NATIONAL  
RESEARCHERS SYSTEM  
by Conacyt

ANAHUAC  
MEXICO

RESEARCH SYMPOSIUM





In 2016, within the framework of the integration process of the two campi and strategic planning for 2020, the pathway for the following years was drawn up in relation to one of the essential functions of any university: research.

Today, at the end of the 2016-2020 Strategic Plan, we can say that Universidad Anáhuac has taken important steps in this line. Here are some of the most significant achievements.

## RESEARCH WITH SOCIAL IMPACT: TO FULFILL THE MISSION OF UNIVERSIDAD ANÁHUAC

Research development in Universidad Anáhuac is based on a clearly defined institutional model that responds to the fulfillment of our Mission, which is consistent with our values and has a social impact. The following convictions are the foundations for the research activities.

Our idea of research places the person as the center and ultimate goal, as is the case of our educational model. Thus, the person is the undeniable reference of all the research in our University, becoming an object of study in its different spheres of interaction and development: body and mind; identity and transcendence; interaction in society and community; relationship with the physical environment, and relationship with technology.

Likewise, interdisciplinary research is promoted, with the conviction that the main current problems pose implications and aspects that require dialog and collaboration between different disciplines. Phenomena such as poverty, sustainability or migration are just a few examples. In this sense, the logical and relevant collaboration between researchers from the various Schools and Faculties has been favored through the creation of five interdisciplinary thematic areas: Integral Health and Well-Being; Humanities, Culture and Transcendence; Person and Society; Economics, Business and Development; Exact Sciences and Technology. This initiative is translating into greater integration and a sense of belonging among researchers, as well as a positive and necessary focus on institutional research.



Lastly, the challenge of declaring and promoting our priority research topics was imposed. It has taken the National Development Plan, the Special Program of Science, Technology and Innovation (PECITI by its Acronym in Spanish) of the National Council of Science and Technology, the UN Sustainable Development Goals, as well as the expertise of our researchers and a reflection from our own identity and mission as main references.

In this regard, in May 2019, the **Office of Planning and Research Monitoring** organized the First Meeting of Universidad Anáhuac Researchers, where our researchers worked on a proposal for priority research topics to be promoted in the 2020-2024 period, concurrent with the new institutional strategic plan. As a result of this analysis, a commitment was made in order to pay special attention to developing research on chronic degenerative diseases, vulnerability and exclusive situations (poverty, migration, etc.), artificial intelligence, chemistry and green engineering, entrepreneurship, among others.



### PSYCHOLOGY

- The School obtained the highest number of Excellence Awards in the EGEL-Psychology nationwide.
- The Research Professorship in Addictions by Dr. Jesús Kumate Rodríguez was updated.
- The organization of the First International Congress of Legal and Forensic Psychology, in collaboration with the Faculty of Law.
- The translation of the OECD work How's Life by the Academic Coordination for Anahuac Center for Research in Psychology (CAIP by its acronym in Spanish) with the participation of different professors from our University.

### SOCIAL RESPONSIBILITY

#### 2016 – 2018

- The launch of the online Social Responsibility and Sustainability subject for all the Undergraduate Program students of every School in Universidad Anáhuac Network.
- During the 20th edition of the International Business Initiative Directions (BID) Convention, our School was awarded with the Century International Quality Era Award in its Gold category, for being an international example of educational innovation, since it has an Undergraduate, Master, and PhD degrees.
- The launch of the Frank Devlyn Scholarship for Master's Degree students, to cover 100% of the tuition fees.





### THE RESEARCHER, OUR MOST VALUABLE RESOURCE

Just as the level of teaching rests essentially on academics, likewise the level of our research will be determined by the corresponding capabilities of our researchers. Therefore, two of our priorities are strengthening the researchers team, and offering them a favorable environment to develop and perform their work efficiently. In this regard, it should be noted that Universidad Anáhuac closed 2019 with its largest historical number of researchers as members of the National Researchers System of Conacyt with a total of 82. In this regard, last year the developing researchers program continued being promoted, with the aim of encouraging full-time academics with a special vocation and interest to get involved in research projects.

In terms of researchers' performance, our main reference is the papers published in indexed journals, where sustained growth has been achieved in the last four years, reaching 140 papers in 2018,<sup>1</sup> 78 of them in journals that are part of the Scimago Journal Rank (SJR ). This is almost 20% more than in 2017. Similarly, in 2019, 60 books or book chapters were published in prestigious publishing houses such as Siglo XXI, Springer, Porrúa, Nova Science, Trillas, Intech Open, Duncker and Humblot, Thomson Reuters or Tirant Lo Blanch, among others.

<sup>1</sup> According to data from the last report available until this November 2019.

In terms of partnerships, two new research projects with external financing were confirmed in 2019. On the one hand, the Empowering Citizen-Oriented Smart City Innovation in Mexico project, led by the **Faculty of Global Studies**. It corresponds to the Conacyt-ESRC 2018-Smart Cities call, in collaboration with the University of Bristol in the United Kingdom. We also have the project “The insertion of Mexico into the new international energy scenario, a macroeconomic approach to changes in energy supply and demand”, by Dr. Isabel Rodríguez Peña, corresponding to the Conacyt Basic Science call.

This year external recognition was also achieved for the work of some of our researchers. That is the case of Dr. Paulina Segarra (**Faculty of Economics and Business**), who won the 2019 Best Critical Dissertation Award, granted by the Academy of Management —the most prestigious organization in the field of management worldwide— with a job about exile. Likewise, Rosaura Sanz and Andrea Garza won the Daniel Mareci for Young Researchers Award, granted by the Scientific Committee of the European Symposium on Religious Art, Restoration & Conservation (ESRARC), for their work on the Magdala archaeological project, which our University leads in Israel. Likewise, Jorge Hidalgo PhD, Program Director of the **Faculty of Communication**, was named president of the Mexican Association of Communication Researchers (AMIC by its Acronym in Spanish) for 2019-2021 period.

Another aspect that demonstrates the scope of our researchers' work is their participation as speakers in leading international scientific forums, which also contributes to the institutional impulse for internationalization. In this area many cases can be highlighted, but we will only mention some representative examples: the researchers Carlos Barrachina Lison (**Faculty of Law**) and Isabel Rodríguez Peña (**Faculty of Economics and Business**) participated in the 2019 edition of the Congress of the Latin American Studies Association, in Boston, United States; Edna Elisa García Vences (**Faculty of Health Sciences**) at the World Confederation for Physical Therapy Congress, in Geneva, Switzerland; Dorian Laurentiu Florea (**Faculty of Economics and Business**) at the congress of the Eurasian Business and Economics Society, in Coventry, England; Alejandro González and Diana Betancourt Ocampo (**Faculty of Psychology**) and Patricia Martínez Lanz (**Faculty of Education**) at the 16th European Congress of Psychology, in Moscow; Odra Saucedo Delgado (**Faculty of Economics and Business**) at the International Conference on Sustainable Development, at Columbia University, United States; Arturo Mota Rodríguez, Rafael García Pavón, Catalina Elena Dobre, Francisco Solís Solano, Lourdes Cabrera

- The Summer School Sustainable Management was carried out at Universidad del Bosque in Bogota, Colombia, with the participation of Master's Degree and Undergraduate students of the School.
- To strengthen the University Social Responsibility (USR) research line of the PhD Program, we organized the 1st USR Seminar with the participation of the UNESCO Regional Observatory on Social Responsibility for Latin America and the Caribbean, the ORT University of Mexico and the Autonomous University of the State of Mexico.

## 2019

- In the framework of the academic and research activities of the School, 9 students from the PhD in Innovation and Social Responsibility presented papers and advances in their research at the 12th Regional Conference of the International Research Society for the Third Sector (ISTR). It is an association integrating an extensive global community of researchers and academics from 85 countries dedicated to the creation, discussion and generation of knowledge on topics dealing with democracy, governance, civil society, social responsibility, philanthropy, social innovation, and civil society organizations.
- Universidad Anáhuac is recognized with the *Ojo de Plata* Award at the Pontifical Catholic University



Vargas and Carlos Lepe Pineda (**Faculty of Humanities, Philosophy, and Literature**) at the 5th Ibero-American Congress of Personalism, in Buenos Aires, Argentina, an event we will be hosting for its 2021 edition.

Meanwhile, the **Faculty of Social Responsibility** had an outstanding participation at the Regional Conference of the International Research Society for the Third Sector, in Medellin, Colombia. We had a participation of 13 people among graduate students, academics, and the Program Director, Miguel Angel Santinelli PhD. They presented papers and moderated sessions on multi-sector alliances, indigenous peoples, poverty and social progress index, government-civil society organization relations, and social innovation.

In the field of internationalization of research, the reception of outstanding researchers at our University is equally

relevant; extremely valuable experiences as they share their knowledge with our academic community. In this sense, we hosted through the **Faculty of Humanities, Philosophy and Literature**, Dr. Juan Manuel Burgos, founder and president of the Spanish and Ibero-American Association of Personalism, and Jacinto Choza PhD, a prominent philosopher and professor emeritus of Philosophical Anthropology of The University of Seville, who during his stay in our campus had a philosophical dialog with Dr. Mauricio Beuchot, founder of the analogical hermeneutics and Doctor Honoris Causa of this University. On the other hand, the **Faculty of Engineering** received the renowned scientist Miguel Angel Sierra PhD, a research professor at the Complutense University of Madrid; we also hosted the International Doctoral Consortium, an event that brings together PhD students from several countries.



## A COMMUNITY PASSIONATE ABOUT RESEARCH

Convinced that in order to be a solid University in terms of research we must go beyond the researchers' team and permeate and involve the entire University Community, in the last four years a culture and university life of research has been promoted through various activities.

In 2019, we held the ninth edition of Anahuac Research Poster Contest with 176 registered posters (130 undergraduate and 46 graduate), which is the highest participation to date. This event, which in 2017 was held for the first time in a two-campus format, has been consolidated with a constant increase in the number of posters, and participation of students and academics. To date, more than 1,000 students from all Schools and Faculties have participated in the nine editions held.

The ProLab Program, which started in 2017, aims to strengthen the research infrastructure through the generation, repair or modernization of laboratory equipment and products of the University. This is possible thanks to the work of an interdisciplinary team of researchers, students, and professors from different areas. Through the ProLab, equipment such as a double conditioning chamber, a MiliQ equipment for ultrapure water production, a radial arm maze



of Valparaíso, Chile, within the 7th Regional Forum of Territorial Social Responsibility, of the Observatory of Territorial Social Responsibility for Latin America and the Caribbean endorsed by the International Institute for Higher Education in Latin America and the Caribbean (IESALC by its acronym in Spanish), of the United Nations Educational, Scientific and Cultural Organization (UNESCO), for good practices in social responsibility.

- Integration of the IDEARSE Center for Social Responsibility and Anahuac Center for Christian Social Thought, of the Faculty of Social Responsibility.
- Designing an announcement for a 90% Undergraduate Program scholarship for a Social Responsibility Leader, and the FUNDAJU scholarship for Master's Degree students.



for rats with integrated sensors and cameras, a mannequin for otoscopic examinations, an indirect calorimetry chamber, a microbiological incubator with agitation, equipment for alignment of prostheses and orthoses, as well as specialized software for the interpretation of thermographic images has been developed among other projects.

In 2019, we held the fifteenth edition of Universidad Anáhuac Research Symposium. It was an event that represents an ideal space for the scientific meeting and dialog, bringing the academic community together every year around panels on current and interesting issues. On this occasion, topics such as migration and poverty were addressed from a multidisciplinary approach, innovative strategies for the treatment of neurodegenerative and chronic degenerative diseases, data science, the regulatory challenges posed by artificial intelligence and the digital environment, the first centenary of the Bauhaus movement or a tribute to Mr. Miguel León-Portilla, among many others. In the same way, dialog is promoted through the traditional commented exhibition of research posters, which largely reflect the latest research projects developed in the different Schools and Faculties.

In addition to the aforementioned, the efforts for the promotion of research resulting from the initiative of Schools and Faculties are significant as well. A good example is the **Investiga** program, of the **Faculty of Health Sciences**, which is a call for students with special interest in research. Currently, more than 100 students participate in areas such as neurodegenerative diseases, Alzheimer's or microbiology, collaborating with consolidated researchers who accompany them in their training process.

Lastly, it is worth mentioning as a concrete and extremely relevant achievement the one of our BS in Environmental Engineering student, Karen Gonzalez Reyes, who won the first place in the Undergraduate Student Poster Competition of the Annual Conference and Exhibition of the Air & Waste Management Association, held in Quebec, Canada. It is considered the most important forum worldwide on pollution, clean energy, and recycling matters. This is the third time that our Engineering students are awarded in this competition, and all of them are part of the research group of María Elena Sánchez Vergara PhD, researcher at our **Faculty of Engineering**.



















# INTERNATIO- NALIZATION

Aware of the multicultural wealth existing in the current scenario, Universidad Anáhuac establishes favorable conditions for our students to experience academic life in other countries, and for foreign students to learn and experience our humanistic teaching.

Follow up  
and advice for the

18

## Schools and Faculties

to develop  
specific internationalization projects

### INTERNATIONAL EVENTS:

1) Symposium and Exhibition  
**Anahuac Icons in Spain**

2) Fourth Mexico-Japan  
**Rector Summit**

290

AGREEMENTS  
with

231

UNIVERSITIES  
abroad

# INTERNATIONAL- NALIZATION

302

students made  
an international  
exchange

72

RESEARCHERS  
participated in  
INTERNATIONAL  
CONGRESSES  
or  
STAYS

We hosted academics from:

**ARGENTINA**

**BRAZIL**

**CANADA**

**COLOMBIA**

**COSTA RICA**

**SPAIN**

**UNITED STATES**

**ISRAEL**

**RUSSIA**





Recognizing that currently the geographical boundaries tend to disappear in favor of the personal and professional development of the human being is enough, but also a very much needed reason to continue motivating internationalization within Universidad Anáhuac. That is why internationalization has worked as the mainstay of the 2016-2020 Strategic Plan, through a dynamic and central process in the mission of our University, whose commitment is the education of positive action leaders of international level who will transform the human being as well as society. The internationalization project that has been built is comprehensive and transformative, as it has guided the work towards the development of global competition in each of its members.

2019 was a year of many challenges for internationalization. The changes that our country has experienced, as well as the perception that Mexico had in the world, led us to work close together with all the universities with which we have strategic alliances to maintain the presence of our University in the most relevant events of international level. We also developed and promoted a customized academic offer and international experiences.

For this reason, efforts were focused on the accompaniment and advice of our 18 Schools and Faculties for the development and implementation of a specific internationalization project that, on the one hand, responded to their own needs and, on the other, was in line with the institutional plan. The results obtained in 2019 include the development of double degrees, the participation of students in international competitions, the participation of academics as speakers in international forums, the presence of international speakers on both campi, and the increase in receiving and sending academics to research stays.

The most relevant events and activities are described below.

## INTERNATIONAL INSTITUTIONAL EVENTS

In order to strengthen cooperation ties with Spanish educational institutions and to promote the social commitment of Universidad Anáhuac, we organized the Anahuac Icons Colloquium and Exhibition at *Casa de Mexico* in Spain, with a large number of academics from the most prestigious Spanish universities and allies of Universidad Anáhuac.



Within the framework of the Fourth Mexico-Japan Rectors Summit, held at the National Autonomous University of Mexico and The College of Mexico, our Rector, Cipriano Sánchez García PhD, LC, was speaker at a round table with the theme “Society 5.0”. This event brought together 23 presidents of Japanese universities and 38 of Mexican universities, both public and private.

### Faculty of Architecture

- A team of eight students from the **Faculty of Architecture** obtained the first place in the international competition Chambord Inacheve (France). This was an event organized after the 500th anniversary of the Castle of Chambord, with the participation of over 40 universities from all over the world.
- This year, the **Faculty of Architecture** awarded the Antonio Attolini Medal to the renowned Chilean architect Smiljan Radic.

### School of Arts

- This year, the **School of Arts** inaugurated 2,000 m<sup>2</sup> of cutting-edge facilities within Anahuac Cultural Center of the State of Mexico to promote the development of the Theater and Acting, Contemporary Music, and Visual Arts Undergraduate Programs. There will be dance classrooms and arts work in general,

visual arts and music classrooms for choir and vocal work.

- During 2019, the **School of Arts** offered 105 artistic shows of international level to an audience of 27,000 people. In addition, there were five shows and conferences with artists from Canada, Colombia, Cuba, and the United States.
- Dr. Adriana Molina, Director of the **School of Arts**, and MS Alejandra Fueyo, coordinator of the Bachelor in Theater and Acting, participated as speakers at the 1st International Congress of the Council for the Accreditation of Higher Education in Arts (CAESA).

### Faculty of Bioethics

- Members of the **Faculty of Bioethics** had an active presence in international organizations such as the Latin American and Caribbean Federation of Bioethics Institutions (FELAIBE by its Acronym in Spanish ), in the Pontifical Academy of Life, as well as in the Doctor as Humanist Symposium.
- Dr. Karen Herrera Ferrá visited as associate professor the University of Georgetown, Washington, D.C., one of the most renowned universities worldwide.
- An important achievement of the **Faculty of Bioethics** has been its offer of online programs, which has had a massive international



impact. It currently offers the Master's Degree in Global Bioethics in English, as well as the Introduction to Bioethics, Hospital Committees and Palliative Care courses, taught to over 2,000 people.

### Faculty of Actuarial Sciences

- Two students of this Faculty won two of the top 10 places in the RiskMathics international competition on financial derivatives.
- During 2019, members of the Faculty of Actuarial Sciences participated in various international associations, such as Big Data Working Group of the International Actuarial Association, Institut Interafricain d'Assurances et Gestion d'Entreprises, and in the International Symposium on Educational Mathematics (SIME by its Acronym in Spanish).

### Faculty of Health Sciences

- The **Faculty of Health Sciences** has joined efforts in the promotion of research stays and academic practices of students abroad. An example of this are the agreements signed with the Javeriana University, and SANITAS, both in Colombia, for professional practices of the Bachelor's in Medicine and Surgery. This is an endorsement of national and international training programs by extension, clinical practices, and national and international training for Dentistry Surgery, and the Boucher Institute of Naturopathic Medicine, in Canada, for the development of national and international summer courses and extension programs. More than 80 students have participated in this type of stays.



### TOURISM AND GASTRONOMY

#### 2016 – 2018

- Inclusion of the International PhD in Tourism within the National Register of Quality Graduate Programs (PNPC by its acronym in Spanish) of Conacyt.
- About 25% of the Undergraduate Program students are doing their internships abroad.
- High-profile academic events, such as the Tourist Perspectives Conference and Anahuac Academic Forum, involving the industry. High-profile personalities in the country's political arena, including our former President in 2017.
- In 2018, the School received the Tourism Award of Mexico City in the academic category.
- Gathering resources for research thanks to the opening or maintenance of the following Research Professorships: National Tourism Business Council Professorship; National Association of Hotel Chains Professorship; Tourism Trust Professorship of Los Cabos; Chihuahua Professorship; Sector and Conacyt Sector Fund Project.

#### 2019

- The School obtained its third distinction for a researcher as a member of the National Researchers System (SNI by its acronym in Spanish) of Conacyt.
- The School was commissioned for the development of the State



- We have established a partnership with Nestlé for the creation and endorsement of international extension training programs.

### School of Sport Sciences

- The **School of Sports Sciences** signed with the Catholic University of Murcia, Spain an agreement to obtain a double degree with their MBA Sports Management program.
- There was an important participation in the International Forum of the International Olympic Academy.

### Faculty of Communication

- This year the 9th International Symposium of the PhD in Communication Research at Universidad Anáhuac Queretaro was held. The keynote speaker was Jaques Ibanez Bueno, PhD, Director of the LLSH Communication and Hypermedia Department of the Faculty of Humanities and Social Sciences at the Savoie Mont-Blanc University, in France.
- Academics and researchers of the **Faculty of Communication** took part in various international forums, including but not limited to: three researchers from the Research Center for Applied Communications (CICA by its Acronym in Spanish) gave lectures at the International Association for Media and Communication Research (IAMCR), held in Madrid, Spain; and MS. Carlos Cienfuegos was speaker at the World Conference of Science Journalists in Lausanne, Switzerland, and Spain.



Tourism Programs for Chihuahua and Yucatan.

- The results of the Ceneval exam applied to our School alumni allowed the Level 1 grades in the Register of Excellence in both Tourism Administration and Gastronomy.

### Faculty of Law

- Within the framework of the International Seminar on Military Law and Human Rights, in Brazil, they carried out various academic activities and strategic partnerships with institutions of that country. For example, the Brazilian Military High Court, the Military Command of the Amazonia, the Higher School of the Judiciary of Amazonas, and the University Center of Brasília, Manaus, Amazonia.
- The **Faculty of Law** actively works to establish partnerships focused on the development of double degrees and professional practices for its students with institutions such as the Francisco de Vitoria University, in Spain, the University of Houston, in the United States, and the University of Murcia, also in Spain.

### Faculty of Design

- The Director of the Faculty, MS. Ricardo Salas, presented the paper *Como un libro abierto* (As an open book) at the European



Academy of Sciences and Art, based in Salzburg, Austria.

- It is now a tradition for the students of the **Faculty of Design** to participate in Zona Maco, an event of international interest in which they exhibited and marketed their products.
- During this year, the Faculty was honored by hosting recognized international professionals, such as Marusela Granell, Vito Noto, Germán Montalvo, Nick Kondo, Brett Vanderkist, and Claudio Marrenco.
- Students of the Fashion, Innovation, and Trends Undergraduate Program participated in the The Business of Fashion and Design program, organized with the Italian Chamber of Commerce, in different cities of Italy.

### Faculty of Economics and Business

- In the search for international recognition as one of the best business schools in the globe, the **Faculty of Economics and Business** has worked to meet the standards of international accreditations that only 5% of schools worldwide meet. In 2018, the Association of MBAs (AMBA) re-accreditation was obtained for Anahuac MBA. In 2019, the Association to Advance Collegiate Schools of Business (AACSB) Initial Accreditation Visit phase began.



- This year, the Faculty hosted the International Doctoral Consortium, in which 70% of the talks were made by PhD professors or students from foreign universities, such as Finland, Bangladesh, Singapore, Canada, India, and the United Kingdom. This is a space to promote the dialog between researchers and PhD students in the area of administration presenting projects related to academic papers in progress or PhD thesis.
- With Israel as a guest country, the Emprende Universidad Anáhuac Meeting was held in September 2019, with the participation of speakers from the University of Tel Aviv and several organizations from Israel. The purpose was to awaken and support the “entrepreneurial gene” of the entire Anahuac Community.

### Faculty of Education

- MS Francesca Munda Magill, Director of this Faculty, participated in the Educational Thought of Pope Francis Congress, with the talk “Celebrating the difference through inclusion: an alternative of higher education for people with intellectual disabilities”, an event held at the Francisco de Vitoria University in Madrid, Spain.
- The academics of this Faculty had an active participation on international conferences and events, such as the 30th ACISE



Colloquium, in Spain, the 16th European Congress of Psychology, in Russia, and the 2019 Conference on Technology, in the United States.

### Faculty of Global Studies

- The **Faculty of Global Studies** strengthened its partnerships with international associations and organizations focused on this discipline, such as the Chatham House, the Mexican Council of International Affairs (COMEXI by its Acronym in Spanish), the International Studies Association (ISA), the British International Studies Association (BISA), and the Mexican Association of International Studies (AMEI by its Acronym in Spanish).
- During 2019, the Faculty participated with the Mexican Association of International Studies in the British International Studies Association Congress. In a similar way, during the Annual Chatham House Conference a strategic partnership was achieved with one of the most prestigious think tanks in the world.



### Faculty of Humanities, Philosophy, and Literature

- Some members of the Faculty were speakers at the international congress of the American School of Oriental Research (ASOR), in San Diego, United States.
- The Institute of Religious Sciences of this Faculty organized the Seminar Jewish apocryphal literature: literature and theology, taught by Dr. Adolfo Roitman, Director of the Sanctuary Museum of the Book of Jerusalem, Israel.
- The **Center for Research in Cultures of Antiquity** (CEICA by its Acronym in Spanish), of the **Faculty of Humanities, Philosophy, and Literature**, participated as part of the scientific committee of the 11th European Symposium of Religious Art, Conservation and Restoration (ESRARC 2019), at the University of Valencia, in Spain.

### Faculty of Engineering

- This summer, 32 students of the **Faculty of Engineering** participated in the seminar in Supply







Chain Management, together with the University of California, in the San Diego campus, and also seven students of this Faculty did internships in China and France.

- We shared the success of Anahuac Engineering Summer School Course, especially developed for students of the University of North Carolina, Pembroke campus.

### School of Languages

- Two members of the **School of Languages** offered talks in France and Portugal.
- 15 courses were offered in English, 14 in French, and nine in Italian. Likewise, they have worked hard to offer Spanish courses for foreigners on both campi.

### Faculty of Psychology

- Certain members of the **Faculty of Psychology** received appointments in three international associations: Psychiatric Association of Latin America, International Neuropsychanalysis Society, and the Cuban Society of Psychiatry.
- The Faculty has been spearheading in the development of Collaborative Online International Learning (COIL) courses.



### Faculty of Social Responsibility

- Eight students in the PhD in Innovation and Social Responsibility and three members of this Faculty took part in the International Seminar of PhD Students at the 12th Regional Conference of the International Society for Third Sector Research (ISTR) in Medellin, Colombia.
- Members of this Faculty participated in the Consultative Council in Mexico of the Alliance for Integrity of the German Cooperation Agency (GIZ). The participants were in charge of the development of the “Global Conference: Putting Business Integrity into Practice. Building Impact.”
- In collaboration with the governments of Canada, the United States, and Mexico, two international workshops on innovation and development were held as part of the Commission for Environmental Cooperation, bringing together the countries mentioned before.

### Faculty of Tourism and Gastronomy

- During 2019, 28% of the students of the Faculty made their professional internships abroad in countries such as Spain, the

COUNTRY	STUDENTS
Argentina	1
Australia	1
Costa Rica	1
United States of America	28
United Arab Emirates	2
Spain	73
France	4
Hong Kong	2
Israel	1
Thailand	1
New Zealand	1

United Arab Emirates, Thailand, and the United States. A count from 2016 to 2019 shows that more than 100 students have sought to cover the requirement abroad in 11 different countries:

- During the *2019 Tianguis Turístico*, this Faculty signed a collaboration agreement for graduate studies with the World Tourism Organization (UNWTO) and the Union of Tourism Secretaries of Mexico.
- Two students of the Gastronomy Undergraduate Program participated in the fifth international edition of the Ultimate Culinary Clash competition, representing Universidad Anáhuac.

### Integral Formation Academic Coordination (DAFI)

The Director of the **DAFI**, MS. María Eugenia Cárdenas Cisneros, was invited to the UN as a member of the official delegation of Mexico in the last Women's Legal and Social Commission of the CSW62, held in New York. She was accompanied by students from different careers.

Universidad Anáhuac was called by the Holy See, through the Gravissimum Educationis Foundation for the research project called Educational Urgency Democracy, with the participation of 15 universities from all over the world. The **DAFI** presented the research project this year in Rome, for which an interdisciplinary team was integrated to work on this for the next three years.

These are just some examples of the presence of Universidad Anáhuac worldwide, thanks to the work of its Schools and Faculties, with the support and effective management of the **Office for Internationalization**.

In terms of new partnerships, during 2019, 16 new agreements were signed with the following countries: 1 with Australia, 1 with Canada, 1 with China, 1 with South Korea, 1 with Cuba, 1 with Brazil, 1 with Italy, 1 with Spain, 1 with the United States, 2 with Colombia, 2 with Israel, and 3 with France for a total of 290 agreements with 231 universities abroad.

## STUDIES ABROAD

TYPE OF AGREEMENT	TYPE OF AGREEMENT TOTAL
Academic exchange	101
Studies abroad	147
Research	20
Practices	7
Double degree	15
<b>TOTAL</b>	<b>290</b>

Total by region, agreements grouped as follows:

**43** in North America

**48** in Latin America

**11** in Asia

**135** in Europe

**19** in Middle East

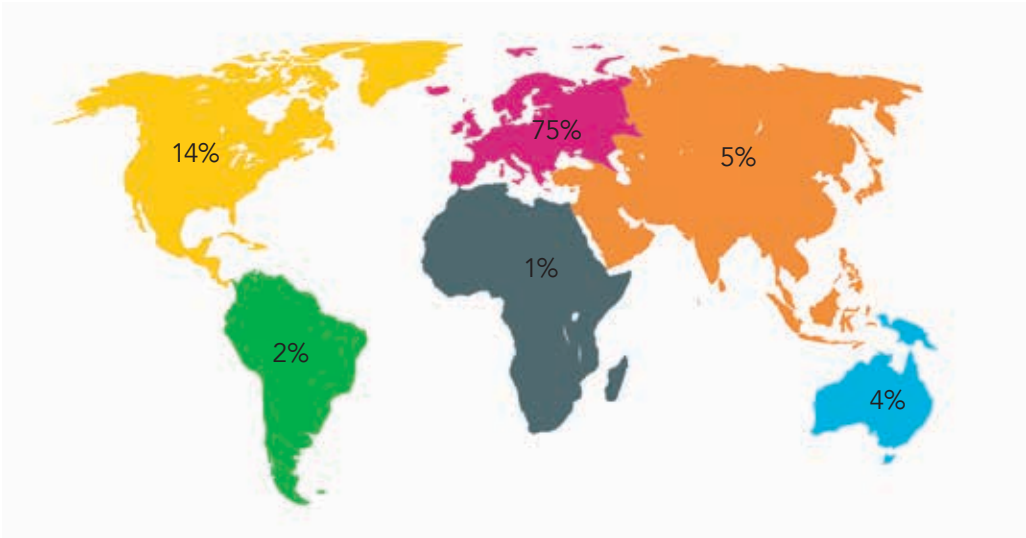
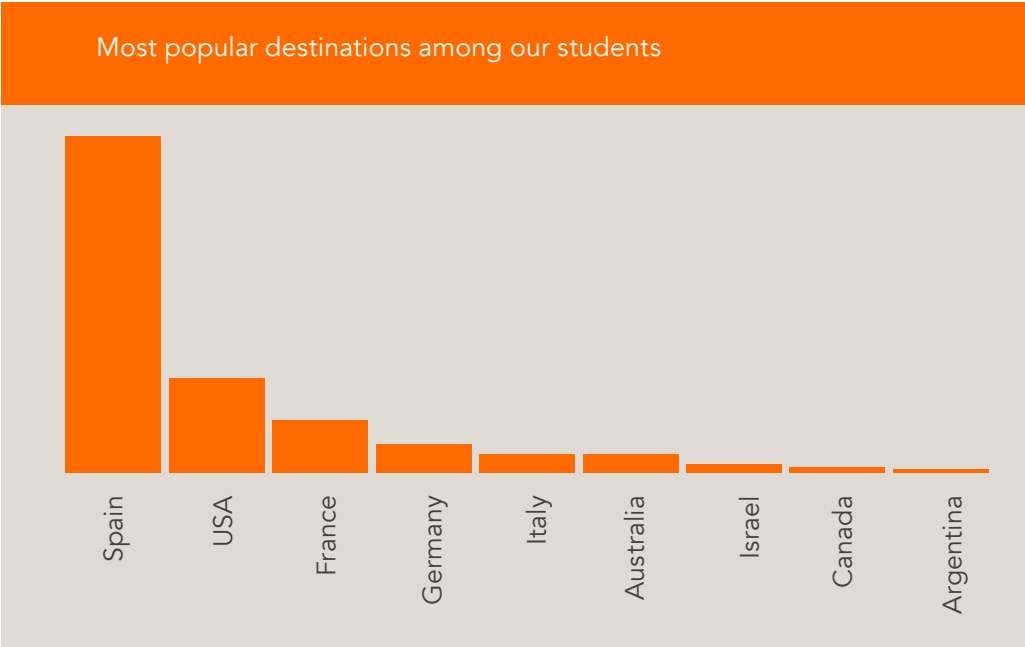
**8** in Oceania



In 2019, we also worked with the aim of increasing the number of exchange agreements, in order to offer students and academics greater and better mobility opportunities in other countries. We understand the importance of meeting with other cultures for personal, academic, and professional development.

This year, 302 undergraduate and graduate students made an international exchange, 31 students carried out international internships, 36 students attended a Leadership Seminar, and 72 researchers collaborated in international conferences as speakers, in stays, and with publications. These figures represent an increase of 10% over the last year, and it is noteworthy that destinations have been diversified to other countries, such as Kenya and Russia.

We have also implemented the virtual platform for the dissemination of programs, scholarships, and exchange opportunities for students and academics. This tool will let us send out internationalization procedures and processes to offer a positive experience to both Anahuac students and visitors.



The reception of foreign students is one of the most important internationalization tools to provide Anahuac community with an international experience within our campi. Through the contact with students from different parts of the country and abroad, we form positive action leaders with an international approach, empathic, and able to understand the complexities of a globalized environment, while sharing our world view with students from every continent.

It is important to make emphasis that in 2019 there was a 21.42% increase in the number of countries where our foreign students were coming from. There was also a 52.89% increase in the total number of students received in academic exchange compared to 2018.

The year 2019 has been one of growth that invites us all to redouble our efforts in achieving a sustained increase in the years to come. In this way, we will be able to host more and more students of academic exchange and from an even greater variety of countries, becoming an internationally recognized university for the Anahuac experience it offers to all of its visitors. The opening of Anahuac Summer School also helps us consolidate this model and replicate it with the support of more Schools and Faculties.

In the academic field, during 2019, academics, researchers, and administrative staff were hosted in alliance with Argentina, Brazil, Canada, Colombia, Costa Rica, Spain, the United States, Israel, and Russia.

The challenge for 2020 is to continue reinforcing the promotion of programs and opportunities for students and academics, as well as signing new exchange agreements for our undergraduate and graduate students (both inbound and outbound) and taking advantage of the ones we already have.

Making use of the benefits of technology, the **Office of Online Learning (CTE)** began with the following 219 Massive Online Open Courses (MOOC): «Telecommunications for brilliant minds», of the **Faculty of Engineering**, with 854 enrolled students; third edition of “Bases to perform in the operating room” of the **Faculty of Health Sciences**, with 578 enrolled students; and second edition of



“Introduction to Crowdfunding” of the **Faculty of Economics and Business**.

Likewise, in 2019 we achieved the incorporation to the edX platform, an initiative of Harvard University and the Massachusetts Institute of Technology (MIT), in which the entire **RUA** is participating. This platform is focused on transforming online learning through MOOC courses, offering information to everyone. Universidad Anáhuac started this project with the **Faculty of Health Sciences** and its “Introduction to the operating room” course.

On the other hand, since August 2019, Universidad Anáhuac and the Catholic University of Colombia participate in the Collaborative Online International Learning (COIL) project in the field of Research Methods and Statistics II, offered at the **Faculty of Psychology**, with support of the Blackboard platform to share cultural experiences and learning.

Also, this year, the **CTE** participated in the BbWorld 2017 international event with the talk “How the Mexico Campus of Universidad Anáhuac implements blended and online courses using Blackboard”. All these activities allow our University to reach new horizons, reaffirming its commitment to academic quality and internationalization from the virtual environment.

Lastly, aware of the challenges of staying at the forefront of education in face of such a dynamic and complex world, Universidad Anáhuac will continue working to be an intercultural and meeting place, while recognizing the importance of opening ourselves to otherness as an essential part of the formative process of the future global society.

## HORIZON OF THE ANAHUAC STRATEGIC PLAN 2020-2024

One of the most important processes to fulfill the institutional mission is strategic planning. Therefore, during the year 2019 a participatory exercise of great value was carried out to make sure the University follows a righteous path. It resulted in the 2020-2024 Strategic Plan, which was made as a collegial process that took in consideration the contributions from its key academic and administrative staff, as well as from other external stakeholders who are part of the Anahuac Universities Network (RUA).

Based on the aforementioned, the Strategic Planning started reflecting on the identity, mission, and values, defining the current value proposal that distinguishes Universidad Anáhuac among the society. From a SWOT analysis, a vision was determined, as well as the strategic lines and objectives with views to the year 2024.

In this approach for 2024, Universidad Anáhuac is conceived as a University Community that transcends due to its leadership in integrity, social responsibility, and commitment to Mexico, in a global environment.

After this reflection process, the final proposal derived in six strategic mainstays, and 34 opportunity areas for Universidad Anáhuac during the 2020-2024 period:



### **Strategic Line 1**

#### **Academic excellence.**

To achieve increasing levels of academic performance in the members of our University Community, through an interdisciplinary, international and innovative approach, according to internal and external criteria consistent with our mission and identity, through educational experiences, cutting-edge continuing education, research with social impact, and leadership in the exercise of the profession.

### **Strategic Line 2**

#### **Integral formation for everyone.**

To contribute to the development of knowledge, habits, and experiences of the person in their abilities and talents, to achieve fulfillment in their relationships with themselves, with the community, and with God.

### **Strategic Line 3**

#### **Innovation and digital transformation.**

To promote a university culture of constant, person-centered innovation, with a creative, collaborative, purposeful and open to change approach, which uses digital technologies in a strategic, responsible, and agile way.

### **Strategic Line 4**

#### **Community at the service of Mexico.**

To consolidate a community with impact on the sustainable development of the country, because of its leadership and values in social commitment and responsibility, and its partnership to serve Mexico, with the various stakeholders of the national life.

### **Strategic Line 5**

#### **Institutional Development.**

To strengthen the infrastructure, state-of-the-art equipment and achievement of financial resources of the University, to continue attracting highly qualified students, and thus favor, through effective communication, the positioning and prestige of the institution.

### **Strategic Line 6**

#### **Governance.**

To ensure the conditions to direct and manage the normative, academic-administrative, financial, operational, and human capital arenas, in a co-responsible, effective and institutional way.

Essentially, the 2020-2024 strategic planning process of Universidad Anáhuac meets the methodological expectations, inviting an institution like ours to look towards the future.

In this planning process, the great representativeness of participating community members stood out, contributing with their experience and knowledge to allow a realistic, demanding, and motivating result, which was approved by the Governing Board.

Undoubtedly, the considerations it serves and the objectives it raises are essential to achieve the approach we want, allowing us to aspire to continue at the forefront of quality and prestige among private higher education institutions in Mexico.

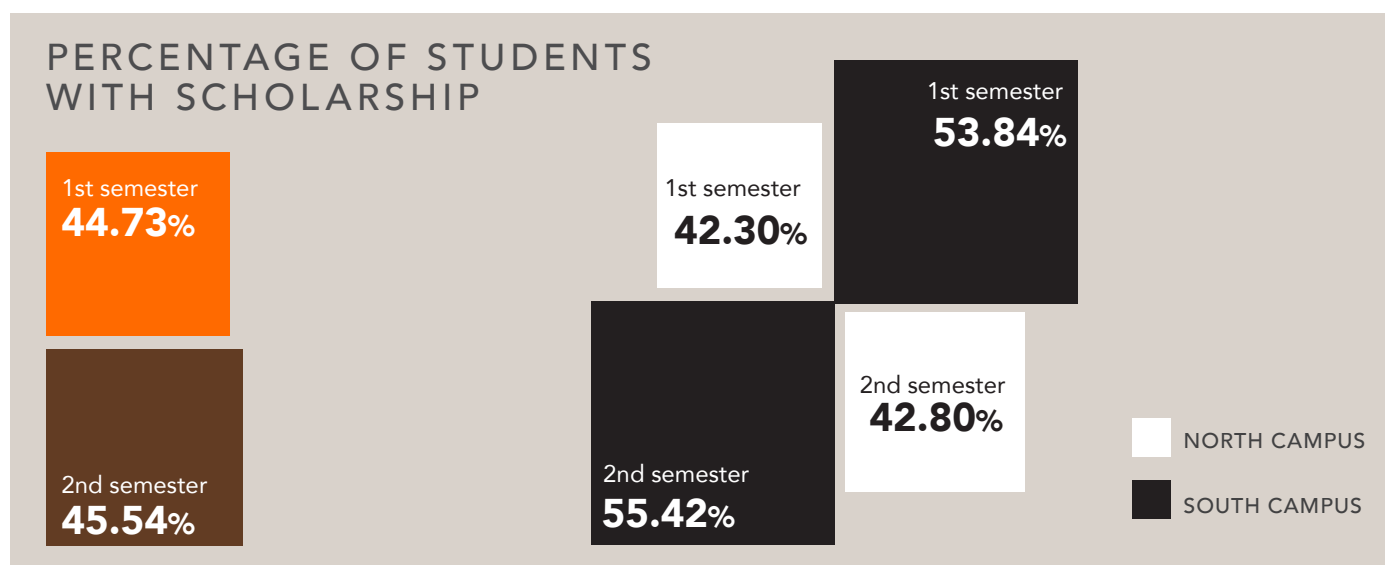


# STATISTICS



## UNDERGRADUATE STUDENT POPULATION

SCHOOL / FACULTY	1ST SEMESTER	2ND SEMESTER
	JANUARY / JUNE	AUGUST / DECEMBER
Architecture	562	614
Arts	184	213
Actuarial Science	382	434
Sports Science	131	134
Health Sciences	2,866	2,992
Communication	1,295	1,307
Law	874	909
Design	719	796
Economics and Business	2,727	3,052
Education	84	85
Global Studies	288	342
Humanities, Philosophy, and Literature	19	27
Engineering	1,116	1,210
Languages	49	45
Psychology	546	590
Social Responsibility	113	129
Tourism and Gastronomy	563	569
<b>TOTAL</b>	<b>12,518</b>	<b>13,448</b>

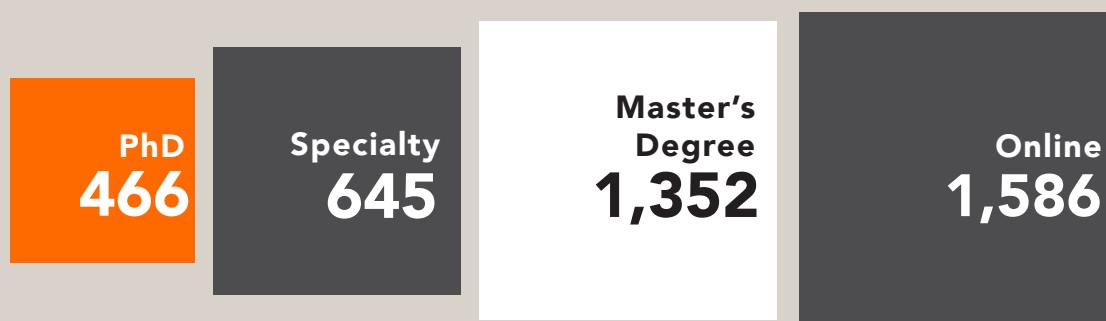


## GRADUATE STUDENT POPULATION

### SCHOOL / FACULTY

Online	1,586
Architecture	53
Bioethics	170
Actuarial Sciences	49
Sports Sciences	40
Health Sciences	261
Communication	218
Law	311
Design	26
Economics and Business	585
Education	158
Global Studies	25
Humanities, Philosophy, and Literature	86
Engineering	190
Psychology	82
Social Responsibility	122
Tourism and Gastronomy	87
<b>TOTAL</b>	<b>4,049</b>

### STUDENTS BY TYPE OF GRADUATE STUDIES

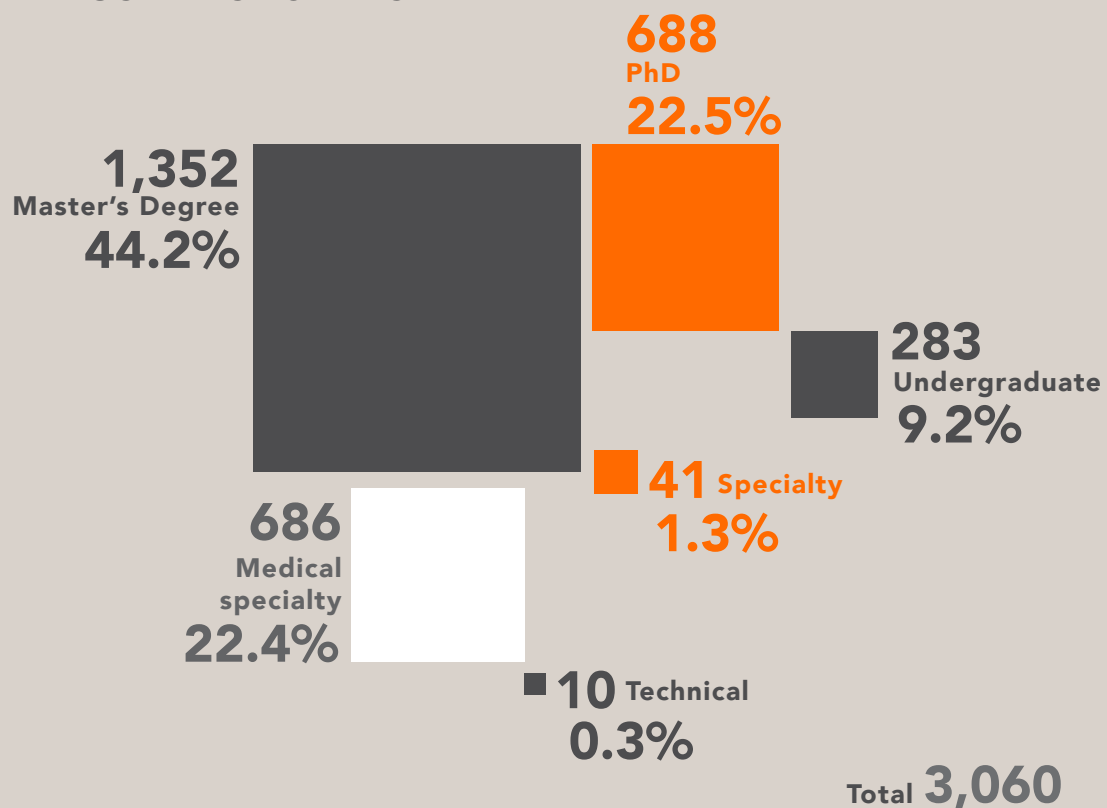


## ACADEMIC PERSONNEL

SCHOOL / FACULTY / AREA	PhD	Master's Degree	Undergraduate	Medical specialty	Specialist	Technical	Total
Actuarial Sciences	27	53	3	NA	NA	NA	83
Architecture	23	89	20	NA	1	NA	133
Arts	22	40	22	NA	2	1	87
Bioethics	19	5	1	11	NA	NA	36
Communication	70	159	37	2	NA	1	269
Health Sciences	94	131	28	680	25	NA	958
Law	113	144	24	NA	8	NA	289
Sports Sciences	6	28	16	NA	2	NA	52
Design	17	129	43	NA	NA	1	190
Economics and Business	179	286	21	NA	1	NA	487
Education	34	35	3	NA	1	NA	73
Integral Formation	2	30	3	NA	NA	NA	35
DAFI	47	130	15	NA	NA	NA	192
Humanities, Philosophy, and Literature	56	64	7	NA	NA	NA	127
Engineering	77	113	12	NA	1	1	204
John Paul II Institute	10	18	3	NA	NA	NA	31
Regina Apostolorum Institute	4	9	4	NA	NA	NA	17
Languages	6	22	15	NA	NA	NA	43
Academic Support programs	5	14	2	2	NA	NA	23
Development programs	3	21	6	5	1	NA	36
Leadership programs	3	36	9	2	NA	NA	50
Psychology	39	74	3	3	1	NA	120
International Relations	25	54	9	NA	NA	NA	88
Social Responsibility	37	54	6	NA	1	NA	98
Tourism and Gastronomy	26	64	19	NA	NA	7	116



## ACADEMICS BY STUDIES LEVEL



Represents the fraternity and peace with which we must face the challenges in our life. It also represents the expertise, ability, promptness, and intelligence of the two-headed eagle, as well as the union between our thinking self with the spiritual one, and with the active professional.



Our emblem

**VINCE IN BONO MALUM**  
**DEFEAT EVIL WITH GOOD**

Our motto

Anahuac in Nahuatl language means "near water". This is the word with which Aztecs identified the central lakes where Tenochtitlan was founded.

Orange,  
representing  
the sun and  
the divine.

Brown,  
representing  
the earth  
and the  
human.

Our colors

#### Universidad Anáhuac community

13,448 undergraduate students  
4,049 graduate students  
+ 55,000 alumni  
5,300 continuing education students  
3,060 faculty members

Foundation of **Universidad Anáhuac** 1964  
Casa de Ahumada Villagrán

Inauguration of the Lomas Anahuac Campus 1968

Foundation of **South Universidad Anáhuac** 1981

Student volunteering program fostering the development of an authentic social awareness and encouraging leadership at the service of the neighbor

- ASUA Builds
- ASUA for the Children
- ASUA for the Elderly
- ASUA for a Smile
- ASUA for our Fellows

Anahuac  
University  
Social Action  
(ASUA) was  
founded in  
**1985**

**2016**

year of the  
integration to  
establish Anahuac  
University  
**NORTH AND  
SOUTH CAMPUS**

**WE ARE UNIVERSIDAD ANÁHUAC**  
**Positive Action Leaders**



## Schools and Faculties

**15**

Research  
centers

**4**

Research  
Institutes

Faculty of Architecture  
School of Arts  
School of Sport Sciences  
Faculty of Design  
School of Languages  
Faculty of Bioethics  
Faculty of Actuarial  
Sciences  
Faculty of Health  
Sciences  
Faculty of  
Communication  
Faculty of Law

Faculty of Economics and  
Business  
Faculty of Education  
Faculty of Global Studies  
Faculty of Humanities,  
Philosophy, and Literature  
Faculty of Engineering  
Faculty of Psychology  
Faculty of Social  
Responsibility  
Faculty of Tourism and  
Gastronomy

## Anahuac DNA programs

1. Being a University Student
2. Person and the Meaning of Life
3. Ethics
4. Classical and Contemporary Humanism
5. Person and Transcendence
6. Leadership

## University Pastoral Services

It promotes meaningful  
experiences to encounter God,  
oneself, and the environment.

## Student Societies Federation (FESAL)

Student body: Voice of  
students of our University  
Conformed by:

- Anahuac Foreign Student  
Association (ADEFA)
- Student Societies

- Programs**
- Sonríe Conmigo
  - Vico Valores
  - Gaudium
  - Integra
  - Day by Day  
Talks
  - Switch
  - Luz en la Calle
  - Mega Missions
  - Medical  
Missions

## Academic offer

- 49** Undergraduate Programs
- 17** PhDs
- 47** Master's Degrees
- 30** Specialties
- 920** Continuing education programs

## Anahuac Leadership and Excellence Programs

- Anahuac Vertice Excellence  
Program
- Genera Business  
Leadership Program
- Sinergia Leadership  
Program in Public  
Administration
- Culmen Leadership  
Program in Art and Culture
- Impulsa Leadership  
Program in Social  
Commitment
- Crea Leadership Program  
in Communication
- Acción Leadership Program  
in Sports
- Alpha Leadership Program  
in Medicine
- Cima University Leadership  
Program
- V Program

## Anahuac Universities Network

Instituto de Estudios Superiores  
de Tamaulipas  
Universidad Anáhuac Cancún  
Universidad Anáhuac Mayab  
Universidad Anáhuac México  
(North and South Campuses)  
Universidad Anáhuac Oaxaca  
Universidad Anáhuac Puebla  
Universidad Anáhuac Querétaro  
Universidad Anáhuac Xalapa  
Pontificio Instituto Juan Pablo II  
para Estudios sobre Matrimonio y Familia

## International Network:

Chile  
Universidad Finis Terrae  
Spain  
Universidad Francisco de Vitoria  
United States  
Divine Mercy University  
Italy  
Università Pontificia Regina Apostolorum  
Università Europea di Roma



## INFRASTRUCTURE AND SERVICES

### NORTH CAMPUS

- Fine Cuisine Academy Le Cordon Bleu-Anahuac.
- 13 seismic alarms.
- 8 food areas and 18 food concessionaires.
- 6 auditoriums.
- Chinese library.
- CAD materials library.
- 3 libraries.
- Chapel.
- Anahuac Research and Strategic Development Center (CAIDE).
- Anahuac Cultural Center of the State of Mexico.
- 6 Audiovisual support equipment centers (CERAP).
- 15 research centers and 4 research institutes.
- Physiotherapy clinic.
- Dental clinic.
- 7 classroom buildings.
- Infirmary.
- 11 parking lots with a capacity for 3,000 parking places.
- Sports facilities with athletics running track, gym, showers, dressing rooms, offices, soccer, football, tennis, paddle tennis, five-a-side football, volleyball, and basketball courts.
- 59 specialized laboratories, and 83 workshops.
- Wireless network across the campus.
- Students' lounge room.
- 2 exhibition rooms.
- 5 staff rooms.
- 25 didactic rooms with 622 computers.
- Bank branch and 3 ATMs.
- Transport for students and administrative staff.

### SOUTH CAMPUS

- Fine Cuisine Academy Le Cordon Bleu-Anahuac.
- 4 seismic alarms.
- Auditorium.
- Library.
- Dinning hall and food courts.
- Chapel.
- International cultural center.
- Employee dining room.
- 4 classroom buildings.
- Infirmary.
- Parking lot.
- Sports facilities with athletics running track, showers, dressing rooms, offices, soccer, football, tennis, paddle tennis, five-a-side football, volleyball, and basketball courts.
- 9 specialized laboratories, and 5 special rooms.
- Wireless network across the campus.
- 1 staff room.
- 2 exhibition rooms.
- 11 didactic rooms with 236 computers.
- Bank branch and 2 ATMs.
- Transport for students and administrative staff.

# DIRECTORY

## SCHOOLS AND FACULTIES

D Arch Bernardo Gómez-Pimienta  
FACULTY OF ARCHITECTURE

Adriana Molina de la Rosa PhD  
SCHOOL OF ARTS

MS Juan Manuel Palomares Cantero  
FACULTY OF BIOETHICS

MS Alberto Moreno Ruiz  
FACULTY OF ACTUARIAL SCIENCES

Jose Damian Carrillo Ruiz PhD  
FACULTY OF HEALTH SCIENCE

MS Héctor Igor Rubio Sosa  
SCHOOL OF SPORT SCIENCES

MS Carlos Cienfuegos Alvarado  
FACULTY OF COMMUNICATION

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MS Blanche Helen Toffel Quiñones  
FACULTY OF DESIGN

MS Alfredo Nava Goveia  
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FACULTY OF EDUCATION

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FACULTY OF GLOBAL STUDIES

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FACULTY OF HUMANITIES,  
PHILOSOPHY, AND LITERATURE

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FACULTY OF ENGINEERING

BS Petra Gwinner Briechle  
SCHOOL OF LANGUAGES

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FACULTY OF SOCIAL RESPONSIBILITY

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FACULTY OF TOURISM  
AND GASTRONOMY

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SOCIAL COMMITMENT DIRECTOR  
SOUTH CAMPUS

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FOR SOUTH CAMPUS

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UNIVERSITY PASTORAL SERVICES  
NORTH CAMPUS DIRECTOR

F. Sergio Salcido Valle, L.C.  
UNIVERSITY PASTORAL SERVICES  
SOUTH CAMPUS DIRECTOR

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MS Sylvia Virginia Villaseñor Barragán  
CONTROLLER'S OFFICE SOUTH CAMPUS

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HUMAN CAPITAL DIRECTOR

MS Abelardo Somuano Rojas  
DIRECTOR OF COMMUNICATIONS

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DIRECTOR

Diana Galindo Sontheimer PhD  
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DEVELOPMENT

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DIRECTOR

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OFFICE FOR PLANNING  
AND ACADEMIC MONITORING

MS Juan Pablo Calderón Dávalos  
GRADUATE AND CONTINUING  
EDUCATION DIRECTOR

In the next buttons, you will find multimedia contents of the ceremony for the 2019 Rector's Annual Report to the University Community.

Touch each of them to go to the website.



Rector's  
message



Anahuac  
Achievements  
in Numbers



Achievements in  
Integral Formation  
and University  
Community



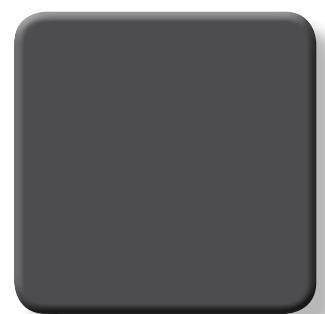




**Achievements  
in Leadership,  
Education Model,  
and Partnerships**



**Achievements  
in Research and  
Internationalization**



**2020-2024  
Vision**

#### CREDITS

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**VINCE IN BONO MALUM**  
DEFEAT EVIL WITH GOOD



**Anáhuac**  
México

North Campus      South Campus

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