



2023



RECTOR'S ANNUAL REPORT TO THE UNIVERSITY COMMUNITY



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Message from the Rector

It is very common for people to compare their lives to a road because it is an image that reflects what has already been traveled, the effort to move forward and the importance of looking ahead. We can hold this image before us today to look back with serene gratitude, to feel challenged by the steps we must take toward the horizon, and to transcend into a future in which we do not have all the answers. As Tolkien said:

The Road goes ever on and on, // down from the door where it began. // Now far ahead the Road has gone, // and I must follow, if I can, // pursuing it with eager feet, // until it joins some larger way // where many paths and errands meet. // And whither then? I cannot say.¹

Today we want to gather all the efforts we have made throughout the year 2023 to live our mission with integrity on a path that is far from easy since the international reality and context of our country have involved important challenges, not only for education in general but especially for quality university education, which is the basis of the work of the Anahuac Mexico University. The socio-political and economic context is in a constant state of uncertainty, which has an impact not only on the perception of society in general, but also on the perception that a community such as the university can have of itself, both in general and of each of its members. Perhaps the greatest challenge facing universities today is how to apply structures, methods and visions that, until recently, we thought were immutable or at least stable, to a society that has taken a dizzying turn not only in technological advances but also in the implications of the paradigms that shape the lives of our university students.

¹ Tolkien, J.R.R. (1954a) The Lord of the Rings, The Fellowship of the Ring, "A Long-Expected Party".



A vision of the year that has just ended makes us realize that society is no longer monolithic and that plurality has become a common dimension in our world, not only in aesthetic or superficial matters, but in deontology and in the conception of human beings in their truth, in ethics, in the vision of the projection of life, and in the meaning of what the university brings to each of its members. This plurality leads us to recognize that, without losing our identity as a Catholic University of academic and professional excellence dedicated to the formation of leaders for positive action, it is necessary to find new ways of dialog that will facilitate not only the transmission of knowledge and skills but also the formation that will provide security for the personal, family, professional and social life that our

students will have to undertake. It is a dialog that is part of a digital revolution that is transforming the world of higher education in terms of teaching and learning, research and innovation. A revolution that forces us to adapt in order to remain relevant in the future. As Otto Granados Roldán recently reflected:

There are at least four premises to consider. The first is that the sustainable growth of the economy will depend on the increase in the value-added of national production and the greater competitiveness that countries achieve in the production of goods and services. The second is that this growth will drive and, in turn, be driven by the transition to an economy based on knowledge and innovation, using technological advances

*to transform the way we generate wealth, growth, equity and productive inclusion. The third is that talent development will be the critical factor in the transition to this economy. And the fourth is that encouraging a rupture in the current model of education will be critical to building a new virtuous circle between higher education, society, and the economy.*²

This is perhaps one of the great challenges we face: to offer a quality education that, on the one hand, is not driven by pedagogical pragmatism, which only considers the functionality of knowledge, nor by commercialization, which only sees learning as a way to obtain future economic resources. The only answer is to demand quality in the higher education we offer, based on adequate management of resources, demanding preparation of our teachers, structured formation in values open to transcendence and solidarity and careful articulation between higher education and the labor market. These are the essential characteristics that authentically measure the quality of the educational programs we offer. And all of this in an environment of growing national and international competition that challenges us to continue to question the relevance and quality of our educational offerings and our positioning in the national and international world of

higher education. As the Pope said this summer when he met with students studying in Portugal:

*A university whose mission is to educate new generations to perpetuate the current elitist and unequal world system in which higher education is the privilege of a few would be a waste of money. When knowledge is not accepted as a responsibility, it becomes sterile. Those who have received higher education and do not strive to repay what they have received have not truly understood what was offered to them.*³

We are pleased to see that in the year that ended, Anahuac Mexico University was recognized as a university of choice for its quality, training and outlook for the professional future of our young men and women. The achievement of our new admissions goals, student retention rates and the continued placement of our graduates in top leadership positions are all evidence of this.

The purpose of this report is to reflect the University's performance in fulfilling our Strategic Plan, the six initiatives that guide us on a path of order, clarity, and effectiveness toward achieving the mission that defines us as a university. These strategic initiatives have been reinforced by the vision of Anahuac 5.0, with which we have

sought to frame the development of our university in a conception of our development that is centered on the person, with a focus on technological innovation in the dimension of the common good.

Everything in this report reflects what we have accomplished as a community. A community that, with its divergences and convergences, with the difficulties inherent in every human reality, has been able to place above all the transcendence of the mission that unites us all, a mission that is carried out from the reception offices to the high-tech classrooms. A mission which is experienced in the proximity of those of us who, in different ways, accompany university students in the roles of teachers, directors, mentors, coaches, coordinators, maintenance staff, chaplains, spiritual companions.

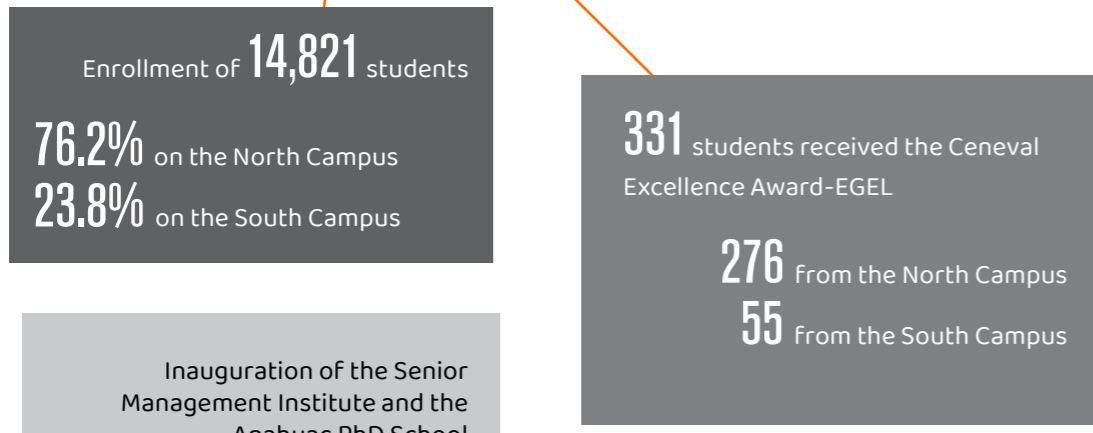
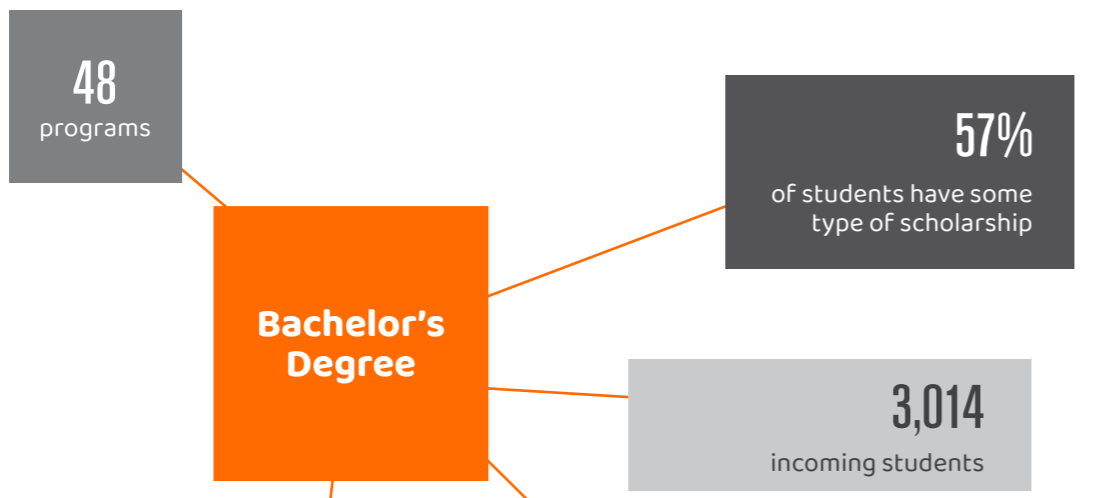
Today, as we write and deliver this report, we can take a healthy sense of pride in what we have built, but we can also feel a sense of responsibility for what we have yet to build because the challenge never ends. As in the passage quoted at the beginning, we may not always have a clear path but, at the same time, we can walk it with the assurance that we have the most important tools to face the challenges ahead with confidence. Tools that will not be technologies, nor will they be abundant resources. The tools of Anahuac Mexico are soul, heart, hands and eyes that make us people, valuable people, fragile people, idealistic people. They are tools that allow us to overcome evil with good and ultimately make us great leaders and better people.

Cipriano Sanchez Garcia, L.C., Rector

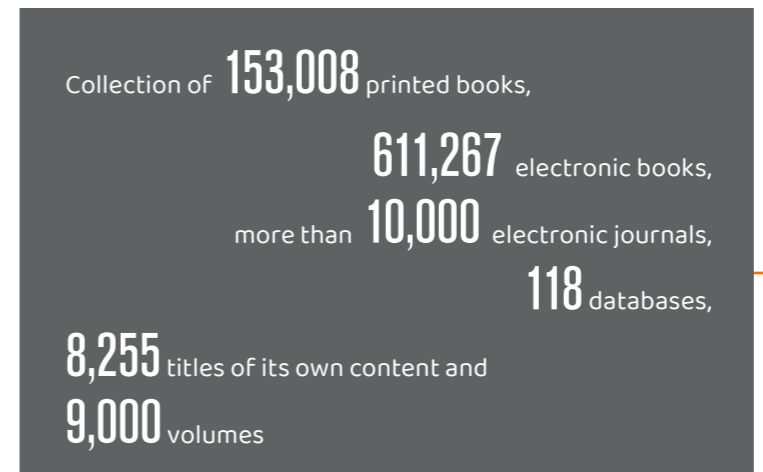
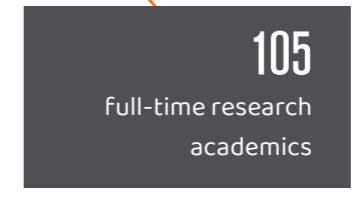
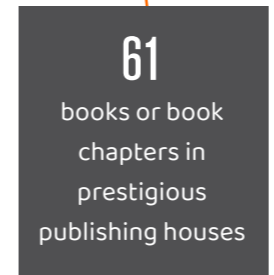
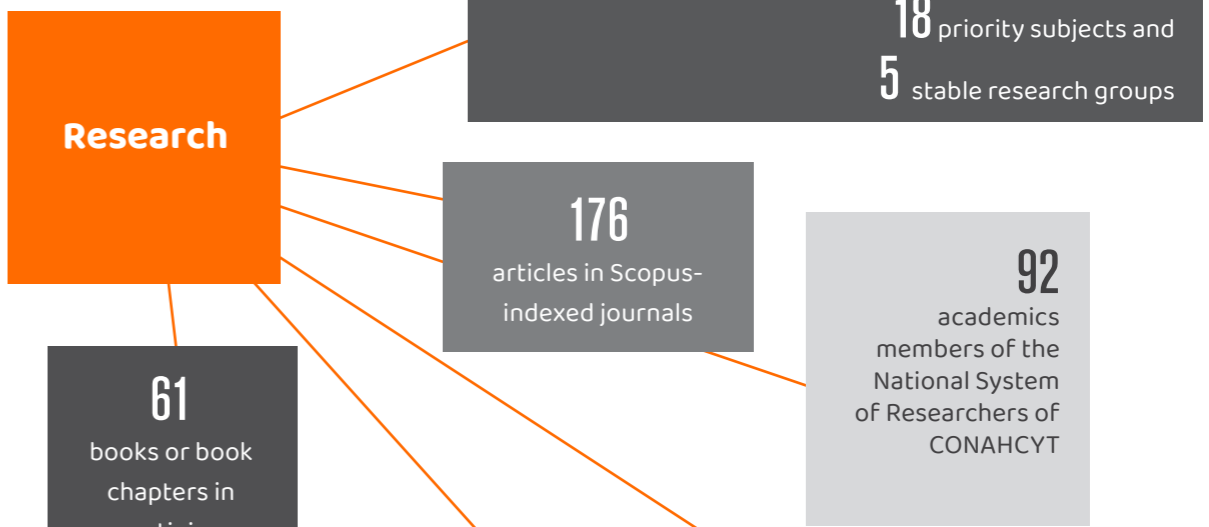
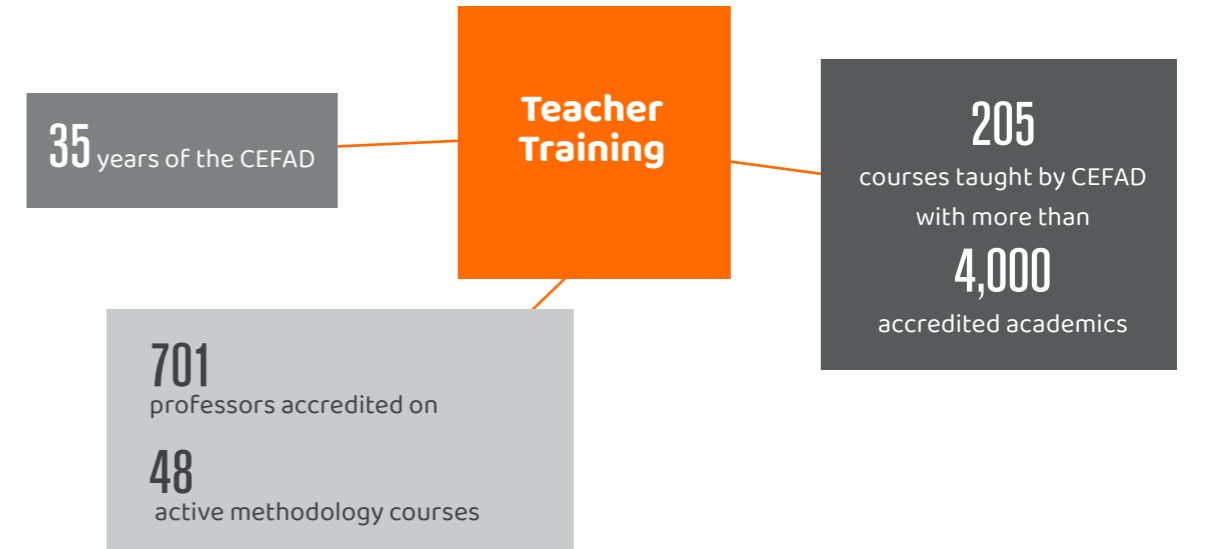
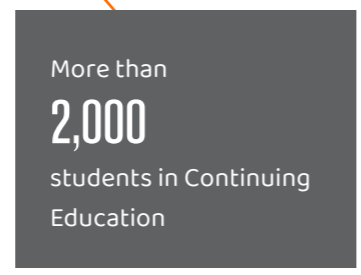
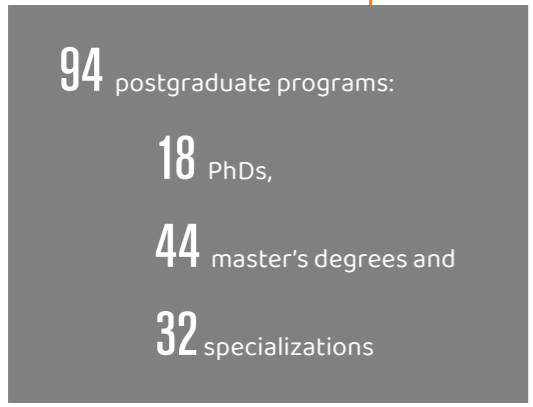
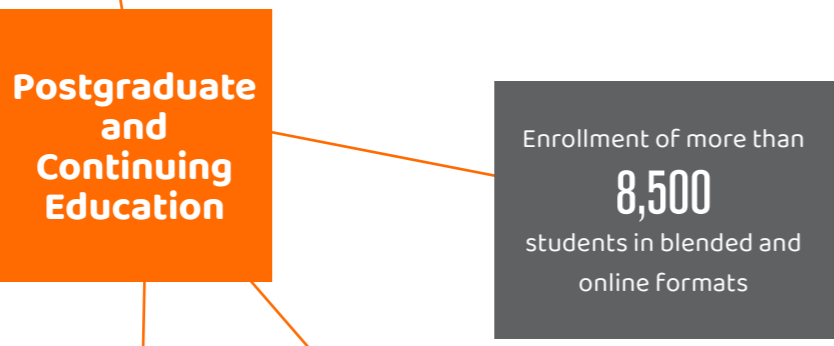
² <https://uplanner.com/es/educacion-superior-en-america-latina/>

³ <https://www.vatican.va/content/francesco/es/speeches/2023/august/documents/20230803-portogallo-universitari.html>





Inauguration of the Senior Management Institute and the Anahuac PhD School



The aim of this initiative is to achieve an increasing level of academic excellence in the members of our University Community, with an interdisciplinary, international and innovative approach, in accordance with internal and external criteria consistent with our mission and identity, through educational experiences, innovative training, research with social impact and leadership in the practice of the profession.

Anahuac Educational Model

The Anahuac 20-25 Educational Model promotes the achievement of a graduate profile that is consistent with the identity and mission of the Anahuac Mexico University. It seeks the harmonious development of the different facets of the student: intellectual, professional, human, spiritual and social. It is in this way that our mission will be fulfilled by offering an integral education of excellence.

This Model has been adequately implemented thanks to the training received by the University's academic and administrative staff. In 2021, an institutional certification process of the Undergraduate Educational Model was launched with the aim of guaranteeing its knowledge and mastery so that coordinators can provide suitable guidance to professors and students. This process consists of the accreditation of an online workshop and the subsequent submission of an evaluation with case studies. By the end of 2023, 30 workshops had been held with 176 participants, representing 96% of coordinators, with 150 coordinators (82%) obtaining the certification.



Knowledge of the undergraduate and graduate educational models was also promoted for the staff and honorary professors on both levels through the online workshop “Anahuac Educational Models of Integral Education: Undergraduate and Graduate”, whose purpose was to increase knowledge of the educational model and analyze its foundations in order to identify the philosophical and pedagogical elements that support the programs and the curricular structure of the study plans. In 2023, 13 new workshops were held with 377 accredited attendees bringing the total accredited attendees to 609.

The Undergraduate Educational Model is characterized by an emphasis on innovation and the use of technology. It favors the development of digital literacy and the use of educational technologies such as simulators and virtual reality. Thus, all of our students take at least five online courses during their studies. The Social Responsibility and Sustainability course is offered in this way throughout the Anahuac University Network, totaling 225 groups, 143 professors, and 5,504 students. An additional 271 online courses were developed and delivered, focusing on the use of tools to enable one-on-one interaction between teachers and students. In addition, another 286 subjects are also taught online at all of the universities that are part of the Anahuac University network.

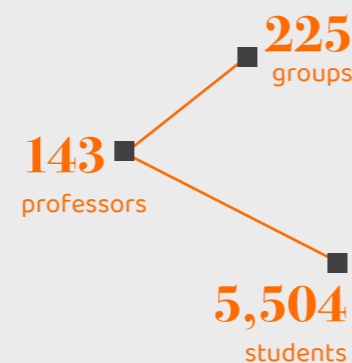
The Digital Skills Program is open to students of all degree programs. The aim is that students develop these types of skills through specific courses, so that they are able to face the new demands of the digital society and have a stronger graduation profile.

Our model also has a strong international focus that encourages faculty and student exchanges and international academic experiences. It requires proficiency in English as a second language and, in certain undergraduate programs, in a third language, and all students take at least five courses in English during their studies. The University also offers two very international programs: the Bachelor’s Degree in Global Management from the School of Economics and Business, taught entirely in English, with the final year spent at a foreign university. Meanwhile, the School of Engineering’s

In 2023,



Courses online to all Anahuac University Network:



undergraduate program in Engineering Management offers summer internships at the University of Victoria, Canada.

It is essential for the University to maintain a current and avant-garde academic offer, which is why it is working on the curriculum design of four new programs: the Bachelor’s Degree in Interior Architecture, the Bachelor’s Degree in Data Science, the Executive Bachelor’s Degree in Education and the Bachelor’s Degree in Sustainable Development and Global Transformation.

In 2023, the institutional strategic project of the Evaluation Plan was consolidated, which aims to ensure the fulfillment of the educational promise of our academic programs at the undergraduate and graduate levels. This project, led by the Coordination of Educational Effectiveness and Evaluation, involved the review of 530 subjects that contribute to the demonstration of the achievement of competencies.

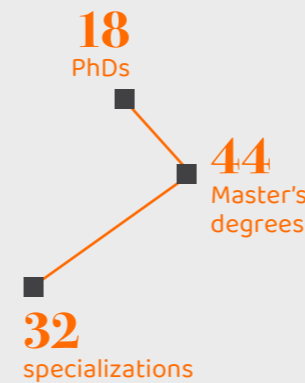
In the area of academic standards, we continued to promote a shared understanding of their importance as a means by which members of our university community commit to fostering individual learning, growth and development and a culture of excellence, academic quality and continuous improvement. Five workshops were held for faculty to encourage and strengthen reflection on teaching as a means of strengthening academic integrity.

Bachelor's Degree

Anahuac Mexico University offers 48 undergraduate degree programs at its North Campus and South Campus, with an enrollment of 14,821 students: 76.2% at the North Campus and 23.8% at the South Campus. In 2023, we welcomed 3,014 incoming students from 531 high schools who chose Anahuac Mexico University as their home. 72% of incoming students come from Mexico City and the metropolitan area, while 28% come from inland Mexico and abroad. The University is committed to encouraging more talented young people to explore their potential at an institution that offers access to a world-class education; to this end, in 2023, 57% of students have some form of scholarship.



Our graduate student body consists of 2,619 students



Graduate and Continuing Education

Our graduate student body consists of 2,619 students who are enrolled in mixed-mode programs with academic options including 18 PhDs, 44 Master's degrees and 32 specializations. In addition, 6,129 students have enrolled in online programs offered in 18 master's degrees and six specializations, totaling 8,748 students. In 2023, the University awarded 195 scholarships, providing educational support to one in four graduate students.

In 2023, the Graduate School sought to address a disruptive evolution in the global educational environment to provide our students with a more enriching and stimulating learning experience that fosters their academic, personal, and professional development to prepare them for success in their future careers and to address global challenges. To this end, an in-depth re-engineering process was carried out with the aim of fostering a closer and more participatory relationship with its various stakeholders. This process covered the core aspects of the postgraduate program, including the academic, operational and promotional areas.

First, academically, we launched the new Anahuac PhD School (EDA), a strategic area to strengthen our offer of PhD programs focused on research excellence. Its main tasks include the homologation and assurance of quality standards in PhD courses, increasing the final efficiency of these courses and strengthening the research processes of PhD candidates.

In 2023, the Anahuac PhD School defined an academic and methodological framework to diagnose the academic quality of PhD programs. Best practices were documented in various supporting documents and a strategic improvement plan was identified for each PhD program.

In collaboration with the Postgraduate Department, the curricular redesign of the new PhD plans was promoted, incorporating a number of academic best practices from around the world. Notable among them is the concatenation of research seminars, as well as the effectiveness of thesis advising from the beginning of the program. Such a redesign ensures the quality of doctoral student support and promotes doctoral research with a view to increasing terminal efficiency.

In terms of master's degrees and specializations, we worked on the innovative 2023 Educational Training Model,



which promotes the learning of highly specialized skills in the areas of professions, entrepreneurship and research, and the digital world, among others.

At the same time, the Undergraduate Services Department (APREP) was created to maximize the visibility and scope of the programs, as well as the attention given to prospective students. For this purpose, a new, more agile, efficient and dynamic admissions system was implemented. In addition, the Graduate Operations Department (DOA) was created with the goal of unifying operational processes into an integral system that provides innovative, unique and value-added services to graduate community members.

In the field of business networking, we strengthened our strategic work with companies and public institutions with 48 new agreements, bringing our total to 280. These achievements help consolidate our market position and make Anahuac Mexico University's postgraduate offerings more accessible.

Networking and collaborative work activities were conducted to strengthen ties among students, professors, academic coordinators, and school and faculty directors. In particular, the Welcome to the University Graduate Program was organized for the August and October start dates, with more than 500 new students participating, out of a total new enrollment of nearly 1,000.

In 2023, Anahuac Mexico hosted the Graduate and Continuing Education Seminar of the Anahuac University Network,

which brought together academic, operational, and promotional staff to share best practices, analyze issues of general relevance, and work on possible synergies at the network level. To that end, we seek to promote the creation of an ever-evolving graduate program that enhances the experience of our students and renews their commitment to the educational process. This initiative will promote greater social responsibility and allow us to help educate agents of change who will lead proposals to create a more sustainable, equitable and prosperous world and build a better future for all.

In the area of continuing education, the University's Continuing Education Center (CEC) began operations in 2023, with the goal of strengthening academic offerings that meet the need for continuous learning and updating throughout professional life, in line with our mission and comprehensive training proposal. To this end, it works with schools and faculties to develop diploma programs, courses, workshops, and refresher and training programs.

By offering customized training and development programs that meet the specific needs of their work teams, the Continuing Education Center becomes a strategic ally for companies. This collaboration with the business community is inextricably linked to our mission to promote social development, as it contributes directly to improving the workforce and economic growth. Thus, more than 2,000 students participated in continuing education programs, both



open and closed, jointly organized with companies and organizations.

In 2023, we also inaugurated the Anahuac Senior Management Institute (IADA), the result of a collaboration with Rice University's Jones Graduate School of Business, a space for academic excellence and interdisciplinary training for business leaders. Its mentoring program, developed in partnership with Vistage, and its strategic alliances with institutions and consulting firms such as Deloitte and Julius Baer, ensure the relevance of its programs.

This Institute, which represents a significant investment in facilities and technology, represents a milestone in preparing senior executives and business owners to address critical areas such as corporate governance, family business, strategy and finance. Moreover, the strategic relationship with related companies and the presence of over 1,200 alumni of the Anahuac University in Texas, make it a key player for bilateral trade, emphasizing its impact at the academic level, as well as its international projection and influence on the economic and social structure.



Accreditations and External Evaluations

Anahuac Mexico University has a strong commitment to quality education. We apply national and international standards and procedures, such as participation in program accreditation processes based on indicators that reflect and verify the fulfillment of educational promises and, consequently, continuous improvement. During the year 2023, systematic work was carried out on the maintenance and improvement of educational programs through the evaluation of accreditation agencies.



Undergraduate programs eligible for national accreditation by the Consejo para la Acreditación de la Educación Superior, A.C. (Higher Education Accreditation Council) (COPAES) or by the Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C. (Interinstitutional Committees for the Evaluation of Higher Education) (CIEES) are listed below:

Reaccreditation of undergraduate programs:

- Languages and Cultural Management (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES)
- Entertainment Business Management (North Campus) (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES).

The following undergraduate programs underwent the accreditation process for the first time and were approved:

- Visual Arts (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES)
- Contemporary Music (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES)
- History (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES)
- Entertainment Business Management (South Campus) (Comités Interinstitucionales para la Evaluación de la Educación Superior, A.C., CIEES)

Undergraduate programs that have undergone a reaccreditation visit by COPAES to maintain their high-quality status:

- Chemical Engineering (Consejo de Acreditación de la Enseñanza de la Ingeniería, A. C., CACEI)
- Industrial Engineering for Management (South Campus) (Council for the Accreditation of Engineering Education, CACEI)
- Law (bicampus) (National Council for the Accreditation of Higher Education in Law (CONFEDE))
- Industrial Design (North Campus) (Consejo Mexicano para la Acreditación de Programas de Diseño, COMAPROD)



Finally, the following programs are in the process of reaccreditation:

- Nutrition
- Theater and Acting
- Biomedical Engineering
- Information Systems and Technology Engineering
- PhD in Industrial Engineering
- Master's Degree in Education

Regarding Graduate Studies:

- The MBA was reaccredited by the Association of MBAs Accredited (AMBA), one of the world's leading accreditation bodies for quality in postgraduate business programs.
- The Master's Degree in Integral Communication and Social Transformation was admitted to the National Postgraduate System (SNP) of the National Council for Humanities, Science and Technology (CONAHCYT).





Teacher training, evaluation, and updating

In 2023, the Teacher Training and Updating Center (CEFAD) celebrated 35 years of being the great reference in the training and updating of teachers at Anahuac University, as well as providing pedagogical advice to our academic staff and follow-up and support based on student evaluations.

This Center has distinguished itself by offering a wide range of courses on a variety of topics of current interest. Courses were offered in pedagogy, research, technology, English language and disciplinary courses, according to the specific needs of each school and faculty, as well as electives that complemented the aforementioned areas. These courses were offered in face-to-face, virtual, blended and online formats.

This area of training has a Teaching Development Plan (PDD). Its objective is to strengthen the didactic and professional competencies of the professors at the Anahuac Mexico University to teach in all teaching and learning modalities and situations, with standards of quality and excellence, as well as to provide a means of constant updating. The Plan consists of four diploma programs:

- Educational Strategies and Resources
- Student-Centered Methodologies
- Research
- Digital Skills for Innovation

The Master's Degree in Innovation, Research and Teaching Skills for University Teaching is obtained through the accreditation of three diplomas.

Another measure of the University's commitment to the quality of education was the implementation of the General Exams for Bachelor's Degree Graduation (EGEL). The EGEL measures the knowledge and disciplinary skills, as well as the transversal skills of communication and language that our students must have at the end of their education. These exams are a national standard that the University's students pass with exceptional results. In 2023, 331 students (276 from the North Campus and 55 from the South Campus) received the Ceneval Excellence Award-EGEL, which consolidates us as a university with the best graduates in terms of academic quality. The work of the entire University community allows our students to achieve a 96.7% pass rate, making us an institution that stands out in our country for academic quality.

The Teacher Training and Update Center taught

205 courses with the participation of more than **4,000** academics

In 2023, the Teacher Training and Update Center taught 205 courses with the participation of more than 4,000 academics, with the collaboration of professors from other campuses of the Anahuac University Network, such as Veracruz-Córdoba, Querétaro, Puebla and the Instituto de Estudios Superiores de Tamaulipas (IEST). Out of a total of 4,457 accredited professors, 75 were from the Anahuac University Network. We also attended teachers from schools with which the New Students and Promotion Department has relationships, with a total of 67 accredited teachers.

Furthermore, in 2023, 1,014 University professors received essential training in three courses:

- Anahuac Educational Models of Integral Formation, which aims to present the fundamentals of the Anahuac Educational Model, both at the undergraduate and graduate levels.
- How to be a good University Professor in any Teaching Modality so that professors implement didactic elements of planning, class environment, active methodologies and evaluation for improvement and technological innovations in their classes.
- D2L Brightspace Basic Course, which is designed to enable instructors to apply the fundamentals of the innovative learning platform in their classes, regardless of the delivery method.

Teaching-learning processes have evolved, and as a university we have continued to advance in the training of active, student-centered methodologies: development of competencies, constructive processes, and self-directed learning processes, emphasizing that teaching must take place in the context of real-world problems or professional practice. In 2023, CEFAD offered 48 courses in 12 different active methodologies with expert and updated instructors and a total of 701 accredited teachers. In addition, 315 teachers received one-on-one consultations on pedagogical issues, technological tools, assessment tools, and group management, among other topics. Five new courses were added to the existing types of active methodologies: Solidarity Learning and Service workshop; Case Method; Case Development and Participant-Centered Learning; Learning Landscapes, a Personalized Tool; and Making Thinking Visible, Thinking Routines.

Also within the framework of CEFAD's 35th anniversary, six webinars on different active methodologies were held with a total of 336 participants: Reimagining Higher Education in the

21st Century: Solidarity Learning and Service; Design Thinking: Developing Creativity and Innovation; Is Reverse Learning an Effective Methodology? Transforming the Traditional Teaching-Learning Process; Is Storytelling Learning? Storytelling, an effective classroom technique; case method; visualizing thought.

To further encourage teachers to use active methods in the classroom, CEFAD offered the Certification in Active Methods, which consisted of accrediting two Active Methods courses (20 hours each), implementing one of the methods in the classroom, observation and feedback in the classroom, and producing a product. In addition, it offered or arranged 13 disciplinary courses for the different schools to cover specific aspects of the training of their professors, with a total of 194 accredited professors. In the area of teacher training, lectures on artificial intelligence

were organized with doctors who are experts in the field.

With respect to teacher evaluation, teacher evaluations were carried out at different times and by different evaluators. The diagnostic evaluation process began with teaching exams, which are designed to predict a teacher's performance in the classroom and to identify areas of strength as well as areas of opportunity for support in the teacher's daily work. In the Evaluation of Teaching Practice (EPD), the average level of satisfaction expressed by undergraduate and graduate students was 90.59% when rating the items corresponding to the use of active methods in the classroom. The summative evaluation, called Recognition of Academic Performance (REDAC), conducted in 2023 by school and faculty directors of full-time academics, was conducted with a total of 379 academics for the 2022 fiscal year, which was carried out in 2023.



Research

One of the most relevant projects of the year 2023 in the field of research was the creation and implementation of the Anahuac Researcher System (SAI), a platform for the registration, analysis and promotion of the research productivity of the academic staff of the Anahuac Mexico University. This system accurately measures and weights publications and academic productivity based on five academic areas spanning all schools and departments. Based on the productivity results registered in the Anahuac Researchers System, by the end of 2023, Anahuac Mexico University had 105 consolidated researchers, in addition to more than 90 associate researchers. We also have 92 researchers who are members of the National System of Researchers of CONAHCYT. The work of this team of researchers was reflected in the publication of 176 articles in journals indexed in Scopus (55 of them with the collaboration of students from the University) and in 61 books or book chapters in prestigious publishing houses.



Another relevant project in 2023 was the formalizing of the figure of Stable Research Groups, thus recognizing teams of researchers who develop focused, relevant, collaborative and continuous work, and favoring the projection of diverse lines of research. Anahuac Mexico University formally recognized the five stable research groups: neurodegenerative diseases; the elderly and aging; entrepreneurship and innovation; nanomaterials and automatic systems; and applied mathematics and data science.

Research in the schools of Psychology, Engineering, Economics and Business, Health Sciences, and Sports Sciences, among others, has grown significantly in recent years. To this end, the Institution has made significant investments in areas such as the purchase of supplies and reagents or support for scientific mobility and the publication of indexed articles. In the same vein, external funding was obtained to complement the research work of some of our researchers. For example, Eloísa Colín Ramírez, Jimena Hoglebe Rodríguez, and María Elena Sánchez Vergara were beneficiaries of government support for women scientists from the Mexican Council of Science and Technology (COMECYT). Similarly, Rosalino Vázquez López conducted

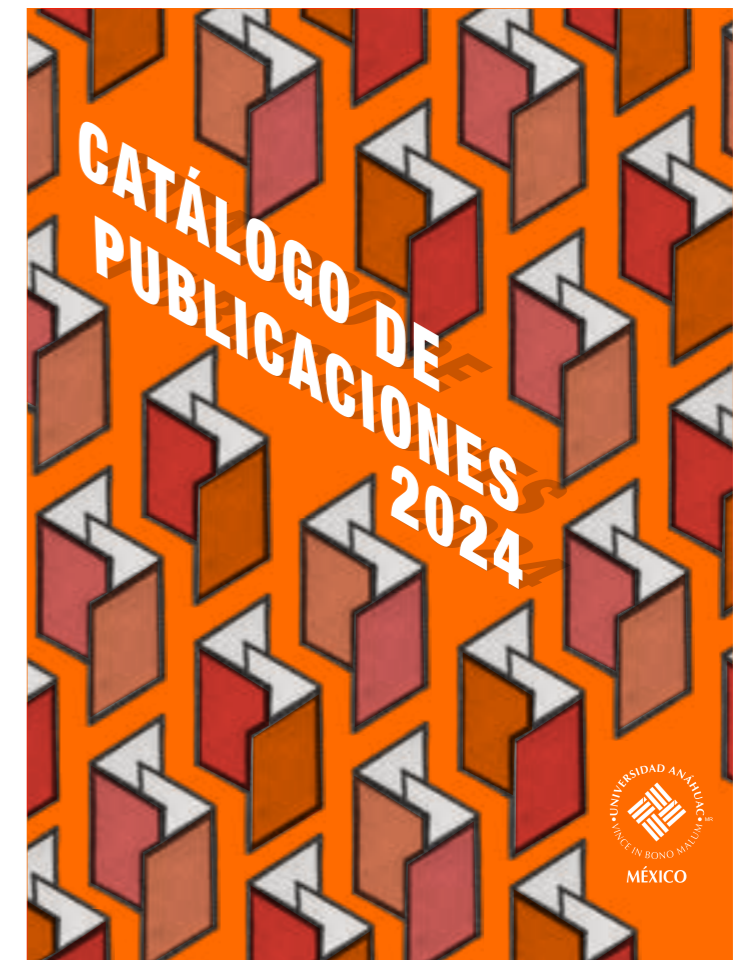


molecular research on dendritic cells in the face of various influenza virus variables with the support of the pharmaceutical company Sanofi, while Miguel González Block developed a tool to measure the empowerment of chronic patients to strengthen comprehensive care with the support of the Río Arronte Foundation.

Some of our academics recognized for their outstanding research work and trajectory were:

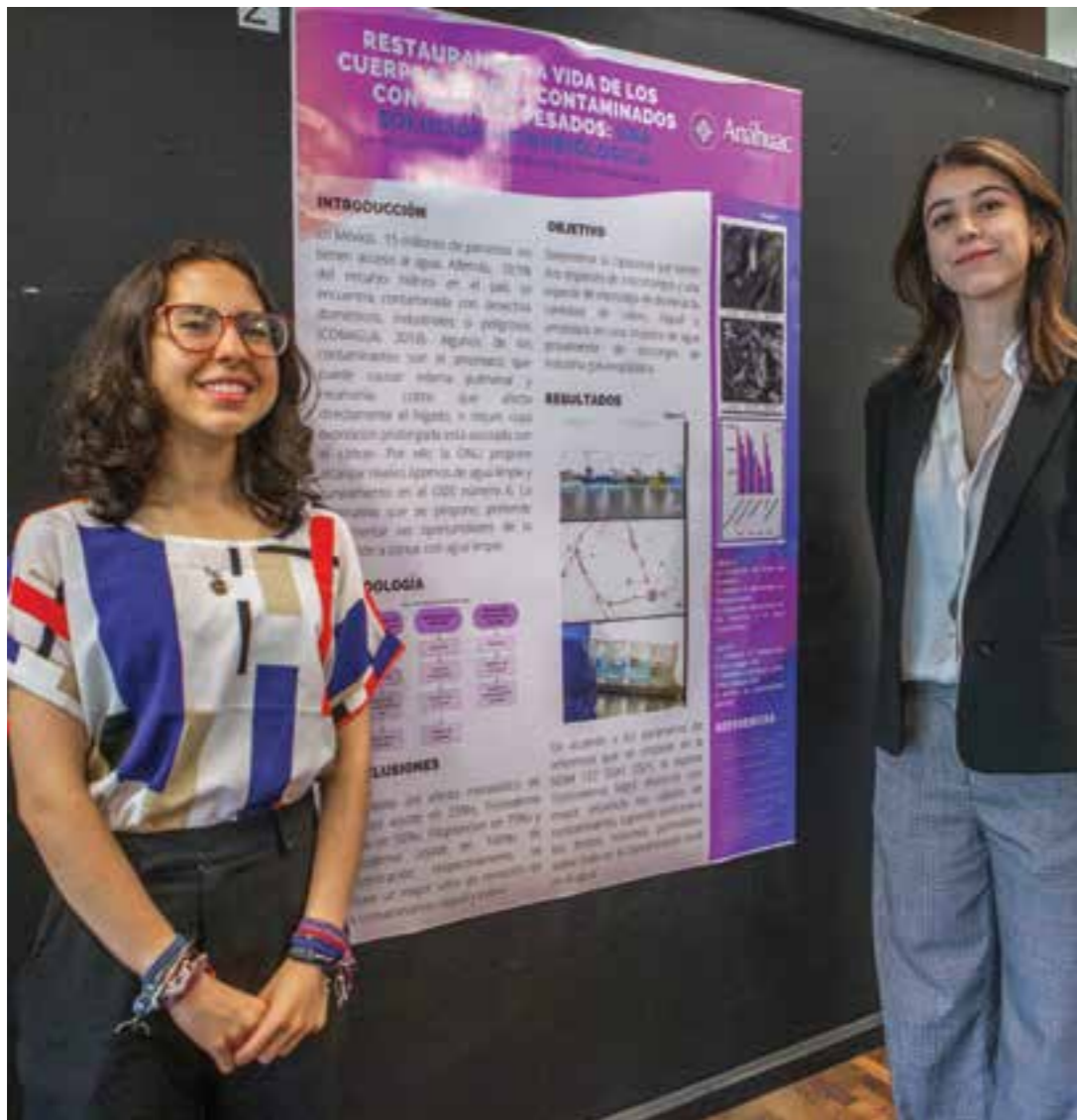
- María Dolores Correa Beltrán, from the School of Health Sciences, received the State of Mexico Award in the category of Science, Technology and Innovation “José Antonio Alzate” from the then Governor of the State of Mexico, Alfredo del Mazo Maza, during the ceremony commemorating the 199th Anniversary of the State of Mexico.
- José Roberto Balmori de la Miyar, from the School of Economics and Business, was the winner of the EDOMÉX Talent Award: Young Scientists and Researchers, in the area of economic-administrative sciences, a distinction granted by COMECYT of the government of the State of Mexico.
- Raquel Franklin Unkind of the School of Architecture, was awarded the O’Gorman Research Prize by the College of Architects of Mexico and the Society of Architects of Mexico (CAM-SAM).

During 2023, three patents were filed by the schools of Health Sciences, Engineering and Design. In addition, the catalog of publications edited by the University increased to 260 titles, with the incorporation of new books under the co-publishing scheme with prestigious publishers, as is the case with the titles *Mi casa es tu casa. El fenómeno de la plataforma de Airbnb visto desde la economía colaborativa*, by Varenka González Albin and Mariano Lechuga-Besné (School of Tourism and Gastronomy), published with Porrúa; *Derecho procesal de la seguridad social*, by Verónica Lidia Martínez (School of Law), published with Thomson Reuters; *Un mar de encuentros. El Caribe: arte, sociedad y cultura (siglos XV-XVII)*, coordinated by Alfredo Bueno Jiménez (School of Education and Humanities) and Manuel Gámez Casado, edited with the Universidad Complutense de Madrid and El Colegio de Michoacán, among others.



As it does every year, Anahuac University participated in the most important national book fairs, such as the Guadalajara International Book Fair, the most important in the Spanish-speaking world, The Minería Book Fair, the Matías Romero Institute Book Fair and the Filuni Book Fair, which is aimed at the university public.

A central aspect of our strategy for research development is to promote a university life that involves students and professors. In this vein, we celebrated the thirteenth edition of our Undergraduate and Graduate Research Poster Contest, with over 200 registered posters and extensive participation from other universities of the Anahuac University Network, in addition to Finis Terrae University of Chile.



Internationalization

In 2023, we continued to innovate the way we internationalize our university by developing the Anahuac 5.0 Internationalization Model, which indicates the path to follow in the coming years through five strategic programs and three objectives. The goal is to be a global community with more internationalization programs and projects that contribute to the personal and professional internationalization of students and the entire Anahuac community.



In 2023, the Internationalization Department continued working on the international positioning of the University through the signing of agreements to promote institutional academic development and expand the range of opportunities for students and professors. Last year, 26 new agreements were signed with universities in Australia, Argentina, the United States, Italy, Spain, Peru, France, Ecuador, Guatemala and Morocco; the latter two are new countries that have been added to our collaboration map. With these figures, Anahuac Mexico University closes 2023 with 332 agreements signed in 49 countries.

The vision of our schools and faculties for their international collaboration was of immense importance. It is worth mentioning the agreement with the Universidad Politecnica de Madrid (Spain) for the collaboration between its Fashion Design Department and our School of Design. The School of Global Studies formalized ties with the School of Government, Economics and Social Sciences of the Mohammed VI Polytechnic University (Morocco), thus achieving our second agreement on the African continent. The School of Engineering consolidated ties with the Politecnico di Torino (Italy) for all its degree programs. Finally, an agreement was signed with the Universidad Nacional de Colombia, which broadens our academic influence in Latin America.

Outgoing. 226 undergraduate students participated in academic exchanges in one of 21 countries, several of which had not been visited before, such as Argentina, Colombia, Lithuania and Puerto Rico. There was a 10% increase in



international postgraduate exchanges and summer activities were consolidated.

Short Programs. With the creation of the Internationalization Department's Short Programs Coordination, international experiences shorter than traditional exchanges were consolidated with the intention of making internationalization more accessible. In 2023, 15 short programs were carried out, in which more than 170 students participated and traveled to six countries (Canada, Spain, United States, Italy, Kenya and Zambia), reinforcing their academic training with a global vision.

Incoming. Welcoming foreign and international students is one of the most important strategies for providing an international experience on our campuses. Through contact with students from diverse backgrounds, we develop positive action leaders with a global vision, empathetic and capable of understanding the cultural complexities of the globalized world. In 2023, students, researchers and professors were received from 26 countries, representing an increase in country diversity of 24% over 2022. We received 162 incoming exchange students, an increase of 5% over the previous year, and students from new destinations such as Poland, the Netherlands and Côte d'Ivoire.





Finally, since internationalization has become an essential strategy for our University, the Global Campus Coordination has been integrated into the Internationalization Department. Its purpose is to strengthen the intercultural and international dimension through curricular and extracurricular activities for our students; in teaching, by permeating the teaching-learning process; in research, by promoting international collaboration for academic areas, and thus fulfilling the social commitment to train leaders of positive action which characterizes the Anahuac.

Online activities have been carried out among teachers, such as the Global Teachers Program, online master classes, or Collaborative Online International Learning (COIL). In addition, classes have been taught in collaboration with foreign institutions, such as the Universidad Politécnica de Madrid (Spain), Universidad Católica del Norte (Chile), Universidad Isabel I (Spain), and Mohawk College (Canada).

Strategic events. In 2023, our academics participated in more than 100 international events, such as the Urban Affairs Association Conference (United States), the 11th International Congress of Psychology and Education (Spain), the Annual Conference of the AACSB (United States), the 26th International Congress of Research in Administrative Sciences (Colombia), the National Association for Business Economics (NABE) Symposium (France), the 73rd Annual International Communication Association Conference (Canada), the International Conference on Environment and Electrical Engineering 2023 (Spain), the 14th International Congress of Mental Health and Palliative Care of the FELAIBE (Colombia), among others. We were honored to welcome more than 40 international speakers from universities and institutions such as Polimoda (Italy), University of San Diego California (USA), University of Bristol (UK), Vancouver Film School (Canada), University of Oxford (UK), IE University (Spain), etc.

In addition, in 2023, our University hosted and organized the 31st Annual Conference of the Mexican Association for International Education (AMPEI) with the theme “Strategic alliances and new players in international higher education”, with Australia as the guest country. The event was attended by more than 250 collaborators responsible for the internationalization of the most important universities in Mexico.

International and national collaboration. The Internationalization Department team participated in the annual NAFSA



and EAIE conferences, training spaces on best practices and trends in higher education. Likewise, meetings and new alliances were generated with more than 60 partner universities around the world, promoting academic exchanges and the joint development of international projects. We welcomed more than 25 higher education institutions to our facilities with the aim of promoting the development of educational projects with an international focus.

Meanwhile, our Rector, Cipriano Sánchez García, L.C., participated in the 5th International Meeting of Universia Rectors, held in Valencia (Spain), and in the 27th General Assembly of the International Federation of Catholic Universities in Boston College, Massachusetts (United States). These efforts were complemented by visits to more than 10 partner universities in Italy.

Our School of Languages, whose mission is to provide excellent language instruction to the University community, served 2,213 students in 167 courses in English, French, and Italian. A total of 830 multi-language accreditation tests and 2,115 English placement tests were administered during the Integral University Welcome Days in January and August. The undergraduate elective courses offered consisted of 28 courses in German, French, Italian, Portuguese, Latin, Spanish for foreigners, Mandarin Chinese and sign language, either as part of the Elective Block or as part of one of the Minors.

Considering the demands of the present and the avant-garde of the future, the School of Languages has continued to train language teachers in the use of new technological tools and to adapt the flipped classroom modality in all of its courses in order to improve the academic achievement of students..



Library

In order to guarantee the best conditions for the academic training of our students and faculty, the University offers its community a vast bibliographic collection that can be consulted in its libraries and digital library, which is composed of 153,008 printed books, 611,267 electronic books, more than 10,000 electronic journals, 118 databases, 8,255 titles of its own content and 9,000 volumes.

Our teams of librarians have been professionalized over the years through training workshops and information literacy programs to provide users with the information search and evaluation skills critical to academic research. In 2023, 130 research skills development workshops were held for 4,157 users and 91 permanent workshops were held for the entire Anahuac University Network.

In terms of access to our specialized and multidisciplinary databases, a total of 790,976 user sessions were recorded. The content of these databases is supported by prestigious international publishers and aggregators. During 2023, the following acquisitions were added to the collection: McGraw Hill (200 titles), CheckPoint Plus and Pro-View Library (Thomson Reuters), Cengage eBook collection and 3,000 eBook collection (Emerald).

To promote copyright culture and the protection of new knowledge, we signed a license agreement with the Mexican Center for the Protection and Promotion of Copyrights (CEMPRO), which allows us to partially reproduce digital and printed content of national works. This license also protects us when using content from other countries with reciprocity agreements with foreign collective management organizations. In the same area, in order to maintain and promote academic integrity, we offer ongoing workshops on Turnitin, a software tool that allows us to assess the originality of academic papers in order to comply with the ethical standards of academic research and writing.

Collaboration among libraries is an open strategy for the development of information professionals in their work as service providers. During 2023, agreements were renewed with some library networks, including the Network of the Organization of Catholic Universities of Latin America and the Caribbean (ODUCAL), and a new agreement was signed with the recently created Network of Academic Libraries of Latin America and the Caribbean (BAALC).



In the area of interlibrary lending, 220 agreements were renewed and a total of 2,129 items requested by our community and by users of other libraries through our RapidILL platform were retrieved. And with a focus on fostering study spaces that enhance the student and library user experience, we installed two self-check modules to facilitate and streamline library transactions.

In line with the institutional effort of internationalization, the Library works with bilingual staff to serve foreign students. It also has a website, a monthly newsletter and two Skills Development workshops for foreign students in English.

Finally, we continue with our programs to promote and encourage reading in order to foster a cultural and outreach environment within our Anahuac Community. Some of the activities in this area were the celebration of International Book Day; reading clubs with teachers, administrative staff and students; the permanent book and bookshelf donation program for the National Reading Strategy Project, which has benefited eight libraries in Mexico City, and the organization of the Anahuac University Short Story Contest.



Schools achievements

ARCHITECTURE

- Organization of the first International Seminar on Artificial Intelligence (AI) in Architecture, where relevant topics on AI use in the professional architecture field were presented.
- Agreements with JLL and CBRE, leading Real Estate companies in the world, to include our students in their scholarship and internship programs.
- Admission of Gerardo Broissin Covarrubias, director of the School, and Raquel Franklin and Jimena Hogrebe as full members of the National Academy of Architecture.
- Recognition of Gonzalo Pérez Ramírez with the Enrique Yáñez Award for his work in social practice by the Mexico City Association of Architects at the CAM SAM Awards.
- Presentation of the Mario Pani Medal to French architect Odile Decq for her innovative architectural and pedagogical practice and to Brazilian architect Marcio Kogan for his projects that integrate context and formal simplicity.

ARTS

- Improved equipment for the teaching of our three degree programs. Tools and instruments were acquired that have had a positive impact on the educational experience of our students. Infrastructure of classrooms and lecture halls with which the University is at the forefront in delivering artistic programs.
- Development of a valuable intensive program of events through which advanced-level students present at important forums. A total of 20 events were held each semester, injecting cultural vitality into the University.
- The Anahuac University Choir begins operations with the participation of students, faculty and administrative staff. It currently has 30 members.



BIOETHICS

- The collaborative work with the National Bioethics Commission and with universities and organizations in other countries resulted in two lectures given by Monsignor Renzo Pegoraro, Chancellor of the Pontifical Academy for Life, on “The ethics of AI in the care of life” and Patricio Santillán Doherty, national commissioner, on “The importance of integrity within the scientific model of medicine”.
- The seminar “Bioethical dilemmas at the beginning of life” was given by Manuel Santos Alcántara, director of the Bioethics Institute of Universidad Finis Terrae, with the participation of students and professors from Chile, Spain, Colombia, Argentina, Ecuador, Costa Rica and Mexico.
- Indexation of the journal *Medicina y Ética* in Scielo Mexico, which contributed to the consolidation of our journal as a reference publication in the field of Bioethics. This allowed it to be recognized as a fundamental bioethics publication, thus facilitating the distribution of its contents and broadening its scientific scope.

ACTUARIAL SCIENCES

- Strengthening the school’s international presence through the Intergenerational Dialogues on Retirement seminars. Participation in four presentations at international conferences in England, Portugal, Argentina and the United States; and hosting of Purificación Vicente Galindo (University of Salamanca, Spain) and José Manuel Aburto (University of Oxford, England) for research stays.
- First PhD in Actuarial Sciences in Latin America awarded to Rigoberto Real Miranda with the thesis “Actuarial mathematical reserve and a geological-actuarial approach to ensure non-renewable resource extraction tasks by one and two agents, based on non-negative loss variables”.
- Maximum production in the area of research with 12 accepted articles.

HEALTH SCIENCES

- Inauguration of the Anahuac Experiential Learning Center on the South Campus, which houses the Multidisciplinary Laboratories for Health Sciences and the Anahuac Center for Clinical Simulation. This provides spaces for the integral training of almost 3,000 students in the Health Sciences department using active learning methodologies, immersive practices and reflective conversations to promote critical thinking, quality of care, clinical judgment and patient safety.
- Collaboration agreement with the Mac Hospitals group for students of the undergraduate and postgraduate programs of the School of Health Sciences to perform clinical rotations, undergraduate and social service internships, as well as research, training and continuing education activities in its 10 units in Mexico.
- First place in the “Anatomy” category and second best individual performance in “Neuroanatomy” for the team representing students of the Bachelor’s Degree of Medical Surgeon in the National Student Morphology Contest. They will now represent our country at the 2024 Iberoamerican Anatomy Cup, in which countries from Latin America and Europe will participate.



COMMUNICATION

- Double degree agreements through the School's PhD in Communication Research with the Université Grenoble Alpes and the Université Savoie Mont-Blanc.
- Recognition at several festivals for the short film Alas, an audiovisual project directed by students Marina López and Paloma Bravo, considered one of the best ten short films in the "Female Directors" category this season.
- Organization of the First Meeting of Leaders of the Audiovisual Industry with the participation of personalities from the audiovisual industries of Mexico and the United States, all graduates of Anahuac University: Efraín Mendicuti, General Director of TikTok for Business Mexico; Rafael Macías Navari, Global Commercial Officer Universal Products & Experiences; Miguel Mallet, Marketing Director of Universal Pictures for Latin America; Carmen Larios, SVP of Content for LATAM A&E Networks; Claudio Sánchez, Head of Marketing for Amazon; Ana Belén Mier, Publicity Manager Paramount Pictures; Enrique Koelliker, Head of Films' Marketing Netflix, among many others.

SPORT SCIENCES

- Consolidation of the operation of the Movement Analysis Laboratory, where research lines are developed in collaboration with seven researchers from our University for diseases such as spinal cord injury, infantile cerebral palsy, diabetic neuropathy and knee injuries in athletes, among others.
- Collaboration with the Canadian company Vibrant Inc. to implement technology based on virtual reality controlled by a brain-computer interface to be applied in rehabilitation protocols for sports and neurological injuries.
- Obtaining funding from the State of Mexico Science and Technology Council (COMECYT) for developing the research project "Association of cardio-metabolic risk factors and intestinal microbiota with different body composition phenotypes in school children". This project is being carried out in collaboration with the National Institute for Medical Sciences and Nutrition Salvador Zubirán and the National Rehabilitation Institute.



LAW

- Collaboration agreement with the University of Nebrija, Spain, by means of which our students will be able to obtain a double degree. This will enable them to study for a Master's Degree in Access to the Legal Profession and be able to practice in the European Union.
- Reaccreditation of the academic program of the Bachelor's Degree in Law by the Consejo Nacional para la Acreditación de la Educación Superior en Derecho A.C. (National Council for the Accreditation of Higher Education in Law), having met the criteria established in relation to academic content and operation.
- Organization of the International Congress "Criminal Populism and the fallacy of security" with the participation of 51 speakers representing 25 educational institutions from European and American countries, mainly Italy, Spain, the United States of America and Mexico. A total of 960 members participated both in person and virtually.
- Implementation of the Global Access Program (GAP) to prepare our students for subjects in English and facilitate their admission to postgraduate programs in foreign universities with which we have signed agreements through the 5+1 program, which provides them access to professional practice abroad.

DESIGN

- Presence of the School in the most relevant forums, including the following: Zona Maco, international workshops, Casa de México in Madrid (third edition of Íconos Anáhuac), 2023 Nude Habita Fair (the only international institution present) and Inédito de Design Week. Furthermore, participation in the Mexico Diseña and a!Diseño contests, with several students being finalists and winners. Collaboration with the Italian Chamber of Commerce in the Creative Encounter Project.
- Organization of the 19th Alumni Symposium and the 20th International Congress Design for Humanity/Regenerative, where the graphic identity of the 60th anniversary of Anahuac Mexico University was unveiled.
- Organization of the Research Seminar to consolidate the strategic lines of research for each degree program and interdisciplinary research in the School. The 3rd Academic Colloquium on Teaching-Learning Experiences in Design was also held.

BUSINESS AND ECONOMICS

- Formalization of an agreement with the Rennes School of Business (France) to offer a double degree in conjunction with our Bachelor's Degree in Global Management.
- Distinction of the Master's Degree in Business Administration (MBA) for five years with accreditation from the International Association of MBAs (AMBA). This association recognizes MBA programs with the highest standards of educational quality and has placed our MBA in the top 5% of business schools worldwide with this accreditation.
- Significant generation of publications, both in scientific and popular media, with more than 40 publications in the last year in journals such as the Journal of Intelligence, Socio-Economic Science Planning, Review of Economics of the Household, Journal of Marketing Studies and Population Studies.

EDUCATION AND HUMANITIES

- Creation, in conjunction with the Santillana publishing house of the first University Development Chair, to create a new model for the evaluation and accreditation of educational innovation.
- Renewal of the Magdala Center-Anahuac agreement, the first and only project led by Mexico and a Mexican university in Israel, in cooperation with the Israel Antiquities Authority.

ENGINEERING

- International social robotics project focused on improving the quality of life of children diagnosed with autism spectrum disorders (ASD).
- Development of the minor in automotive engineering leveraged with our Anahuac Network campuses in Puebla and Queretaro.
- Increase in the number of stays in the United States regarding global manufacturing and integrated manufacturing systems topics, as well as the exhibiting of research in Europe and South America.
- Increase in the number of researchers in the National System of Researchers (SNII) focused on artificial intelligence and continued accreditation of students by the Council of Supply Chain Management Professionals.



PSYCHOLOGY

- General and Specific Research Agreement between the School of Psychology and the Ministry of Inclusion and Social Welfare (SIBISO) of Mexico City, particularly with the Institute for Dignified Aging (INED). This agreement strengthens the ties with government bodies for professional internships and the development of research projects to promote the welfare of older adults, their families and caregivers.
- Organization of the Fall Clinical Institute in Addiction Studies, where outstanding academics from the University of California San Diego attended our University to train psychology students and professors on addictions.
- Development of 44 academic and volunteer projects in psychology by the Anahuac University Alumni and Social Action Society (ASUA) Psychology. These activities involved the participation of 26 professors and 640 psychology students, impacting 2,522 people (beneficiaries).

GLOBAL STUDIES

- Organization of the Model United Nations UAMXMUN 2023, which brought together 198 participants for three days of work. Her Excellency Ms. Raghild Imerlund, Norwegian Ambassador to Mexico, attended the event, which was attended by all the delegates from various high schools in the metropolitan area of Mexico City and Querétaro.
- Venue of the Pre COP Youth Latam Summit, an exercise that brought together more than 350 young Mexicans and foreigners interested in contributing opinions focused on solving the challenges derived from climate change. A document was drafted and incorporated into the Latin American youth position presented at the Conference of the Parties to Climate Change (COP28) in Dubai.
- Holding of the 5th Anahuac Energy Forum organized by the Anahuac Interdisciplinary Center for Energy and Sustainability with the theme “Innovation for an efficient and sustainable energy transition”, which included discussions and interdisciplinary round tables on topics such as energy demand, nuclear energy, socio-environmental protection, financial innovation, nearshoring, energy regulation and electric mobility.
- Organization of the North American Integration Process Symposium in conjunction with Arizona State University (USA) and Carleton University (Canada) on topics such as trade, security, migration, energy and water, which resulted in trilateral recommendations for governments, the private sector, academia and civil society.
- Representation of faculty members on the Executive Committee of the Mexican Association of International Studies (AMEI) for a period of two years. Their administration concluded with their participation in organizing the 36th Annual Congress of the association held at the Anahuac Mayab University, which served as the most important congress of internationalists in the country.



SOCIAL RESPONSIBILITY

- Organization of the 16th Anahuac International Congress on Social Responsibility, in which more than 1,400 participants from Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Portugal and the United Kingdom participated. 34 research studies were presented, after blinded opinion, by 60 authors.
- Consolidation of the leadership of the PhD in Innovation in Social Responsibility and Sustainability with the 4th Research Week, where more than 60 activities were presented, including research colloquiums, master classes, workshops, panels and international conferences for students from Latin America. In addition, five PhD students were selected to defend their theses in person at the 8th PhD Seminar of the International Society for Third Sector Research in São Paulo, Brazil. At the same time, five more presented scientific articles at the 13th Regional Conference of said association.
- Opening of the new Master's degree program in Social Responsibility and Strategic Innovation with an enrollment 200% higher than the projected goal. This program was integrated into the work of the 4th Postgraduate Research Week of the School to strengthen the research skills and scientific approach of our master's students.

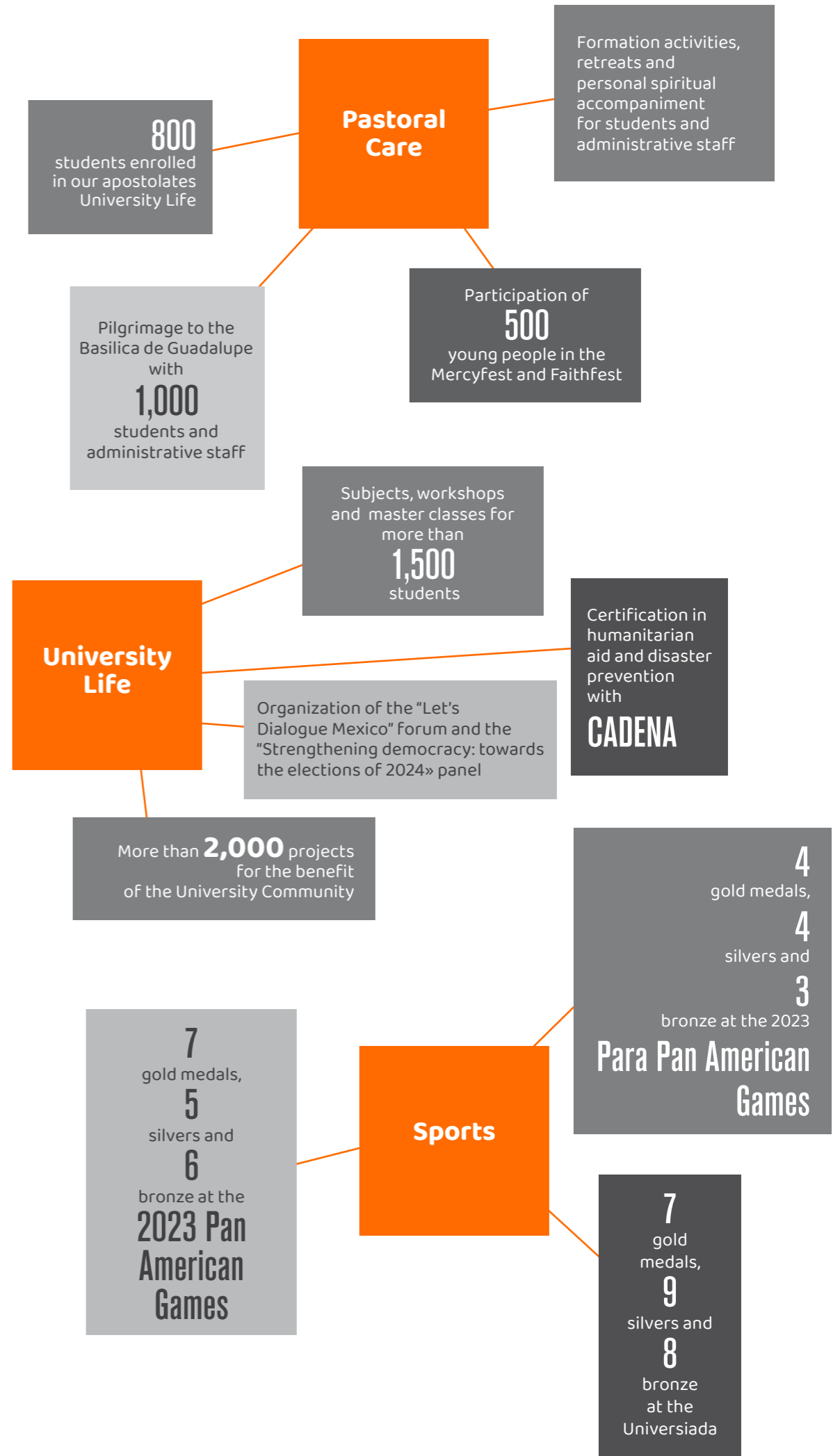
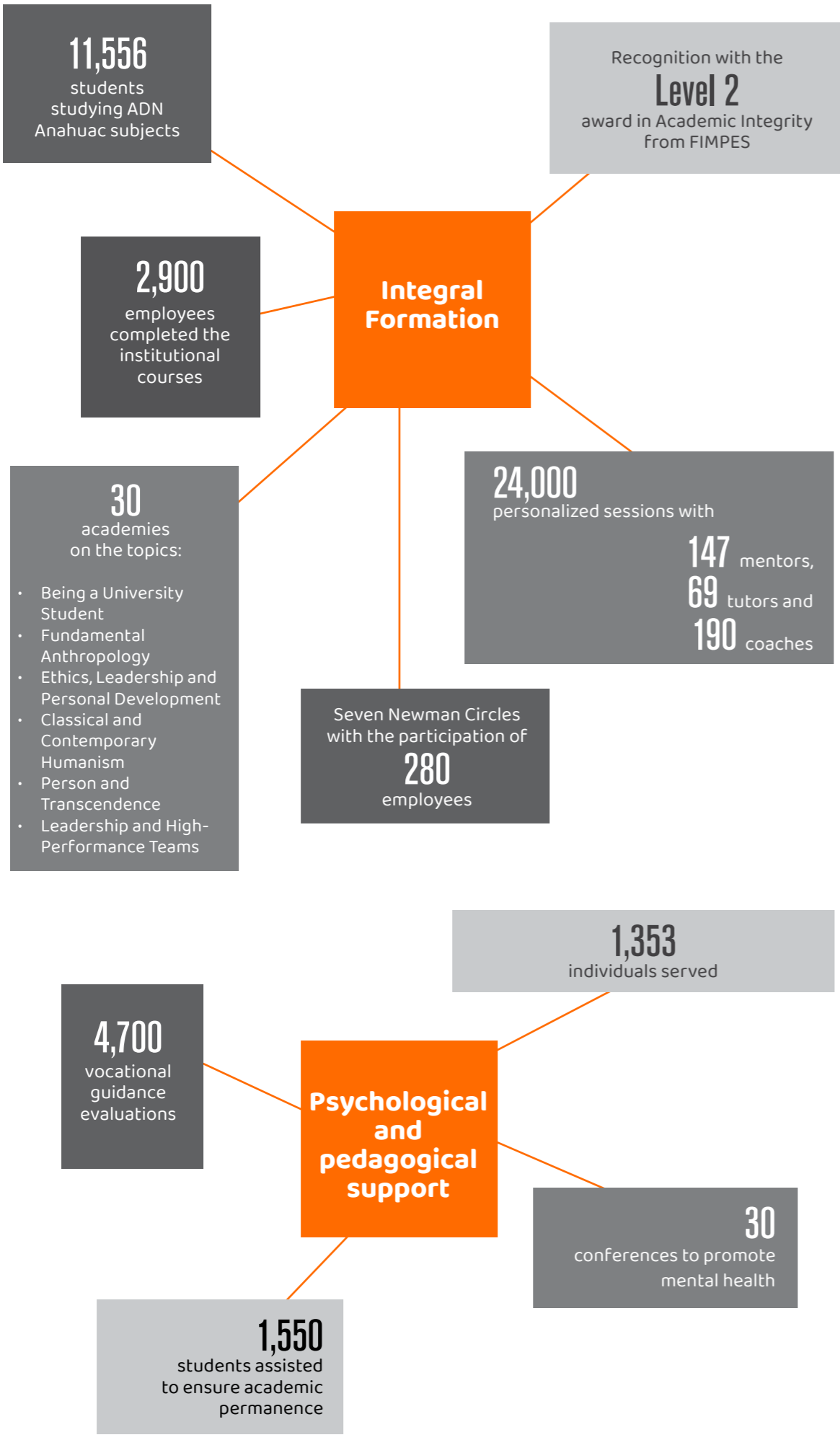
TOURISM AND GASTRONOMY

- 169 students have carried out national and international internships. Incorporation of new agreements that will allow our students to carry out internships in the United States, Holland, Spain and Japan.
- The first Faculty-Led Program of the School was held in San Sebastian, Spain, with the participation of 20 students from the Gastronomy, Restaurant Management and International Hotel Management programs. The academic objective of the program was to understand the relationship between gastronomy and tourism, as well as the different models of tourism development based on gastronomy.
- Organization of the International Conference on Tourism Technology & Systems (ICOTTS) through the College of Researchers of the School of Tourism and Gastronomy, in collaboration with the International Association For Digital Transformation And Technological Innovation and the Politécnico do Porto of Portugal. This multidisciplinary event primarily focused on new technologies and systems in the tourism sector.
- Collaboration agreement to establish a laboratory within the Cuna de Tierra vineyard in Dolores Hidalgo, Guanajuato. This laboratory will allow our students to experience and learn in situ the processes of viticulture, responsible consumption and tourism in the vineyard.
- Beginning of the first generation of the Bachelor's Degree in Tourism Management, a double degree with the European University of Rome, which will award the degree of *Turismo e valorizzazione dei territorio*.





Integral training for all

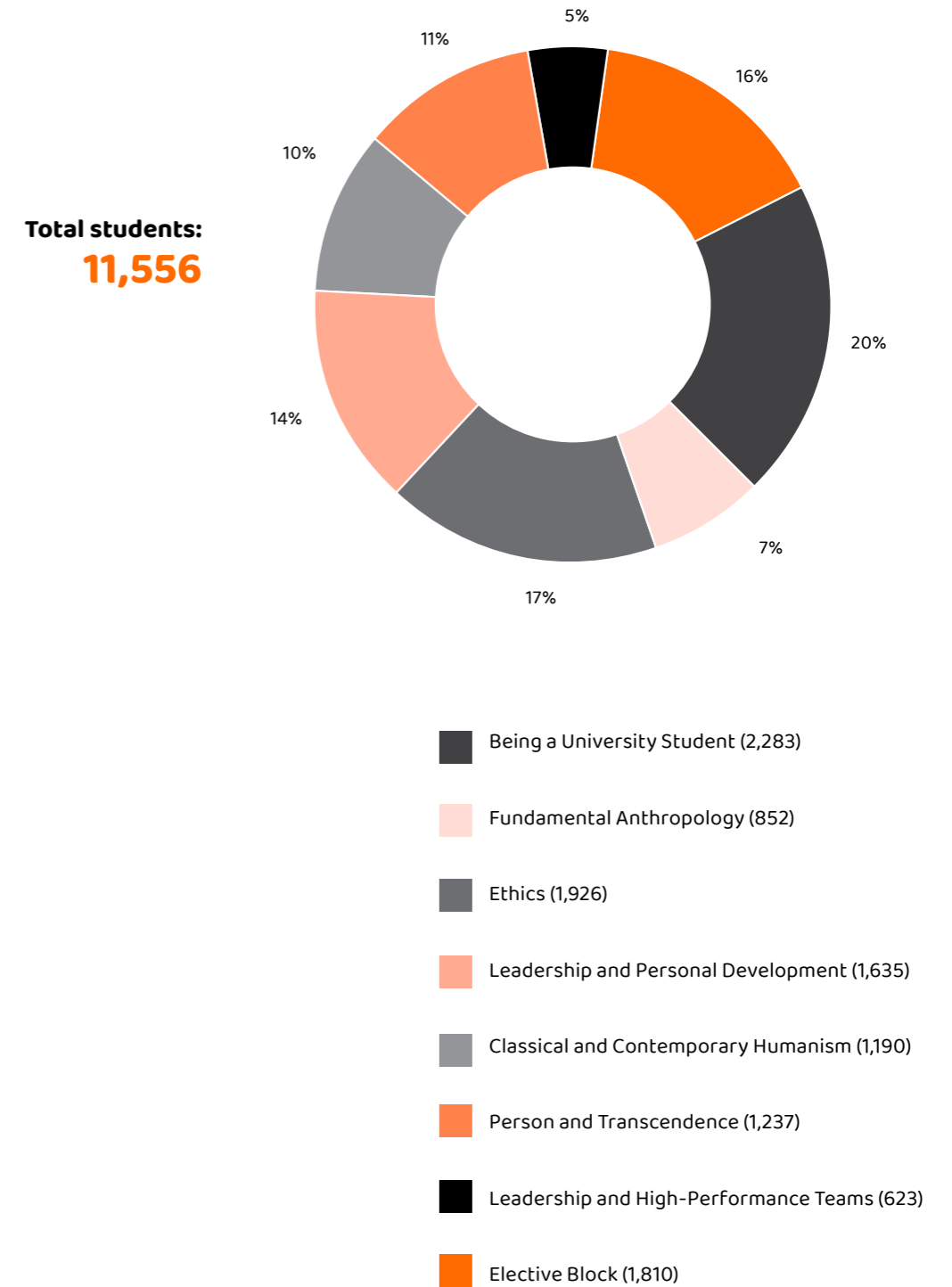


The aim of this program is to contribute to the university environment to the development of knowledge, habits and experiences of the person in their abilities and talents, to achieve the process of full maturity in their relationships with themselves, with the community and with God.

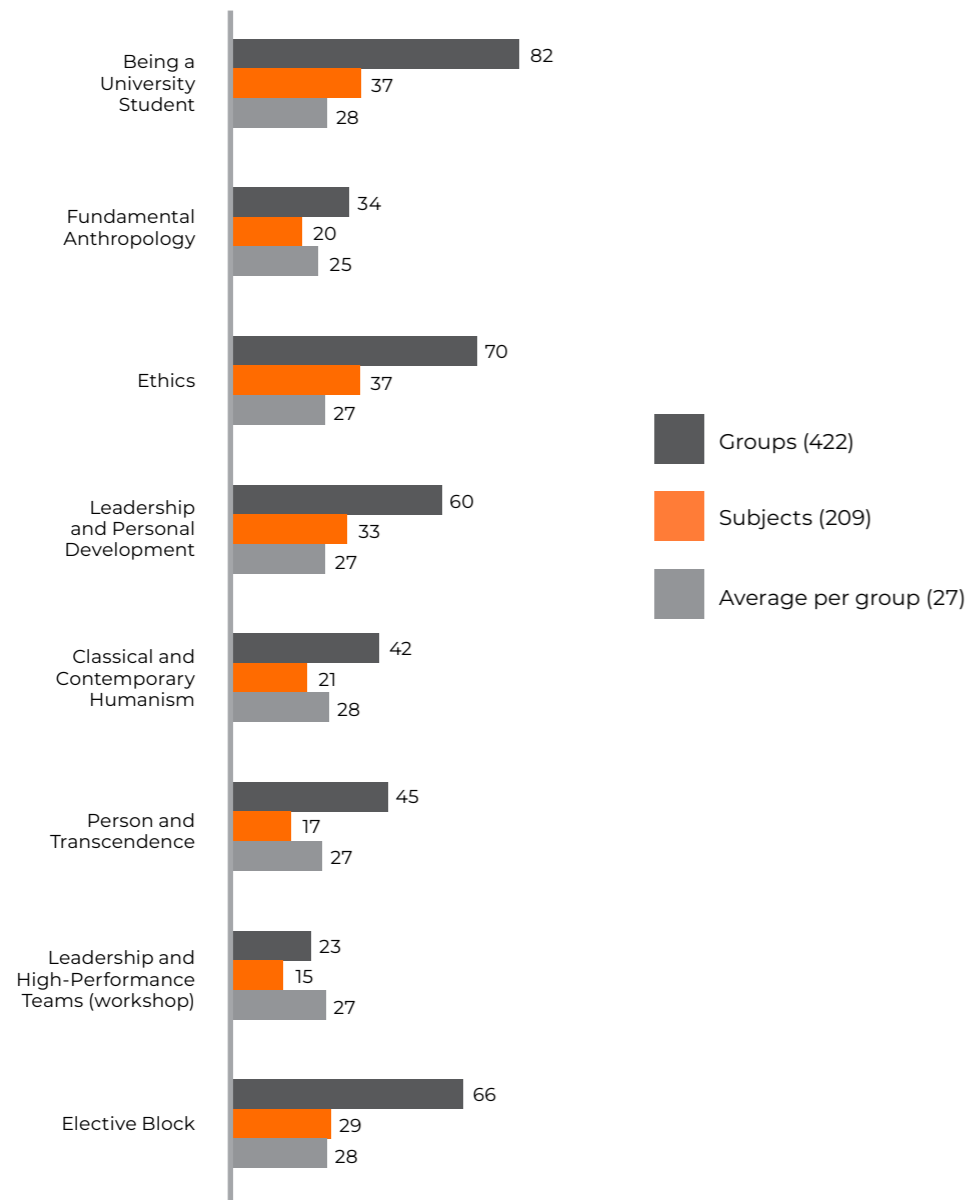
Integral Training

The main objective of the Academic Direction of Integral Formation (DAFI) is to ensure the integral development of our university community, to form people who have a vision in ethical values, who seek, through dialog, good and truth, commitment to society, exercising leadership and recognizing the dignity of people with its implications and demands of life, applying them in their profession. To achieve this, the ideal plan for each of our students consists of six training subjects and one workshop that makes up the Anahuac Block.

The average enrollment in ADN Anahuac, together with the DAFI elective block, was 11,556 students per semester, with the following distribution:

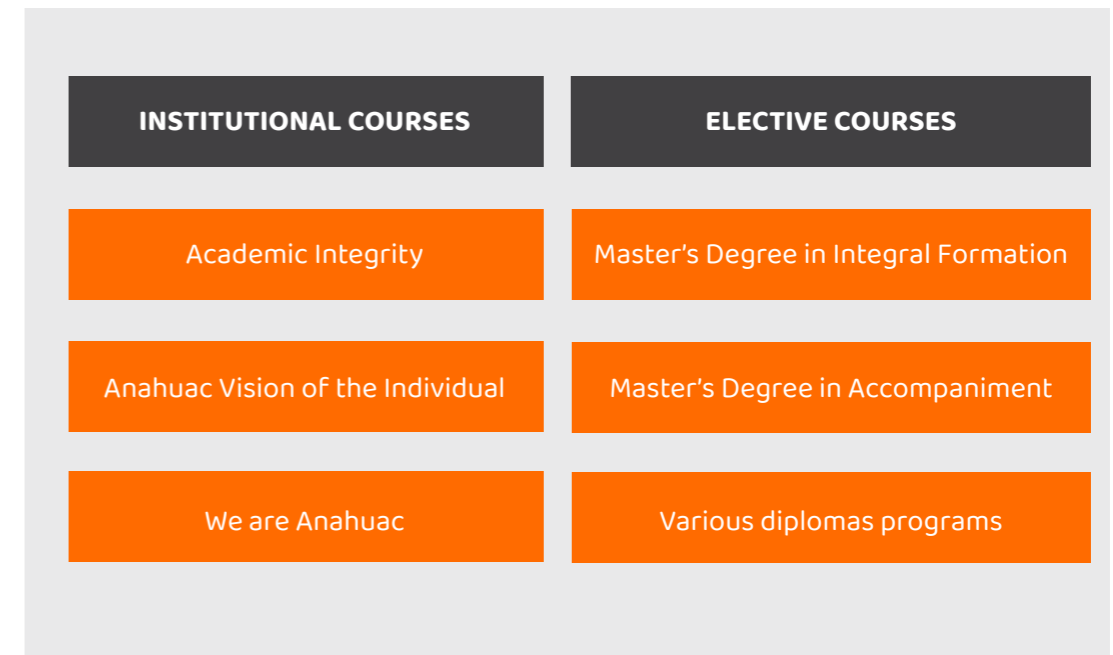


The faculty was composed of 146 professors who taught the ADN Anahuac subjects and 24 professors for the Elective Block (28 subjects), as follows:



To strengthen academic excellence, 30 academies were held in 2023 on the following topics: Being a University Student; Fundamental Anthropology; Ethics, Leadership and Personal Development; Classical and Contemporary Humanism; Person and Transcendence; and Leadership and High-Performance Teams, which allowed for the assessment of student learning and current needs through strategies that enhance the quality of the teaching process.

The Anahuac Center for Integral Training (CAFI), whose mission is to support and accompany academic and administrative personnel in their integral formation process, has a solid academic offering, and in 2023 had the highest efficiency since its creation with 2,000 employees enrolled. In addition, for the first time, all University coaches were incorporated as part of the Master's Degree in Coaching.



During 2023, the Anahuac Center for Integral Training (CAFI) continued to offer the three essential courses for administrative and full-time and non-tenured personnel, as well as other elective courses, as follows:

Just over 2,900 employees have completed the institutional courses, which means that more than 64% of employees have completed the three courses; and more than 1,400 employees have completed the elective courses by 2023.

At the same time, the training proposal continues to be reinforced with the Diploma in Academic Integrity which, in the face of the boom in artificial intelligence applications, is another way of addressing the dilemmas and possible challenges that this poses to our ethical and professional actions.

In order to promote harmonious and comprehensive growth in the education of students through the

Personalized Training Programs (PPF), the coverage of the undergraduate support programs was increased by 15% with respect to the previous year, to cover first-time students in all schools and faculties with the Skills and Competencies of the Person-Mentoring program, which, in order to improve the attention provided to students, were separated from the professionalizing program; thus, during 2023, 5,329 students entered the program to complement their humanistic training. At the same time, the Tutoring Office accompanied 2,984 students in order to enhance their academic development and prevent them from dropping out of school, generating a sense of belonging to the University Community. Thus, by continuing to accompany the students when they reach their internship or their integrating subject, they are more naturally integrated into the abilities and competencies of the Personal Professionalization Program, which seeks to accompany them at this stage and integrate all the learning of the career and their integral formation, with the aim of preparing them for the professional field with abilities and competencies that lead them to integrity and social responsibility. 532 students from 14 undergraduate programs participated in this program in 2023.

Finally, through the Coaching Coordination, 341 students in their last semester of study in 13 undergraduate programs received the support of graduate coaches whose aim was to guide them with their experience in the construction of their personal and professional life project as leaders of positive action, integrating the training they had received throughout their professional life.

In total, more than 24,000 personalized sessions were held with our students in these mentoring programs, with a team of 147 mentors, 69 tutors and 190 coaches trained in the different programs and with a true vocation.

The University's Academic Integrity Committee continued its actions to create a community based on the values of trust, justice, responsibility, honesty, respect and courage, and we participated in national accreditations, with which the University obtained the Level 2 (Commitment) award in Academic Integrity from the Federation of Mexican Private Institutions of Higher Education (FIMPES) from the 2020-2026 Plan in Academic Integrity.

Some of the most representative activities that were carried out this year to contribute to the integral formation of our students were:



- A general academy with the participation of 130 professors in the workshop Sex, Identity and Gender in Integral Formation, given by Marta Rodriguez, Coordinator of the Academic and Research Area of the Institute of Women's Studies of the Pontifical Athenaeum Regina Apostolorum, whose purpose was to sensitize teachers to address these issues with students.
- The First National Teaching Conference of the Mexican Association of Institutes of Higher Education of Christian Inspiration (AMIESIC), with the participation of seven professors and a student of the Basic Anthropology Course, who was selected to present a paper with the objective of developing skills of social awareness in collaboration with institutions that serve groups in vulnerable situations.
- 300 students from the Leadership course visited the prison theater to see an adaptation of William Shakespeare's *Macbeth* in a social reintegration setting to address the importance of leadership in social equilibrium.
- Four sessions at the Museum of Modern Art with more than 300 students per session to explore the relationship



of leadership with art and beauty, politics, philosophy, character development, and humanization in the search for goodness and truth.

- Trip to Germany, Poland and Israel together with other colleagues from the Anahuac University Network. The goal was to study the events that led to the Shoah in order to be able to apply the knowledge of the past to the analysis of current situations, and thus to teach the students the value of the person and their centrality as a primordial fact in all circumstances.
- 49 programs on Radio Anahuac Desconfigurando la Matrix on 1670 AM and www.anahuac.mx/mexico/radio, to provide a space and reflect on the current situation of the world.
- In collaboration with the Human Resources Department, seminars were held with the Rector in which we continued to reinforce the Anahuac 5.0 vision, focusing on concrete actions that we can take from each of the profiles to achieve the goals set forth in the Anahuac Operational Plan.

Integral Training for Postgraduates

The Anahuac Center for Leadership and Integral Postgraduate Training (CALFIP) seeks to consolidate our educational proposal of integral training for students of graduate programs, with the conviction that professional leadership depends on the quality of the integral training of the person. As a result, 1,167 students participated in 93 master's and PhD courses. These courses put the person at the center and challenge students' ethical frames of reference to stimulate reflection and dare to question ideas and propose alliances to bring about positive change in their community. To this end, the #LeaderCalfip quiz was implemented, a diagnostic questionnaire to learn about graduate students' perspectives on strategic issues and key messages, which provided valuable information on how they approach reality and

what their priorities are, helping academics to develop better content.

With the goal of creating spaces for reflection and dialog beyond the classroom, this center participated in the design of the "Open Reason" rubric adopted by the Anahuac University Network, proposing a methodology to form communities that meet for dialog between their own discipline or science, reason and faith, starting with five areas: Arts, Economics and Business, Communication, Psychology and Health Sciences. Seven Newman Circles were held, a forum for academics and administrators of the university to discuss various topics such as the challenges of the university, hope, love, aging, and others. More than 280 employees from 32 departments, schools and faculties participated in 2023.



Anahuac Center of Psychological Educational Assistance

In 2023, the Anahuac Psychopedagogical Center, which is dedicated to providing emotional assessment and support, continued to provide personalized attention to the Anahuac Community and the external public through its various programs:

- The Anahuac-Cenyeliztli Psychological Attention Clinic, through its qualified team of therapists and its vocation to service, has served 1,353 people with more than 16,333 sessions.
- The Vocational Guidance Coordination Office conducted more than 4,700 evaluations.
- The Student Support Program helped more than 1,550 students through the University Development Program and the Academic Follow-up Program, which have facilitated the permanence and accompaniment of our students with an efficiency rate of 96% for the former and 80% for the latter.
- In addition, more than 30 conferences and workshops were offered, which have contributed to the prevention and promotion of emotional health in the University and external communities.



University Pastoral Care

The mission of the Pastoral Ministry of the Anahuac Mexico University is to contribute to the integral formation of the University Community through profound human, intellectual and, especially, spiritual experiences.

- More than 800 new students enrolled in our social action apostolates.
- After the pandemic, we resumed our annual pilgrimage to the Basilica of Santa Maria de Guadalupe with the presence of more than 1,000 students and administrators.
- During Lent and Holy Week, more than 300 young people participated in the 2023 Mega Missions.
- At Mercyfest and Faithfest, more than 500 young people participated in each event.
- We offered students and administrators formation talks, class participation, retreats, and personal accompaniment.



University life

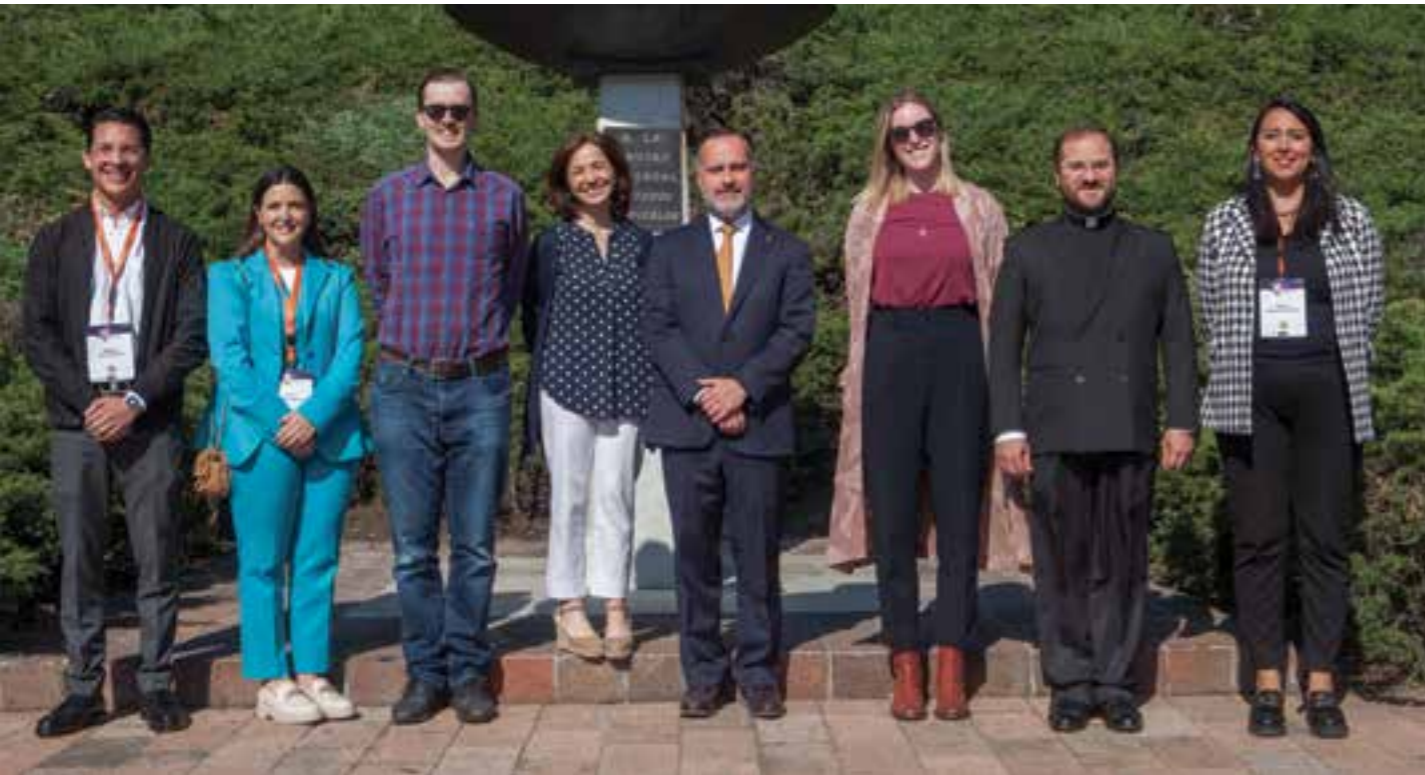
Anahuac Leadership and Excellence Programs

The following actions were carried out in order to form positive leaders and better people in the areas of integral formation of university life. In the area of academics and training, the Department for Leadership and Excellence offered courses and workshops and expanded the training offer during the summer and at various campuses in the network. In total there were more than 130 groups and more than 1,500 students. Several of these subjects, workshops and master classes were taught in English with international speakers.

In addition, we participated in various national and international calls for proposals as volunteers or as part of the organizing staff. Some of these were Mexico Siglo XXI, of Fundación Telmex; the Second Binational Convention of The American Society of Mexico: Nearshoring, Moving Forward Together; Asamblea Educativa, led by Ken Salazar, U.S. Ambassador to Mexico and moderated by Jaime del Río Salcedo, General Director of Educational Policy, Best Practices and Cooperation of the Ministry of Public Education; and the Metropolitan Theater Awards, among others.

At the same time, the following was carried out in terms of collaborations and certifications:

- Academic collaboration with the Mayo Clinic of Florida.
- Pathophysiology project with Yale University.
- Project International Medical Graduate will provide medical education opportunities in the United States for students in the Alpha Health Sciences Leadership Program.
- With the National Institute of Biotechnology, Alpha students will be able to participate in cellular genomic research.
- With the Rainforest Alliance, students from the Impulsa and Genera Leadership Programs will support microenterprises through their final projects.
- Certification of the Culmen Diploma from the National Institute of Fine Arts and Literature.



- Certification in humanitarian aid and disaster prevention in collaboration with CADENA, a non-profit civil association.
- Collaboration in the North American Process Forum with the Faculty of Global Studies.
- Links were established with Ánfora Studio; Centilia; Centro Nacional de Investigación, Documentación en Información Musical Carlos Chávez; Galería de Arte Contemporáneo OMR; Museo de Arte Moderno de la Ciudad de México; Museo Franz Mayer; Museo Soumaya; Orquesta Sinfónica del Estado de México; Penguin Random House; Residencia Artística Laguna; Bolsa Mexicana de Valores; Spotify; Reckitt, The Lego Company, among others.
- In order to improve leadership training, the Oxford Character Project (OCP) Leading with Character was successfully implemented in collaboration with the University of Oxford and the Universidad Francisco de Vitoria. The program was designed with the goal of educating participating students by focusing the leadership approach on character traits: integrity, courage, compassion, creativity, among others.

- In order to strengthen democracy and encourage the participation and civic awareness of our students, the Sinergia Public Administration Leadership Program organized the forum “Let’s Dialog Mexico: What is the Quality of Mexican Democracy?” and the “Know Your Candidate” project; it also coordinated the “Strengthening Democracy: Toward the 2024 Elections” panel.
- As part of its 25th anniversary, the Vértice Excellence Program held a series of events such as the Excellence Gala, which recognized 25 leaders from various industries who have collaborated with Vertice; and the “Runway Together”, the first inclusive catwalk in Mexico, which was attended by students, alumni, former coordinators and founders of the program.
- International seminars of the Leadership and Excellence programs were held in the following countries: United States, Spain, Italy, United Kingdom and Zambia.

Leadership development and integral formation are particularly relevant for students who belong to the Federation of Student Associations (FESAL) and their teams as representatives of the student body. During 2023, the processes of mentoring and training our student leaders were professionalized and better structured through training seminars (introductory, mid-term and final) and counseling sessions given by Federation alumni of each member of the Board of Directors.

To increase the impact of this area, we seek to influence the training of its members through the implementation of the FESAL training model, specifically designed to provide a broad overview so that our student representatives have the necessary tools and skills to serve our university community with willing and capable leadership.

On both campuses, the leaders of the student societies met with the Rector to raise their concerns, present ongoing and future projects, as well as to learn what the priorities are for the University.

Among other activities, the Student Relations departments on both campuses carried out:



- More than 40 formal meetings between the Vice Rector for Integral Formation, school and faculty directors and their respective Alumni Association presidents to discuss their work plan initiatives.
- More than 1,000 meetings held between Student Relations officers and presidents to follow up and support the implementation of their work plans.
- On South Campus, the 23-24 management of the Federation founded the *FESAL Magazine*, which will be the main digital publication to share monthly progress and achievements of the Federation with the community and alumni.
- In an effort to promote continuous improvement of the student government structure, the Reform Council was held in which the current presidents reviewed and made changes to the Federation's Constitution.
- Throughout the year, the student societies and the board of directors carried out more than 2,000 projects for the benefit of the University and each of the schools and faculties.

Sports

In sports, integral training was promoted through internal sports leagues, activations and conferences. The representative teams from both campuses participated in a total of 25 disciplines and obtained good results in the various student sports forums: National Student Sports Commission of Private Institutions (CONADEIP), National Education Sports Council (CONDDE), National Student American Football Organization (ONEFA) and the Student Basketball Association (ABE).

In the National Student Sports Commission of Private Institutions (CONADEIP), the North Campus ranked number 4 and the South Campus ranked number 14. The following stand out among the results achieved by our representative teams:

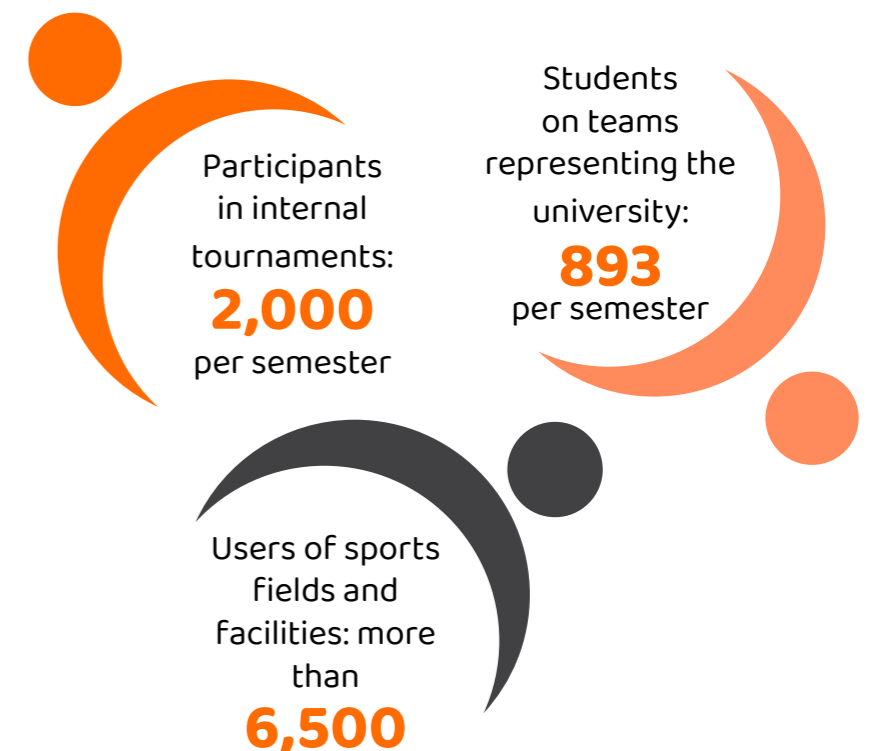
- 1st place in the National Taekwondo Championship in the women's division, making the University a five-time national champion.
- 1st place in the Paddle Tennis Circuit of the Central Zone of the National Student Sports Commission of Private Institutions (CONADEIP).
- 1st place in rugby.
- 1st place in second division men's soccer, thus achieving promotion to the first division.
- 2nd place in the Women's National University Tennis Tour.
- 2nd place in the National Women's Soccer Championship, achieving promotion to the first division.
- 2nd place in Esports League of Legends in the Central Zone Tournament of the National Student Sports Commission of Private Institutions (CONADEIP).
- 3rd place in the National University Golf Tour.
- 3rd place in women's swimming.



In the 2023 National Universiade, organized by the National Education Sports Council (CONDDE), the South Campus obtained 23rd place in the medal table: two golds, five silvers and three bronze medals; while the North Campus obtained 13th place in the medal table with a total of five golds, four silvers and five bronze medals, obtaining a total of seven golds, nine silvers and eight bronze medals. Seven of our students were invited to participate in the World Universiade.

The Anahuac Lions demonstrated their excellence at the 2023 Pan American Games in Santiago, Chile, with 18 medals: seven golds, five silvers and six bronze medals; while at the 2023 Parapan American Games they contributed 11 medals to the success of the Mexican delegation with four golds, four silvers and three bronze medals.

To support the high performance of our Anahuac athletes, the training of coaches and representative teams is fundamental. In 2023, major international sports personalities such as Tracey Curtis, Director of NFL Alumni, Donte Davies, professional football coach, and Zane Lewis, New York Jets player, participated. We were also joined by Lauren Schwaar who offered a clinic for women coaches in sport.



Felicidades, Leones por su participación en la **Universiada 2023**.
¡Vamos por más!



MEDALLISTAS DE ORO



 Álvaro Padilla y Renata Romano Tennis, dobles mixto	 Chanti Jiménez Judo, 52 kg	 Christopher May Atletismo, 3,000 m Steeplechase	 Daniel Alejandro Ávila Taekwondo, 68 kg	 Gabriela Antonio Taekwondo, 57 kg
 Guillermo Baca Atletismo, 1,500 m	 Uziel Valderrabano Triatlón, sprint rama varonil			

MEDALLISTAS DE PLATA



 Ana Sofía Calderón Egrima, florete individual	 Ana Sofía Calderón, Elizabeth Medina y Valeria Suárez Egrima, florete por equipos	 Diana Laura Álvarez Taekwondo, 67 kg	 Elizabeth Medina Egrima, espada individual	 Equipo de rugby, varonil
 Omar Molina Ajedrez, modalidad clásica	 Ricardo Tadeo Cárdenas Taekwondo, 80 kg	 Robin Jara Judo, 66 kg	 Valeria Macías Escalada, femenil	

MEDALLISTAS DE BRONCE



 Arturo Jacobo y Paula Lozoya Bádminton, mixto	 Carlos Emiliano Mercenario Atletismo, Marcha 20 km	 Christopher May Atletismo, 1,500 m	 Diana Laura Álvarez, Gabriela Antonio y Karen Alvarado TK3, femenil	 Equipo de basquetbol, femenil
 Jimena García y Valeria Alonso Tennis, dobles femenil	 Karen Alvarado Taekwondo, 67 kg	 Valeria Suárez Egrima, florete individual		

Líderes de Acción Positiva



¡FELICIDADES, LEONES!

Juegos Panamericanos
2023



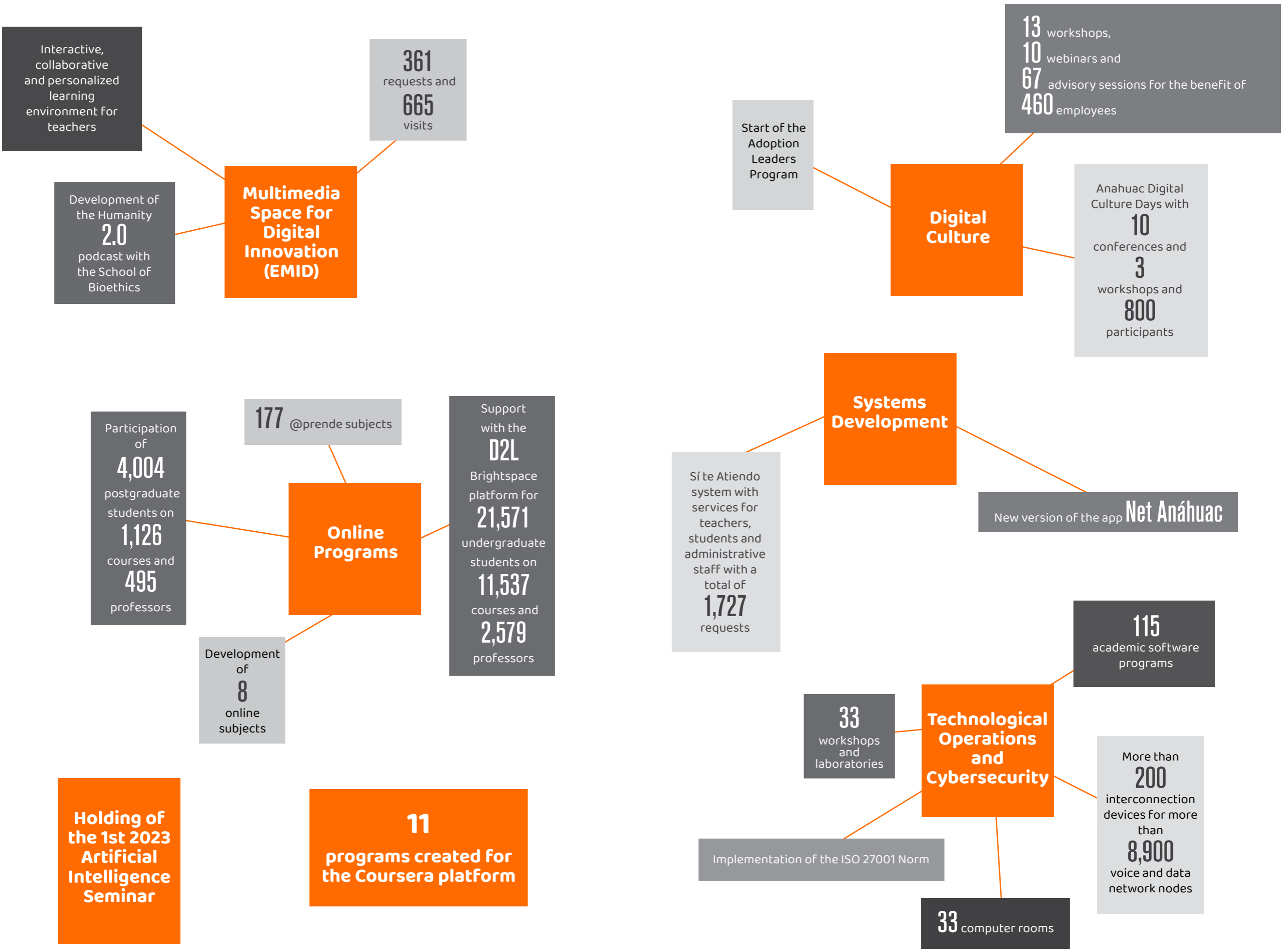
Juegos Parapanamericanos
2023



Programa de Excelencia Deportiva Anáhuac



Innovation and digital transformation



In this vein, we seek to promote a university culture of continuous innovation centered on the person, with a vision that is creative, collaborative, proactive and open to change, using digital technologies in a strategic, responsible and agile way.

Multimedia Space for Digital Innovation (EMID)

In order to improve the teaching and learning experience through the integration of advanced technologies and digital solutions, the Coordination of Technologies for Education, within the Multimedia Space for Digital Innovation (EMID), is creating an interactive, collaborative and personalized learning environment that provides teachers with technological tools and resources to present content in innovative ways using audiovisual media.

In 2023, we received a total of 361 requests from teachers, of which 45 were for guided tours and 304 visits to the recording studios, for a total of 665 visits.

Content was created for the School of Business and Economics with dynamic videos developed using innovative technologies and digital content used in the School of Communication's Applied Communication Research Center and Human and Nonhuman Communication Lab. The Humanity 2.0 podcast was developed with the Bioethics Department to provide a space to interview experts in the field and discuss issues related to bioethics.



Online Programs

In 2023, we made progress in consolidating our online content offering. We currently have 177 @prende online subjects developed for the Anahuac 2025 Educational Model.

We supported 21,571 undergraduate students from both campuses on 11,537 courses and 2,579 professors with technological resources on the institutional platform D2L Brightspace. A total of 4,004 students in 1,126 courses and 495 professors participated in the postgraduate program.

UNDERGRADUATE			
	Courses	Professors	Students
North	9,310	1,888	
South	2,227	691	
Total	11,537	2,579	21,571

POSTGRADUATE			
	Courses	Professors	Students
North	974	396	
South	152	99	
Total	1,126	495	4,004

In 2023, Anahuac Mexico University developed eight online courses for the following mixed graduate programs:

- National and international legal aspects of addictions.
- Management skills for communication companies.
- Digital identity of the researcher and a high level of scientific dissemination.
- The research career.
- The individual and their integral formation.
- Research methods.
- Specialized sources of information for research.
- Seminar on research in humanities, philosophy and literature.

In addition, we continued to work on personalized service for our teachers on the use of educational technology through video calls, online chats, e-mails and the Sí te Atiendo portal.



2023 Artificial Intelligence Seminar

In 2023, the International Seminar on Artificial Intelligence and Emerging Technologies was held, which was attended by more than 120 people in the Graduate Auditorium of the Anahuac Mexico University, with a capacity of 372 participants in the virtual mode. Experts from the Universidad de Buenos Aires, Tecnológico de Monterrey, Universidad Iberoamericana, Universidad Nacional Autónoma de México and Universidad Anahuac Mayab participated. Silvia Andreoli gave the keynote lecture. The panels “Experiences of Mexican Higher Education Institutions in AI projects and Technologies and integration and synergy in AI projects” and “Emerging Technologies at Anahuac Mexico University” were held. Finally, three workshops were offered: Artificial Intelligence Tools for entrepreneurship, Artificial Intelligence Tools for research, and Artificial Intelligence Tools for teaching.



Coursera Anahuac Mexico University

The Coursera environment, an online education platform, was created for Anahuac Mexico University with 11 programs, 156 invited students, 8 teachers in charge of the programs, 9 teachers exploring the platform and 16 teachers taking one of the following programs:

PROGRAM	INVITED STUDENTS
Educational Communication	11
Development of Teaching Skills	13
Creative Talent Development	2
Philosophy of Education	12
Qualitative Research	13
School of Psychology Group	51
Artificial Intelligence & Machine Learning	21
School of Communication (Group A)	13
School of Communication (Group B)	10
Teachers exploring the platform	9
Program designed with five disciplines for teachers	1
Total	156

Projects and collaborations

In order to publicize the advances and projects of Anahuac Mexico University in the area of innovation and educational technology, we actively participate in various forums:

- International Congress on Educational Innovation CIIE, Tecnológico de Monterrey.
- Presentation of the Dictionary of Educational Innovation of the National Autonomous University of Mexico (UNAM).
- Educational Innovation Network 360 Award for Educational Innovation, in which María Elena Sánchez Vergara, from the School of Engineering, won first place.
- D2L Brightspace panel: Is flexibility the key to success? The new reality of educational technologies.
- 2023 D2L Connection CDMX, with the conference “Integrated Digital Tools from BSP”.
- Seminar on Technologies of the Anahuac Network 2023, with the presentation “Use of the Insights Portal as a tool to measure the quality of online exams. Success story: Anahuac Mexico University.”
- International Seminar “Education 4.0 & Psychopedagogical Strategies” at the Benemérita Universidad Autónoma de Puebla.
- CTI Congress of the Federation of Mexican Private Higher Education Institutions (FIMPES) in Puebla with the paper “Adoption of emerging technologies as a strategy to enrich teaching practice. Case: Multimedia Space for Digital Innovation (EMID) at Anahuac Mexico University.”
- Collaboration with the Universidad Nacional Autónoma de México (UNAM) for the development of an evaluation instrument for educational innovation projects.
- Joint contribution with the State Commission for Higher Education Planning in Mexico (COEPES) on the evaluation of innovation projects for Mexico City.



Digital culture

At Anahuac Mexico University, our practices have evolved as digital technology has permeated all aspects of modern life. It has changed the way we interact, consume information, educate ourselves and work, which will continue to evolve as technology continues to advance. For this reason, we have focused on promoting the adoption and use of the various applications on our Office 365 portal, which help save time, optimize or systematize work, manage calendars, track tasks or projects, share or consult information and improve collaboration, among other things.

Among the strategies employed to ensure the adoption of different applications, we offered our Community 13 workshops, 10 webinars and 67 personalized consultancies, benefiting 460 employees. In addition, for the second consecutive year, the Anahuac Digital Culture Conference was held, with 10 conferences, three workshops and more than 800 participants. Topics such as cybersecurity, artificial intelligence, metaverse, Microsoft applications and the Institutional Software Portal were addressed. Our community was also able to participate in various workshops on updating and

We offered our Community



adopting applications, while not forgetting the human side with a presentation that focused on mental health and the use of technology.

Speakers from companies such as Microsoft and Meta, as well as the Anahuac Puebla University and the Universidad Autónoma de Monterrey also participated in 2023.

The Adoption Leaders Program was the hallmark of digital culture this year. Employees who use applications such as Bookings, PowerBI, Forms and Power Automate on an ongoing basis or as part of their work at the University received a pin recognizing them as Adoption Leaders. This year we had 81 leaders on both campuses.

In addition, we helped more than 57 administrative and academic areas, twice as many as last year, to use various technological tools of the digital ecosystem,

such as PowerBI, to address business intelligence strategies; Institutional Dashboard, to consult institutional data and statistics; Microsoft Bookings, to optimize the scheduling of appointments, meetings and events; and Power Automate, to automate internal processes. In coordination with the Department of Technological Operations, we promoted the use of the MFA Authenticator Double Authentication Factor, thereby strengthening the digital security strategies of the institutions.

Finally, seven departments were able to automate a total of 11 processes, which has had a positive impact not only on their work, but also on the services they provide to the Anahuac Community.

In 2023, Anahuac Conect, Fab Manager, Acreditable and HighQ applications were purchased with support during its analysis, training and implementation.

Data Governance

In a world characterized by the exponential growth of information, data governance becomes an unavoidable necessity for our Institution. This avalanche of data requires a structure that allows us to efficiently organize, manage and, when necessary, eliminate information. However, data governance cannot be an isolated task; it must be a University-wide initiative. Each member, regardless of their role, has a critical role to play in this process, so everyone's collaboration is essential to unlock the true potential of information and ensure our continued success in this digital age.

In 2023, in order to consolidate the Data Governance Plan within the Anahuac Mexico University, we worked together with different areas of the University, such as the New Admissions and Promotion Department (APREU), the School Administration and Regulations Department (DAEN), the Academic Development and Management Department (DDGA), the Academic Operations Department (DOA), the General Finance and Administration Department, the Graduate Studies Department and the Scholarship Department, on the generation of roles within the governance model, on the generation and management of metadata, on the definition of data catalogs, on the identification of business rules and on the debugging of the data governance model, the Graduate Studies Department and the Scholarships Department, on the generation of roles within the governance model, on the generation and management of metadata, on the definition of data catalogs, on the identification of business rules and on the debugging of master and reference data, for the generation of a data culture, as well as quality monitoring tools. We also performed the exercise of profiling and debugging information for institutional statistics in the areas of Finance, Students, Applicants, Scholarships, and Student Dismissals, achieving a 98% acceptance rate of the information delivered to directors and coordinators in their roles as owners and curators, respectively.



The poster features a blue and purple digital-themed background with circuit-like patterns. At the top right is the Anahuac México logo. The main text reads: 'En el marco de la 2ª Jornada de Cultura Digital Anahuac 2023'. Below this, it says 'Te invitamos a los talleres sobre: "Multifactor de Autenticación (MFA)"' and 'Espacio de guía y acompañamiento para reforzar la seguridad digital personal e institucional.' There are three orange buttons: 'Inscríbete aquí para Campus Norte', 'Inscríbete aquí para Campus Sur', and 'Acceso al Webinar aquí'. At the bottom is a circular logo for 'Liderazgo Anahuac en Innovación'.

Democratization of information

Over the course of 2023, we worked tirelessly to provide analytical solutions that enable informed and strategic decision making through business intelligence and data analytics in collaboration with various key areas of our Institution. The central focus of these projects has been to significantly improve process optimization and data quality, and to ensure the availability of critical information through reporting on the Power BI platform.

Teamwork is fundamental to achieving our goals, and this year we worked on the preparation of reports with various departments, such as Administration, Academic Development and Management, Internationalization, Graduate Studies, New Admissions and Promotion, School Administration and Regulations, Finance, the Anahuac Center for Integral Formation, and the Center for Teacher Training and Updating, which contributes to the consolidation of the Institutional Dashboard. These joint efforts have had a substantial impact on the efficiency and competitiveness of our University.

During the year, 9 new reports were included on the Institutional Dashboard: Student follow-up; Course follow-up; 2022 and 2023 Teaching Practice Evaluation Results; 2023 Annual Operating Plan; Essential Courses Report; Coordinators' Evaluation; Compliance with higher teacher grade; and daily statistics for the January-May periods. We have continued updating the 27 reports we have worked with in previous years, such as the Exams for Graduation Report-EGEL, the Strategic Planning Report, and those related to institutional surveys that require continuous updating, among others. During the year, the Institutional Dashboard received more than 14,000 queries from 240 users. Among the most frequently consulted reports were the daily admission statistics, the teaching practice evaluation report and the applicant tracking report.

Hand in hand with this work, we include important processes related to the care and protection of personal data, so we have worked on the way in which different employees are given access to the information they need to do their jobs. Access was assigned to employees by role, for which 274 PowerBI Pro licenses were provided, of which 213 were for coordinators and administrators and 61 were for managers and directors.

Innovation and digital transformation

In 2023, the Anahuac Digital Innovation and Transformation Model made considerable progress in its adoption and operation, with a scope of services that covers 19 areas, schools or faculties. The Innovation and Digital Transformation Department has provided methodological support to various initiatives that go beyond the Anahuac University Network, especially those promoted by the School Administration and Regulations Department, the Graduate School Department and the Center for Continuing Education.

We strengthened the portfolio of innovation initiatives, with a total of 53 projects, of which 41 were explored. We completed 11 initiatives, four of which focused on digital transformation and seven on operations optimization. Noteworthy initiatives include the Anahuac Business Development Institute, which has adopted Blockchain technology for issuing certificates through the Accredible solution; the

Human Capital department, which launched the Conect-Anahuac platform; and the School of Architecture, which implemented the FabManager management system for the FabLab.

In terms of adopting frameworks and methodological artifacts that drive both innovation and the execution of initiatives, we continue to successfully approach projects using "agile" models and ideation phases with corresponding impact and user story maps. This involves formulating evaluation matrices for the possible technological solutions. This activity includes the development of functional criteria to cover the needs of the initiative, the technological characteristics of the evaluated solutions, and the implementation capabilities of the technology partners. This provides greater certainty and increases the success factor for innovation and digital transformation implementations.

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Informes:
Lizbeth Balderramos Moreno
lbalderramos@anahuac.mx
anahuac.mx/mexico

Dirección de
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Ve el tutorial para ingresar aquí

Líderes de Acción Positiva



Systems development

In 2023, the following beneficial actions were taken for the Anahuac Community:

- We strengthened the Systems Development Department to meet the diverse activities of the University and the requirements of information and systems development in an agile and secure manner.
- We continued to review and update the systems that support the University's academic operations, and during the year this work was carried out especially in the budget systems, election days, the Institutional Dashboard, the call for degrees, attendance control with facial recognition and linkage indicators, among others.
- The Sí te Atiendo system has continued to provide services to teachers, students and administrative staff. This year, two more departments were added, bringing the total to 19. During the year, more than 970 users were assisted with a total of 1,727 requests to help resolve various issues.

Anáhuac México

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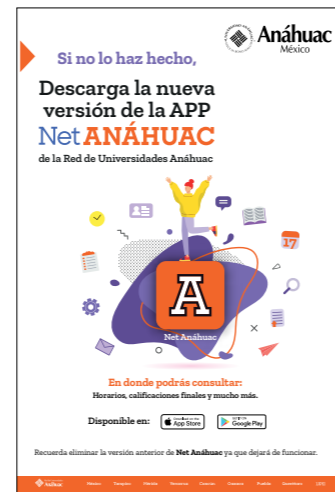
Contáctanos por SUAS **aquí**

Atención por WhatsApp **aquí**

Informes:
María Sara Santana Homández
Tel.: 55 56 28 88 00 ext. 128
sara.santana@anahuac.mx
anahuac.mx/mexico

Líderes de Acción Positiva

- In the mentoring process, the attendance pass for mentors and students was automated with biometric devices, as well as the agenda and reservation of meeting rooms for interviews.
- A new system for event registration, confirmation, and access control is being developed using three independently operating mechanisms. Control can be through attendance via biometric facial recognition, attendance via the QR of the physical/digital institutional badge, or manual attendance by the event manager through the user interface.
- In conjunction with the Anahuac University Network, we have an updated version of the Anahuac Net App, which provides financial, academic, transportation, library, parking, etc. services for students and professors.
- In support of the Academic Excellence program, and in collaboration with the Institutional Evaluation Coordination, we have implemented a new evaluation tool for professors and coordinators that allows us to identify aspects that need to be strengthened or improved.



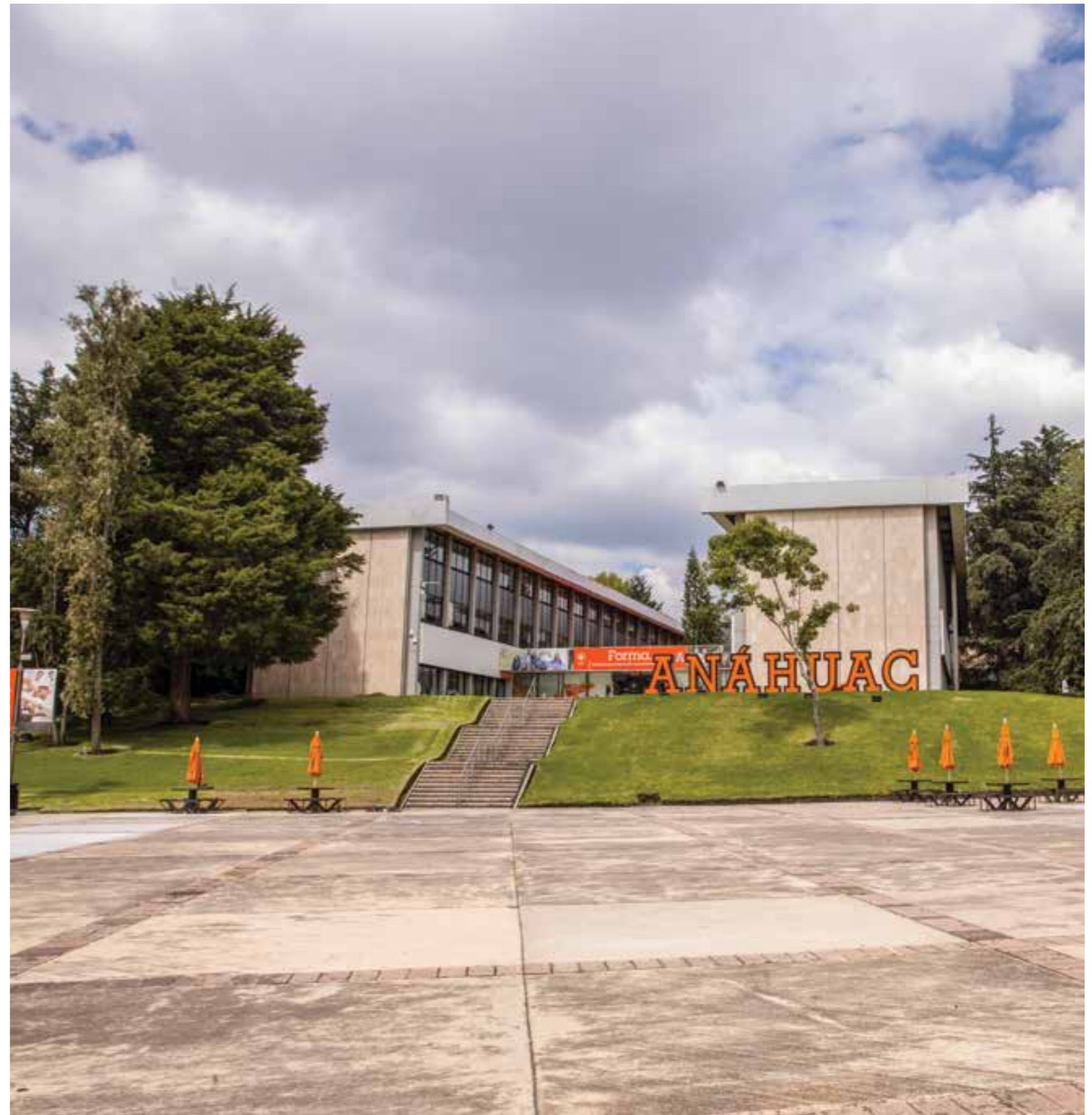
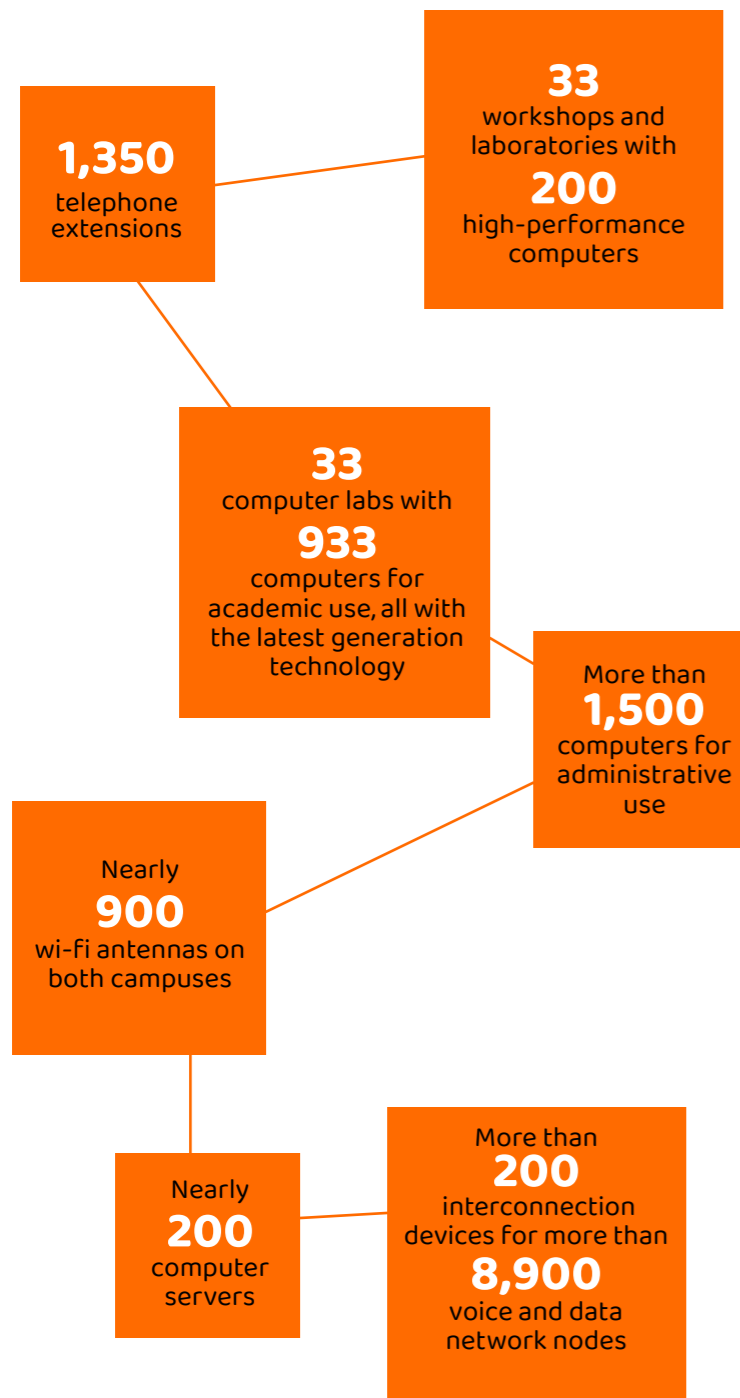
Technology Operations and Cybersecurity

Cybersecurity. We are in the process of implementing best practices through the ISO 27001 standard, which consists of 93 specific information management controls, grouped into 15 operational capabilities; this strengthens our information security management system. In the area of cybersecurity, we form an incident response team with strong technical and operational capabilities and trained personnel.

Modernization and optimization of technological operations. The technological operation is based on having the appropriate technological elements to process, communicate and secure information and academic and administrative applications with reliability, availability and integrity. With this mission always in mind, Anahuac Mexico University has a robust, first-class infrastructure that guarantees the operation of both campuses. Computing and storage capacities were increased by 50% over the previous year, with state-of-the-art virtual technology in convergence and hyperconvergence, through voice and data networks interconnected by more than 50 sites throughout the area covering both campuses, with two data centers that have high availability and redundancy protocols to maintain the technological operation of the University.

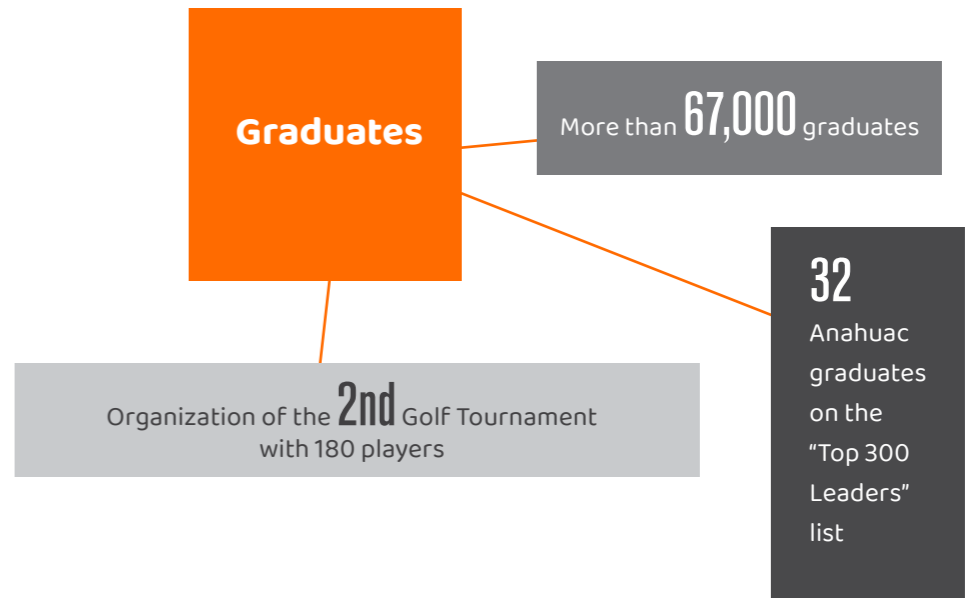
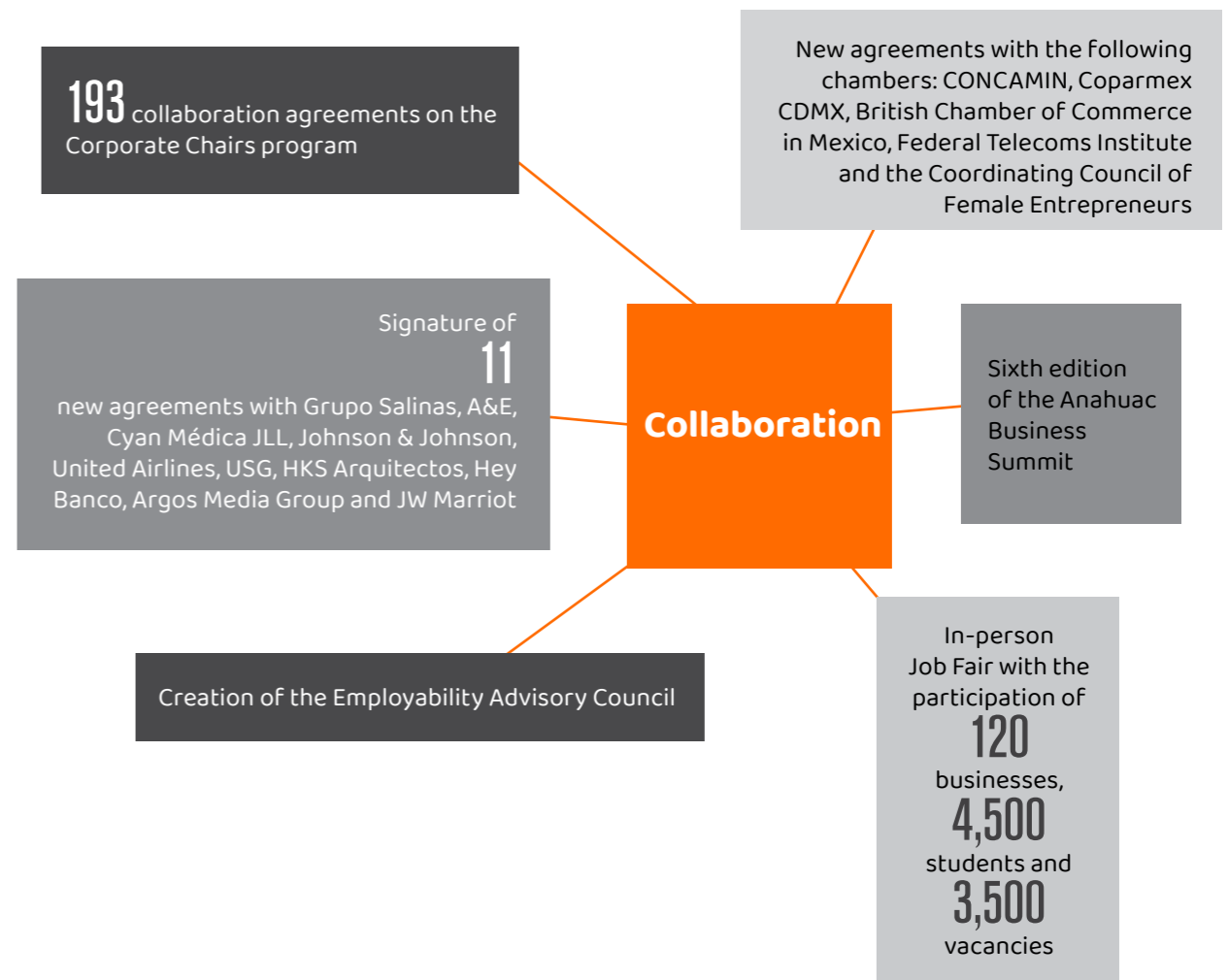
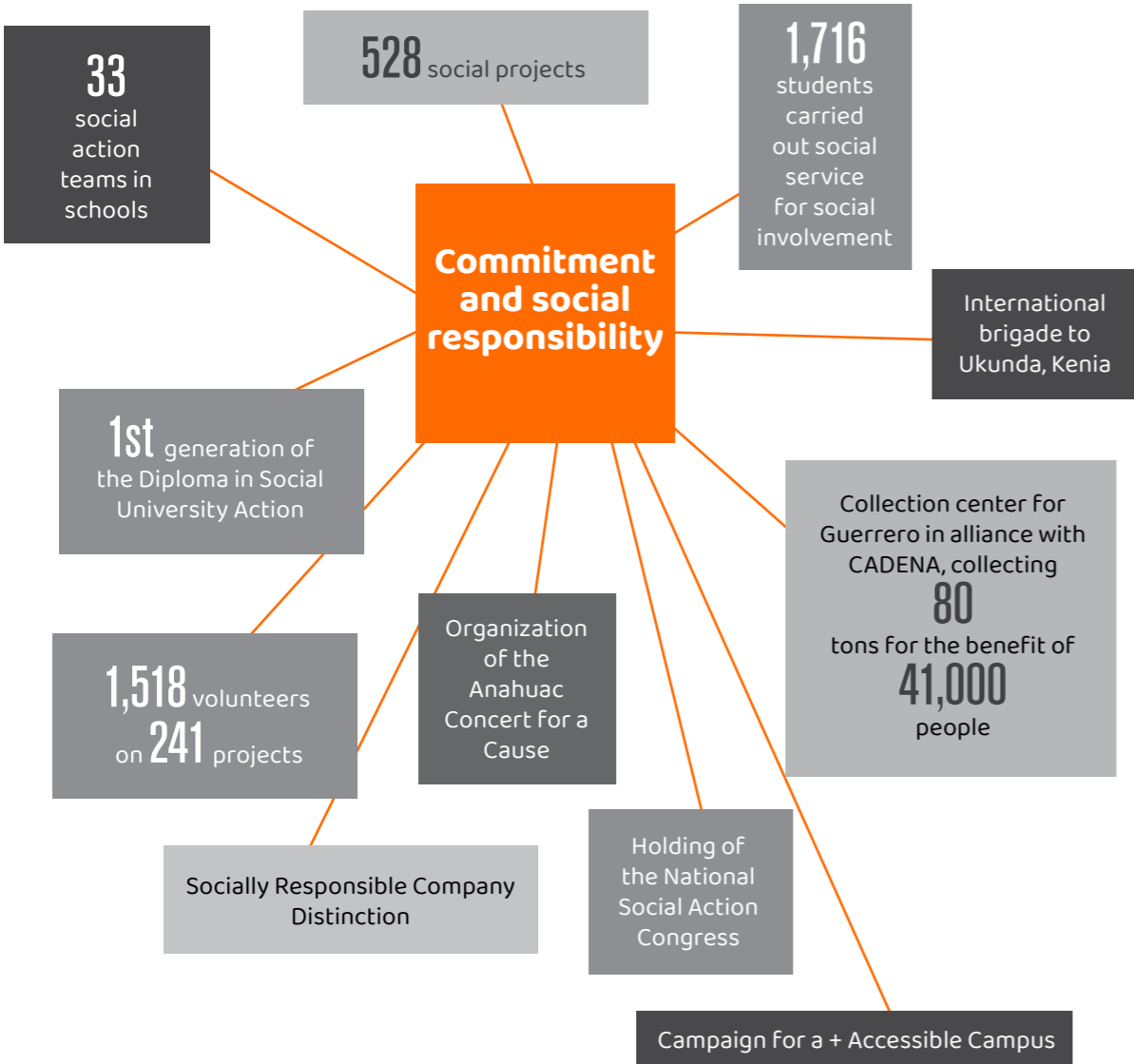
Interconnectivity (inter-campus and wireless) and Internet access. Considering that information is shared and exchanged through systems and platforms connected by the Internet, we have the capacity to provide an adequate service in each academic space, such as classrooms, workshops, laboratories, auditoriums, learning spaces, and also to support all the administrative processes offered by the University. This means that technological resources are available anywhere on the two campuses at virtually any time.

Academic software. There are more than 115 academic software titles available in the computer centers and digital platforms that offer this service for students and faculty to use in developing their practice and learning.





Community at the service of Mexico



The objective of this program is to consolidate a community that will have an impact on the sustainable development of the country, through its leadership and values of commitment and social responsibility, and its connection to the service of Mexico, with the various actors of national life.

The current development of our country can only be understood from the point of view of cooperation, joint and collaborative work of all entities and institutions of civil society, government and the business sector. For this reason, Anahuac Mexico University was conceived with the mission and commitment to be a University Community composed of students, academics, administrators and alumni who are at the service of Mexico.

Social commitment and responsibility

Today, the Anahuac University Social Action (ASUA) project is represented by 33 social action teams in schools and faculties, which allows us to fully link the projects to the students' learning in their areas of professional development, thus generating a greater impact. For these teams, we successfully implemented the first generation of 30 students in the Diploma in University Social Action, which allowed us to increase student participation in social action training events from 60% to 80%.

In the area of social responsibility and volunteering, during 2023, 1,518 volunteers participated in 241 projects, including our main causes: children, the elderly, our employees and people with disabilities. In addition, 1,716 students performed their social service, reflecting their commitment through the 823,680 hours of community service implemented in 538 social projects.



The following actions were carried out:

- Collaboration with the School of Engineering to give the projects a social action approach.
- Creation of accessible routes with the collaboration of architecture students to promote the mobility of people with disabilities.
- Synergy with the Bachelor's Degree in Entertainment Business Management in major events, sponsorship and fundraising to professionalize and support institutional volunteering.
- Strategy to rethink volunteer work in social networks with Multimedia Design.
- Integration of social action projects with the Academic Department for Integral Formation from an academic point of view, implementing what was seen in the classroom.
- Organization of ASUA Green Week in conjunction with the Vertex Leadership and Excellence Program.
- ASUA Inclusion and Disability Week with various activities: Mexican Sign Language workshop, a conference with the actors from the play Helen Keller, a meeting with the Lazaro Foundation to talk about homeless people, ASUA x a Smile and an equine therapy workshop to benefit some types of motor and cognitive disabilities.



- Panel of resilience testimonies in collaboration with the Anahuac Cenyeliztli Clinic, in which people with bipolar disorder, borderline personality disorder, major depression and eating disorders shared their testimonies and made a call to the University Community about the importance of opening a dialog on mental health and support networks.
- Vamos x 5 fundraising and participation campaign, a project to build five houses in the state of Guerrero to support the reconstruction of homes affected by Hurricane Otis. These homes join the 135 already built in recent years and will be monitored to ensure that they continue to have a positive impact on the families they serve.
- Participation by students and alumni in the International Brigade to Ukunda, Kenya, where volunteers worked on environmental conservation projects, taught in primary schools, cared for children in daycare centers, assisted people with disabilities and provided medical care in area hospitals, clinics, and schools.
- Car wash and car blessing. This activity raised enough money to donate work tables for a children's home in the town of Álvaro Obregón.
- Collection center for Guerrero in alliance with CADENA, with a total of 80 tons, including 2,000 food items, 800 hygiene kits, 400 cleaning kits and 30,000 liters of water. The project benefited 41,000 people with a volunteer team of 500 people working 230 hours.

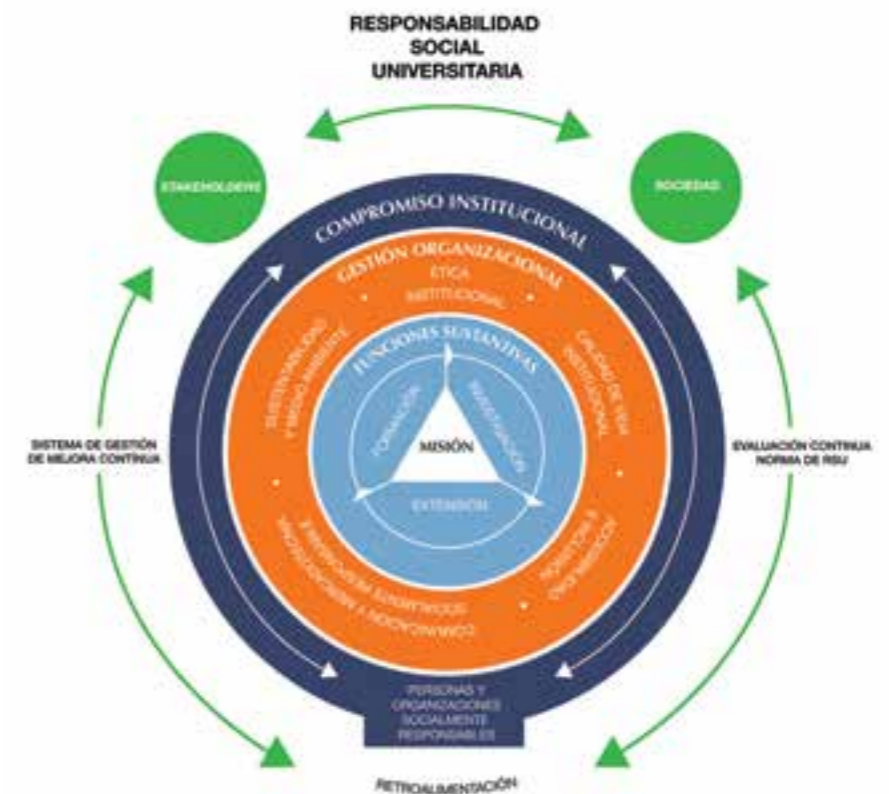




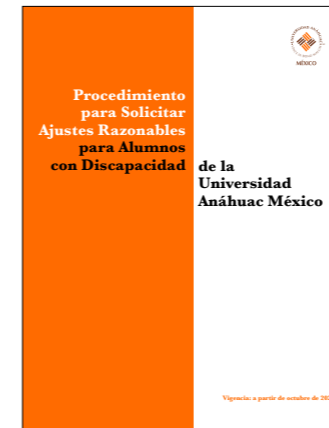
- Signing of an agreement with Prepa In to launch the “Becando a los nuestros” (“Scholarships for our own”) project with our administrative volunteers, which raised 90,000 pesos to help 15 employees attend high school online.
- Participation in the National Forum “Dialogs to rethink the retributive value of social service 2023”, convened by the Deputy Ministry for Higher Education of the Ministry of Public Education and the National Association of Universities and Higher Education Institutions (ANUIES), with the aim of rethinking social service as a space for intercultural and co-responsible dialog, addressing challenges and solutions, and promoting the construction of safe spaces free of violence in social service experiences.
- Hosts of the meeting of the Metropolitan Regional Social Service Network, where reflections and best practices were shared.
- Organization of the Anahuac Concert with a Cause by the Student Associations to strengthen the sense of belonging to the Anahuac community and to raise funds to be used for cataract surgeries for people from the communities of Álvaro Obregón and Huixquilucan.
- Organization of the National Congress of Social Action to conclude the commemoration of the first 50 years of the official beginning of volunteer work at Anahuac Mexico University.

Regarding the Integrated Management System for University Social Responsibility (SIGIRSU), in 2023, all departments, schools and faculties of Anahuac Mexico University continued the process of implementing their social responsibility objectives under the coordination of the University Social Responsibility and Sustainability Committee. In 2023, we achieved average progress of 72% compared to the 2021-2024 plans, with full compliance targeted for 2024.

As part of this system, the Solidarity Learning and Service Methodology was implemented, a pedagogical proposal that proposes the application of competencies (knowledge, skills, attitudes and values) through a practice of solidarity service in a community to address identified needs. Its novelty lies in closely combining service and learning into one meaningful educational activity. From the Undergraduate Educational Programs Department, we conducted a workshop for 26 professors who will be the ambassadors of the methodology in their faculties and a pilot with four professors who received the advice from an expert on its implementation.



In 2023, we received the Socially Responsible Company Award from the Mexican Center for Philanthropy (Cemefi) for the twelfth consecutive year. In addition, we participated in the Times Higher Education (THE) Impact Ranking 2023 to assess the alignment of these actions with the Sustainable Development Goals (SDGs) of the 2030 Agenda and collected evidence on the promotion of human rights and prevention of violence in university settings.



With the Accessibility Committee for People with Disabilities, which has been working since 2017 with the aim of developing and coordinating policies, practices and culture to ensure the full inclusion of people with disabilities in the University Community, we launched the internship program for collaborators in the Human Capital area, in which students with intellectual disabilities can participate. This year we have two interns and the formal hiring of one of them is underway. The "Procedure for Requesting Reasonable Accommodation for Students with Disabilities" came into effect in accordance with the General Law on Higher Education, and we launched the "For an Accessible Campus" awareness campaign.





Strategic alliances

Anahuac University, through the Strategic Alliances Department, is responsible for establishing productive relationships with the governmental, cultural and religious sectors in Mexico, in order to generate proposals and actions that benefit both the University community and our country.

Our alliance with the government sector fosters an ongoing working relationship with the three levels of government: local, state and federal at their various levels.

In this sense, the commitment of the South Campus to the community of Álvaro Obregón is one of our priorities. We are even part of the Social Development Council of this community. Working with the Mayor, Lía Limón, and her working team, we accomplished the following this year:

- Organization of three job fairs for the residents of this municipality, with the presence of 168 companies offering more than 3,500 decent jobs.
- Celebration for the first time of Anahuac Children's Day for the benefit of more than 750 orphans or children in vulnerable situations, in which volunteers from the Federation of Alumni Societies (FESAL) shared an unforgettable day with dynamics and gifts as a symbol of support and hope.

- Mayor Lía Limón's "Votando por ellas" ("Voting for female candidates") speech at FESAL's Anahuac Women's Month.
- Drive-in cinema event organized by the South Campus Alumni Societies, where children in vulnerable situations had the opportunity to enjoy children's movies while learning about the importance of education.
- Stimulation workshop for the Coconene nursery and delivery of 1,618 medicines. A permanent working group was formed in conjunction with the mayor's office to redesign the area adjacent to the neighborhood.

Meanwhile, at the North Campus, we continued to work with the Huixquilucan community through its mayoress, Romina Contreras, and her staff. We are members of the city's 2030 Agenda Council and its Social Development Council. Some of the activities we performed include the following:

- The first Youth Water Forum with the participation of the Mayoress of the Municipality and the signing of an agreement with the Municipal Water System.
- Six social action events held every six months in conjunction with the DIF of Huixquilucan, where we welcome children, seniors, young people and children with disabilities with recreational activities.
- 100% scholarships for 14 economically vulnerable students to study at the University through our collaboration agreement.
- Holding of six-monthly medical days and organization of the race against cancer on Pink Sunday.
- Promotional activity of the National Electoral Institute of the municipality in the facilities of the North Campus, aimed at the Anahuac Community in view of the 2024 elections, and presentation of its report in our facilities.
- In order to establish a joint operation for the important work on water supply issues, a cooperation agreement was signed with the decentralized public agency for the provision of drinking water, drainage and wastewater treatment services of the municipality of Huixquilucan.

The University also has a close relationship with the Government of Mexico City, which is why, among other initiatives, we joined the Science and Academia Council of Mexico City and are active members of the ECO Network, in which we participate in the Resilient Universities and Internationalization Committees. We are also part of the Safe Trails Network, coordinated by the government of Mexico City.

In the state of Mexico, we successfully completed our planned work with the administration of the former governor, Alfredo Del Mazo, and opened dialog and working tables with the new governor, Delfina Gómez, and her cabinet for the development projects we are undertaking with the state government.

In addition, we signed the Social Action of Anahuac University (ASUA) agreement with the government of Atizapán for our students to work and volunteer in this community.

The year 2023 was a historic period in our country within the framework of democracy and the election processes of 2023 and 2024. To communicate the importance of responsible and informed civic participation, we undertook an ambitious awareness and education project in our University Community. That is why, for the elections in the State of Mexico, we hosted the gubernatorial candidate, Alejandra del Moral, in a meeting with our students at the North Campus, as well as the visit of the current State



Secretary, Horacio Duarte Olivares, and his deputy, César Hernández Pérez.

The Sinergia Public Administration Leadership Program organized the forum “Let’s Dialog Mexico: What is the quality of Mexican democracy?” with the participation of expert political scientists and public service personalities to present innovative issues of national interest on the topics of democracy.

Furthermore, the panel “Strengthening democracy: towards the elections of 2024” was held, a meeting of students with the presidents of the political parties of the Frente Amplio: Marko Cortés, Alejandro Moreno, Jesús Zambrano, and the Partido Movimiento Ciudadano, Dante Delgado.

We also counted on the presence of Xóchitl Gálvez in a meeting with the university community as an exercise in dialog to promote that our university community exercise its right to vote in a reasoned, informed and conscious manner.

To ensure that more people have their voting credentials, we joined the #MeVeó campaign promoted by the Mexican Federation of Private Institutions of Higher Education (FIMPES) so that students and members of the university community could update their credentials at the North Campus. With the support of the National Electoral Institute (INE), a mobile credentialing module was successfully installed to serve members of the university community.

Likewise, we were the venue for this Institute to conduct the testing and training of 183 citizens who will serve as election officials in the 2024 elections.

The cooperation and solidarity between the government and the University Community has proven to be fundamental to the fulfillment of our mission and has allowed us to lay the groundwork for continued positive impact in the future.

At the same time, Anahuac Mexico University, as a university with a Catholic identity, has a vocation that is inscribed in the principles of the Apostolic Constitution *Ex Corde Ecclesiae*, which reminds us of the recognition and respect for the dignity of the person and the search for truth, goodness and transcendence. In collaboration with the Church of Mexico, we worked on the remodeling of the Archdiocesan offices in Durango 90, the project to build a clinic for priests, and the remodeling of the Archdiocesan Archives. We also signed a collaboration agreement with the Archdiocese of Tlanepantla, where we had the honor of receiving Archbishop José Antonio Fernández Hurtado.

For the University, dialog, respect and constant collaboration with the Jewish community of Mexico is part of our identity. This



year we strengthened our partnership with the Central Committee of the Jewish Community in Mexico, led by its president, Elías Achar Levy, and a solid working team with Renne Shabot and Mauricio Lulka.

We were very involved in the celebrations for the 70th anniversary of diplomatic relations between Israel and Mexico. And we continue to count on the constant presence, closeness and cooperation of the former Ambassador of Israel, His Excellency Zvi Tal, and his entire team. We also have a close working relationship with the new Ambassador, Her Excellency Einat Kranz, with whom we have established an excellent friendship and relationship.

We hosted the ILAN University Innovation Award presided over by Rina Gliter, director of the ILAN Foundation, businessman Carlos Peralta Quintero and Congresswoman Laura Barrera. Ten social impact projects from Anahuac Mexico and Queretaro Universities participated in the event and the project “Machine learning system for the detection of diabetic retinopathy from fundus photographs” won first place.

Finally, as part of the dialog and connection between the two religions, Adolfo Roitman, curator of the Dead Sea Scrolls, gave a presentation on “The Dead Sea Scrolls and the Origins of Christianity.”



Business connectivity

Anahuac Mexico University, through the Business Collaboration Department, works hand in hand with the most important companies and leaders of the productive sector through alliances in favor of higher education and business that contribute to increasing competitiveness and productivity to promote the economic and social development of our country. To this end, we have Corporate Chairs, Research Chairs and Development Chairs, collaboration agreements with chambers and business organizations, and relationships with leaders in the business sector. In total, more than 450 activities were conducted with leading companies throughout 2023, registered in the newly designed Business Collaboration Platform.

This year, in addition to the 182 companies linked through this program, we signed 11 new agreements with Grupo Salinas, A&E, Cyan Médica, JLL, Johnson & Johnson, United Airlines, USG, HKS Arquitectos, Hey Banco, Argos Media Group and JW Marriot; and renewed 13 agreements.

This year, the Santillana-Anahuac Chair of Development in Educational Innovation was joined by the signatures of the Picacho-Anahuac Chair of Development in Actuarial Analysis of Reserves and the El Cardenal-Anahuac Chair.



The Research Chairs were very active in 2023:

- The Landsmanas Chair for Unaccompanied Migrant Children brought together representatives from the United Nations Refugee Agency (UNHCR), the Institute for Women in Migration (IMUMI) and the Documentation Network of Migrant Defense Organizations (REDODEM) at the University for a discussion on people in a situation of mobility.
- The José Cuervo Research Chair, through its holder, published eight articles in scientific journals.
- The Bank of America-Anahuac Financial Education Center launched its first course in collaboration with Coursera.
- The A.G. Chair. Leventis participated in the Cyprus Forum, a innovative scenario in Cyprus, with a presentation on the impact of research chairs.
- The DESC Chair inaugurated the Anahuac Recycling Module as a result of the plastic waste management awareness project.
- The Carlos Slim Helú Chair for the Integral Development of Indigenous Peoples of Mexico participated in Pfizer's Innovations in Healthcare International Forum in Washington, D.C., and the Civil Society Days in Paris, which aim to promote an agenda of international cooperation and financing for the effective development of disadvantaged communities.

This year, the 30 existing collaboration agreements with the Confederation of Industrial Chambers of the United Mexican States (CONCAMIN), the Confederation of Employers of the Mexican Republic (Coparmex CDMX), the British Chamber of Commerce in Mexico, the Federal Institute of Telecommunications and the Coordinating Council of Women Entrepreneurs were added.

In order to carry out projects that link the University with this sector, we have created the Anáhuac Jóvenes Coparmex CDMX Chapter, together with the students of the Student Relations Department, who will receive a certification endorsed by this organization.

In addition, Anahuac Mexico University launched three training programs on social responsibility, inclusion and the environment for members of the Confederation of National Chambers of Commerce, Services and Tourism (Concanaco Servytur).



As part of our active participation with major business chambers, we belong to the Education Commission of the Business Coordinating Council (CCE) and Coparmex Nacional, as well as the Social Responsibility Commission of the American Chamber of Commerce of Mexico.

In 2023, the Advisory Council of the Business Collaboration Department took office with 15 outstanding leaders from the production sector belonging to top-level companies, chambers and business organizations, who contribute their knowledge and strategies to the benefit of training new generations of positive action leaders.

As a symbol of the collaboration between academia and the productive sector, in 2023 we inaugurated the Anahuac Business Collaboration Wall on the North Campus, made up of the names of the companies, chambers and leading organizations with which the University is linked.



Finally, for the purpose of highlighting and recognizing the strategic collaboration with the productive sector, we held the sixth edition of the Anahuac Business Meeting, in which the Bank of America Research Chair was recognized in the field of research. In the employability category, Walmart Mexico and Central America and EY Mexico were recognized for their business-academia collaborations. On this occasion, the meeting was led by Mr. Francisco Cervantes Díaz, President of the Business Coordinating Council (CCE), who spoke about the importance and benefits of collaboration between academia and business.

In 2023, the Anahuac Center for Tourism Research and Competitiveness (Cicotur-Anáhuac) continued its research work on tourism to contribute to improving the public positioning of this industry, while strengthening the link between Anahuac Mexico University and the sector. We continued the publication of the *Panorama of tourist activity in Mexico* with the support of the Consejo Nacional Empresarial Turístico (CNET) and prepared three reports on

vacation rentals, flight schedules and flight frequencies for the Asociación Nacional de Cadenas Hoteleras (National Association of Hotel Chains).

For its part, the Anahuac Center for Strategic Development in Bioethics (CADEBI) collaborated in the writing and publication of three book chapters, four articles, 14 papers in congresses, commissions or forums, and participated in the organization and development of six national and international congresses. Among the priority projects of this Center are Bioethics for all, in which 13 podcast chapters and three manuals have been published; the Clinical Bioethics and Neuroethics Anahuac (BINCA) project, which has developed six academic sessions and currently has three active lines of research: Transhumanism, GineBINCA and Pain, Suffering and Neuroethics; and the development of the Ibero-American Atlas of Bioethics, which establishes strategic collaboration schemes in the region with 261 institutions, which in turn projects the conformation of the Ibero-American Bioethics Network Observatory (ORIBI).

Employability

As part of the work to connect Anahuac talent with leading companies and institutions and to bring our students and graduates closer to the best employment opportunities, the Employability Office worked in 2023 to implement our Employability Model through 11 actions. Two recruiting weeks were held for consulting firms, a career day with nine recruiting conferences, special job fairs for engineering and student relations, two job fairs with the Anahuac University Network, a job fair for senior talent, and the re-launch of the onsite fair with 120 companies offering 3,500 jobs to more than 4,500 students and alumni in attendance. In addition, Employability Wednesdays were held each week with workshops from different companies. These and other activities have reached more than 5,000 students and connected them with some 500 leading companies and institutions. In 2023, we also hosted the first annual Strategic Alliances in Employability meeting, attended by 123 human capital and talent acquisition leaders, and formed the first Employability Advisory Council, which brings together leaders from industry, government and international institutions to share ideas on best practices in creating talent for employment. We also presented the results of the Universum Career Test, in which we achieved the highest score at the national level, making us a leading institution in the field of employer relations.



EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Anabell Trejo Branch
(Actuaría, gen. 10)
CEO & Co-fundadora de Getin

"La forma de alcanzar el éxito es siempre intentarlo una vez más."

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Andrea Fierros Ocegueda
(Derecho, gen. 10)
Gerente Jurídico de Asuntos Legales y Propiedad Intelectual para México en Netflix

"La felicidad no es hacer lo que uno quiere, sino querer lo que uno hace."
-Juan Paul Sartre

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Alfredo López Rojas
(Derecho, gen. 08)
Director de Asuntos Corporativos y Sustentabilidad de Casa Cuervo

"Success is not final, failure is not fatal; it is the courage to continue that counts."
-Winston Churchill

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Daniela Katz Kuriansky
(Diseño Multimedia, gen. 15)
Co-Founder de Suppa Studio

"El diseño es el medio que elegimos para impactar como seres humanos."

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Eulalia Canudas Espinosa
(Diseño Industrial, gen. 14)
Directora de Marketing para Kipling

"Locos aquellos que ven el mundo como es, y no como debería ser."
-Alonso de Quijana "El Quijote de la Mancha"

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Gerardo Salinas López
(Derecho, gen. 14)
Abogado penalista
Socio Salinas & León

"It's the will to prepare to win, that matters."

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



José Eduardo Picazo Ferrera
(Mercadotecnia, gen. 10)
Director Comercial en Pinterest Hispanoamérica

"Cuando tienes dos alternativas, lo primero que debes hacer es buscar una tercera en la cual no pienses, una que aún no existe."
-Steven Potts

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Montserrat Badiola Villaseñor
(Admón. Internacional, gen. 12)
Directora Comercial de Mielé México

"No puedes unir los puntos mirando hacia adelante; solo puedes unirlos mirando hacia atrás. Así que tienes que confiar en que los puntos, de alguna manera, se unirán en tu futuro."
-Steve Jobs

EGRESADOS
LÍDERES-40-
ANÁHUAC MÉXICO



Santiago González Baqué
(Negocios Internacionales, gen. 09)
Co-founder & Chief Growth Officer en Spakio

"Que tus objetivos sean tan grandes como tus sueños."
-Steve Jobs

Graduates

Throughout 2023, the Graduates Office worked to maintain a continuous connection with the more than 67,000 members of the alumni community by implementing various strategies, generating content of interest, and carrying out activities to strengthen their relationship with the University.

Our alumni have exceptional stories to tell, so we continued the Young Leadership campaign by interviewing 52 alumni under the age of 40 about how leadership manifests itself at an early age, including topics such as motivation, decision-making, team management, and impact on society. We also released our interview series through capsules and podcasts, sharing the stories of 24 alumni who exemplify positive leadership. Each has achieved success in their field, overcoming challenges and obstacles along the way. From successful entrepreneurs to industry leaders, these individuals have made a significant mark in their respective fields and have managed to balance their personal and professional lives. This year, 2023, we were honored by the presence of alumni at the graduation ceremonies, who served as class sponsors and delivered a motivational message to the graduates and the deserving recipients of the Academic Excellence Awards. Our graduate Fernanda Guarro, CEO and General Director of 3M Mexico was the guest of honor at the opening ceremony of the 2023-2024 academic year.

Once again, Anahuac graduates stood out in the 2023 edition of "Los 300 Líderes", published by *Líderes Mexicanos* magazine. The list included 32 individuals who have distinguished themselves in the fields of business, society and sports.

In 2023, the 20 advisory councils of the various schools, faculties and departments of the University were renewed, consisting of 245 outstanding individuals in their respective fields of expertise. Their goal is to contribute to the continuous improvement of the quality of education and the development of students and graduates. This year we formed the Alumni Advisory Council with the participation of 15 advisors.

Again, one of the great benefits of belonging to the Anahuac alumni community is networking. To that end, we held nine sessions designed to foster collaboration and the exchange of ideas and job opportunities. These meetings allow alumni to network and form strategic alliances.

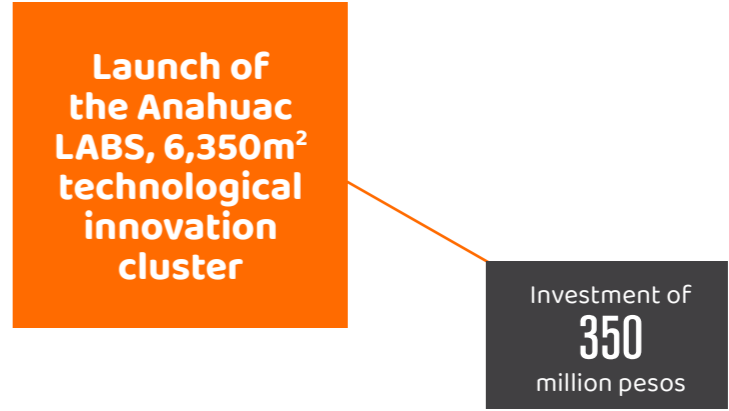
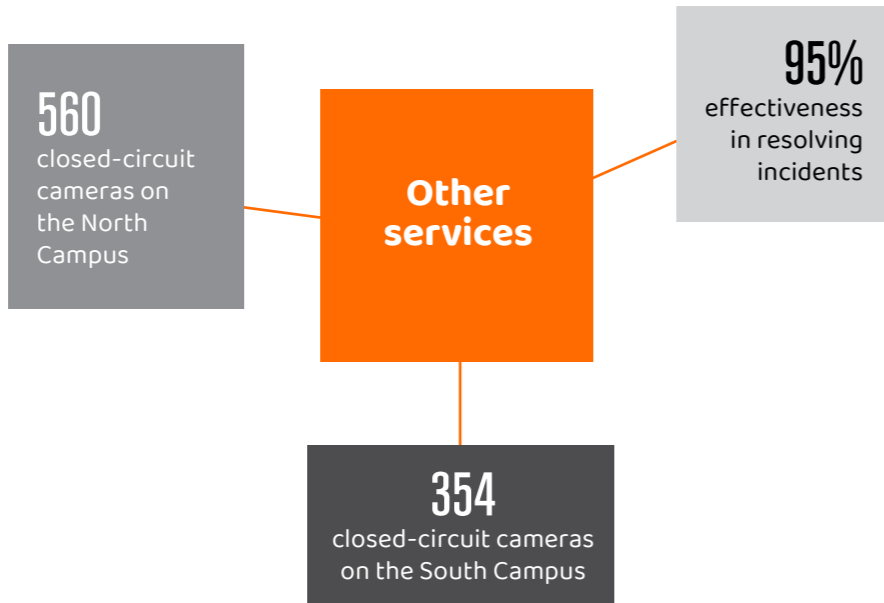
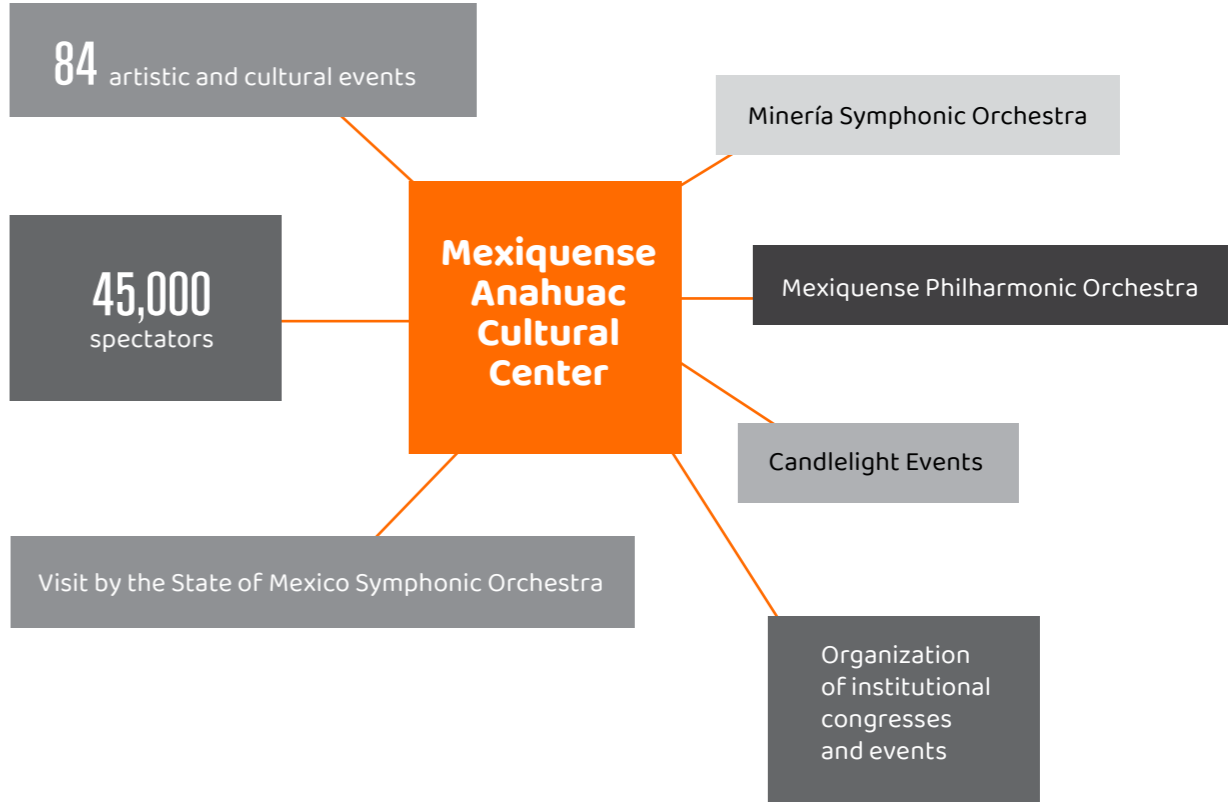
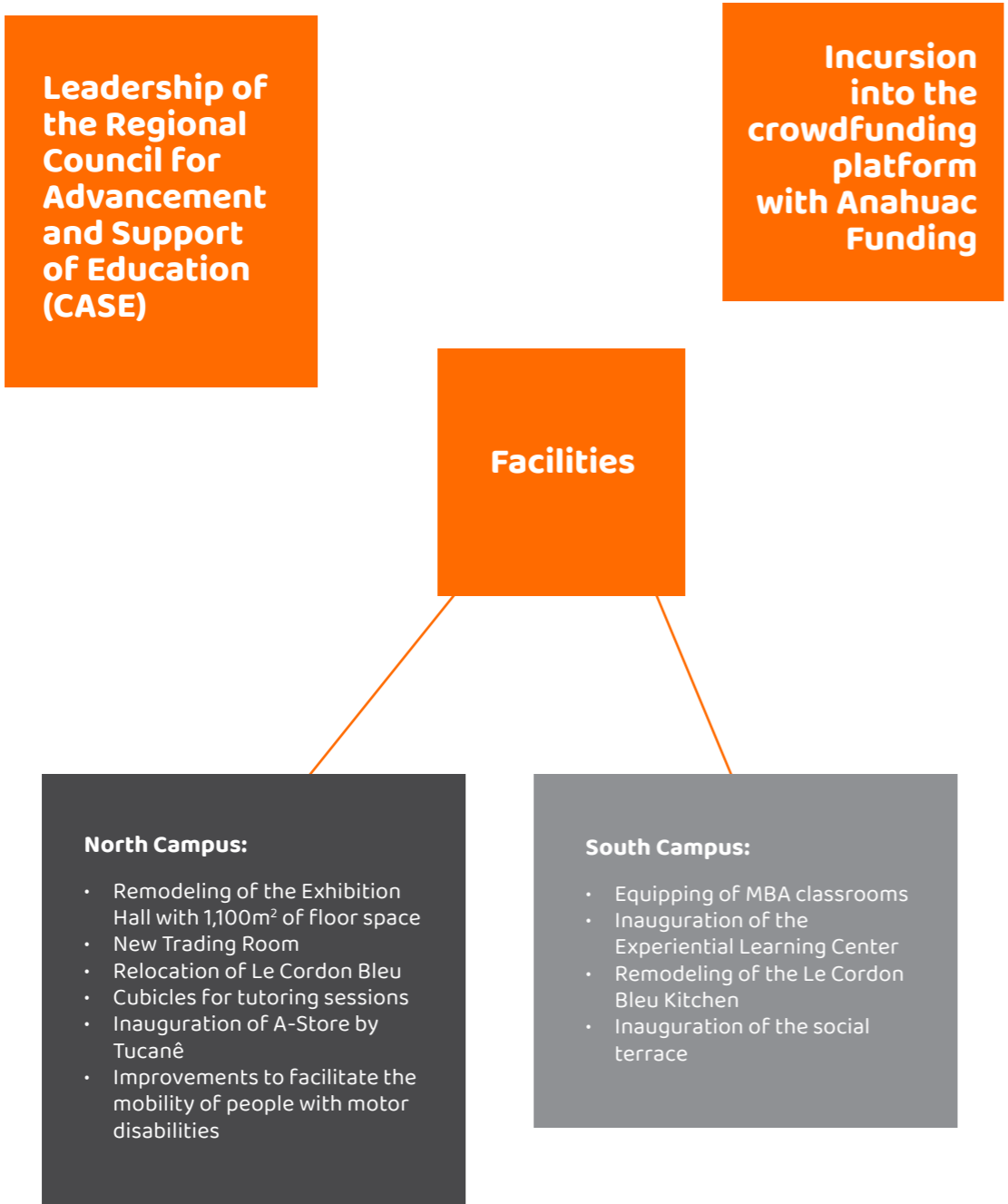


Alumni chapters, which foster relationships and exchanges by organizing events and activities that bring together professionals from different fields and generations, reached 21 with the participation of 1,087 active members. With these Chapters we organized the first alumni week in the world, with conferences, experiences and dinners to celebrate the bond that unites us. In the Business Chapters, the new BBVA Chapter brought together more than 60 graduates who work in one of the most important banks in our country.

We successfully held the second Alumni Golf Tournament with the participation of 180 players who shared their love for the sport and spent an enjoyable day surrounded by the Anahuac Community. Some of the companies that collaborated with us in this issue are Creatividad, Lincoln, Telcel, Scappino, Sorteo Anáhuac, Amazon and Anahuac MBA.

Meanwhile, we continue to share news, events and exclusive benefits with our alumni through the Anáhuac Alumni App, which reached 16,000 downloads this year.





This program aims to strengthen the infrastructure, equipment, and financial resources of the University in order to continue attracting highly qualified students, thus promoting the positioning and prestige of the institution through effective communication.

At Anahuac Mexico University, we are committed to educating our students with high quality standards, which is why we are in a continuous process of improving our facilities, laboratories, and equipment.

The challenge of the future requires the existence of an area dedicated to the institutional and systematic promotion of society's commitment to the present and future of the University. For this reason, the Anahuac Social Foundation joins society and the members of the Anahuac Community in providing the financial resources necessary to continue our mission of educating leaders capable of promoting social justice.

At Anahuac University, we believe that higher education institutions can do much more and better to systematically and professionally bring together those who could invest generously in Mexico's future. It is with this conviction that we continue to lead the efforts of the National Resource Generation Network of the National Association of Universities and Higher Education Institutions (ANUIES), which promotes alternative sources of financing for higher education in the country's public and private institutions. This year, we took over the leadership of the Council for Advancement and Support of Education (CASE) Regional Committee in Latin America to promote the development of professionals who will contribute to the advancement of higher education institutions in the region.

To expand our fundraising capabilities, we have successfully ventured into digital platforms that now offer the opportunity to present projects to our community and society at large for consideration

and donation through crowdfunding. With Fondo Anahuac, we are not only providing an additional source of funding, but we are also strengthening and integrating the university community by enabling solidarity through simple, safe and transparent means. Empowering students, faculty, alumni and staff to participate in the funding of university projects creates a stronger connection between the institution and its support base. In addition, university crowdfunding provides the flexibility to focus on specific and urgent projects, which can accelerate the realization of academic improvements, innovative programs, and of course, provide continuity to the already well-known scholarship fund.

As an example of this, in 2023 Fondo Anahuac supported the Anahuac University Social Action (ASUA) project to initiate the use of digital media, achieving a collection of close to one million pesos, becoming a great option for the financing of social causes. We also raised enough money to provide scholarships for nine students. There is no doubt that university crowdfunding will continue to be an increasingly accessible and powerful means of supporting university causes.

Facilities

In order to continue to provide our University Community with what they need to complement their education and to remain at the forefront of educating the leaders of the future, Anahuac Mexico University |continues to renovate and improve our facilities and services. This year, 2023, we did the following:

North Campus

- Renovation of the Exhibition Hall, a 1,100 m² space for high level lectures and symposiums, with a capacity of 900 people and a dynamic distribution to divide the spaces and offer different forums.
- New Trading Room in the School of Economics and Business building, which provides all the technological elements for learning about investment and stock market issues. These facilities already exist at the South Campus.
- Relocation, as part of the School of Tourism and Gastronomy, of the Le Cordon Bleu gastronomy school to the first floor of the Library building.
- Renovation of the School of Education and Humanities offices.
- 29 specialized and adapted cubicles for tutoring sessions on the sixth floor of the Campus Library building.
- Inauguration of A-Store by Tucanê, a company with which we will have a partnership for students to participate in the laboratory of ideas and creation of product trends. It will also provide a more diverse and versatile offering.
- In addition, to continue our commitment to inclusion and accessibility, improvements were made to facilitate mobility for people with motor disabilities, such as steps on the roofs of buildings and improvements to existing ramps.



South Campus:

- Equipment of the MBA classrooms.
- Inauguration of the Anahuac Experiential Learning Center.
- Remodeling of the Le Cordon Bleu kitchens.
- Inauguration of the terrace, a harmonious and convivial place for all members of the University Community. The gastronomic offer was expanded.
- Express Lane to facilitate the flow of inbound and outbound traffic for the University Community, benefiting all neighbors in the area.
- Relocation of the Engineering Laboratories to the Mexiquense Anahuac Cultural Center.



Other actions that also benefit our community:

- To continue to be a safe campus, we have a robust closed-circuit television system with 650 cameras on North Campus and 354 on South Campus, which allows us to have a 95% effectiveness in resolving incidents.
- As part of our commitment to sustainability and mobility, the Ruta Anáhuac transportation service offered 14 routes in the metropolitan area and Toluca, serving more than 3,000 members of the university community with 290,000 trips. The Uber Shuttle service was also launched to support community mobility in the Interlomas area.
- The free Intercampus service has transported more than 90,000 users traveling between our two campuses. And as a result of the joint work of the Academic Operations Department with the schools in academic programming, a more uniform use of infrastructure has been achieved, improving the dynamics on both campuses.



Anahuac Mexiquense Cultural Center

2023 was a year of vibrant artistic and cultural activity, in keeping with its mission to be a beacon of culture that illuminates the west side of the Mexico City metropolitan area.

The excellent facilities of the Angel and Tere Losada Theater have allowed the organization of 84 artistic, cultural, educational and business events, presenting national and international productions of the highest level and attracting more than 45,000 spectators.

We hosted concerts by the Orquesta Sinfónica del Estado de México, which, under the direction of Maestro Rodrigo Macías, allowed us to listen to treasures of classical and contemporary music. The Orquesta Sinfónica de Minerva celebrated its 45th anniversary with a concert; we welcomed the Orquesta Filarmónica Mexiquense and had the participation of outstanding artists such as the famous cellist Carlos Pietro, violinist As Matathias and pianists Héctor Infanzón and Daniela Liebman, among others. We also supported growing artistic groups and productions such as Camerata Opus 11 and Fever's Candlelight events, as well as concerts by well-known singers such as Alexander Acha and Matute.

In addition, congresses and institutional events were held, such as the concert of the Instruments for Hope Foundation, the Encounter School of Ministry of Mexico, the Breaking Ideas Congress of the Maguén David Community, the centennial celebration of the Ashkenazi Community of Mexico, and the concert of the German School Choir, among many others.

Undoubtedly, the CCMA is on its way to becoming the most important cultural venue in the western part of our great city.

Organization of

84

artistic, cultural,
educational and
business events

45,000

spectators



Anahuac LABS

This ambitious project began in 2023. Technological innovation cluster that will allow Mexico to train world-class engineers in innovative international topics.

The project was launched together with the President of the IUSA Group, Engineer Carlos Peralta Quintero. The goal is to invite world-class companies that, because of their technological leadership and vision for the future, will participate in the development of the various laboratories in 10 areas of knowledge, from their design to their financing and operation, ensuring that they comply with the most advanced technological standards, in order to be part of the ecosystem of talent formation.

The main benefits of Anahuac LABS for Mexico are, first, that it will allow the training of world-class engineers who, from the beginning of their education, will interact with the practical aspects of innovative technology and master the global processes that influence the world economy. It will also foster collaboration among companies to develop innovative technological solutions that will enable them to be highly competitive in the international marketplace. In addition, it will enable collaboration with other



leading universities in technological development that are closely linked to companies in their regions, as well as with global companies that have the greatest impact on the economy. All of this is in line with the significant issues identified by the World Economic Forum as priorities for the future of humanity. Given the magnitude of the challenge that T-MEC and nearshoring pose to the country, Anahuac LABS will seek to inspire other Mexican universities to initiate efforts of this nature for the good of Mexico.

This cluster of technological innovation has an architectural design that in 8,342 m² favors the interrelationship between the various engineering specialties and considers interdisciplinarity as a reality in the way of approaching challenges and solving problems. It includes an investment of 350 million pesos to train engineers in Mexico who will take the lead in solving the problems of the future. Construction and equipment is expected to be completed in the second half of 2025.

Construction and equipment are expected to be completed in the second half of 2025. With this important project, the Anahuac Mexico University, together with Grupo IUSA and the companies involved, will take a decisive step to address with talent the great technological challenges that we must solve today and in the future in terms of engineering, such as artificial intelligence, nanotechnology, data science, mobility in large cities, unmanned aerial vehicles, water logistics, waste management, non-polluting biofuels, technological gamification, to name a few.

As part of the Anahuac LABS initiative, guidelines have been integrated for the creation of multidisciplinary knowledge hubs that will allow the orientation of projects and collaborations with companies as a technology hub. The first phase involved

Laboratories:

- Data Science Lab
- Advanced Mechatronics
- Environmental Sustainability
- Aerospace
- Industrial Engineering 5.0
- Technological Innovation
- Biomedical Engineering
- Computer
- Chemical and Bioindustrial Engineering
- Construction Technologies
- Anahuac Clinical Simulation Center, CASIC
- Human and Nohuman Communication Lab

the design, relocation, and commissioning of the School of Engineering's new collaborative laboratory facilities. We increased our investment in state-of-the-art equipment and continued to innovate in applied engineering laboratory practices. Expanded infrastructure of software development servers and employability workshops at the world's largest systems companies. Investments in state-of-the-art advanced and additive manufacturing infrastructure and supply chain were accelerated. With the launch of the Atmospheric Monitoring Station, with technology homologous to that of the Mexico City monitoring stations, we are developing the capacity to prepare the next generation of engineers in this field.



Admissions and promotion

2023 has been a year of great achievements, goals and projects within the Anahuac Mexico University, among which we can highlight that the students continue to want to be part of the great Anahuac Community, where we seek to interweave culture, creativity, diversity and talent in an exceptional way.

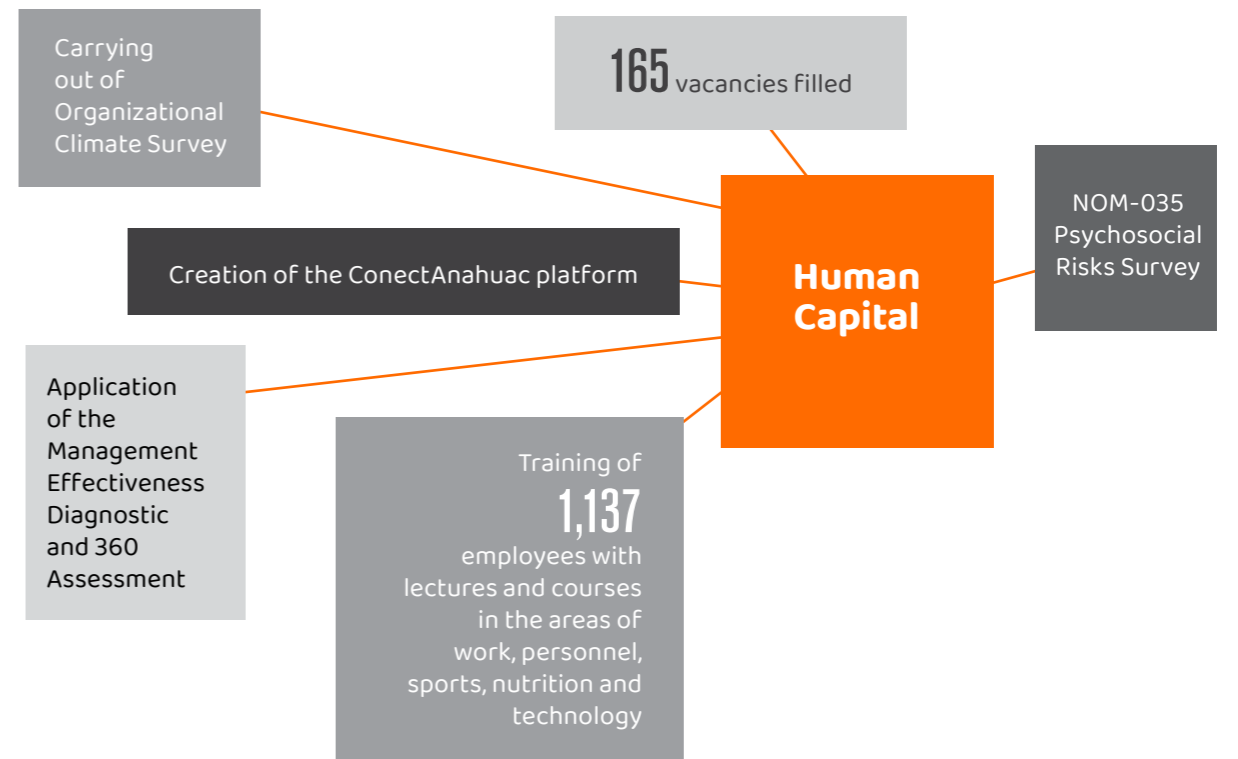
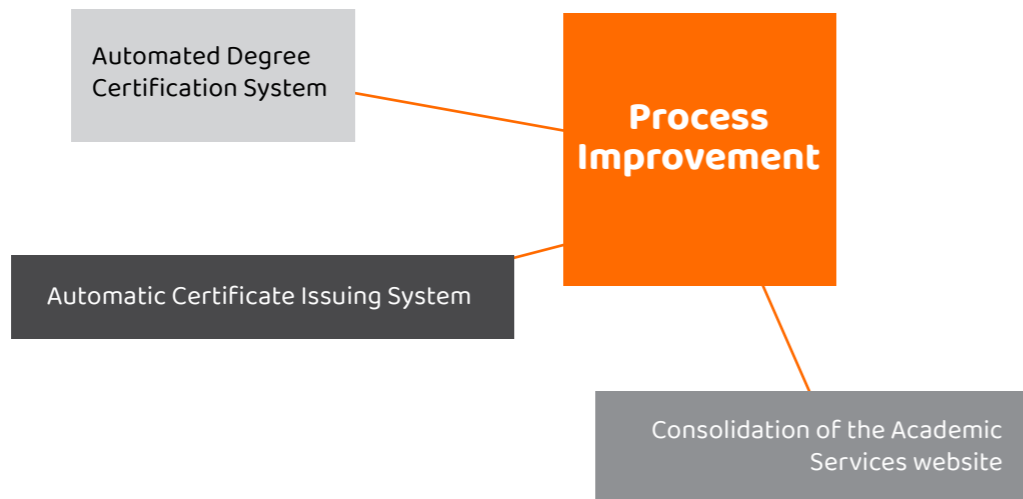
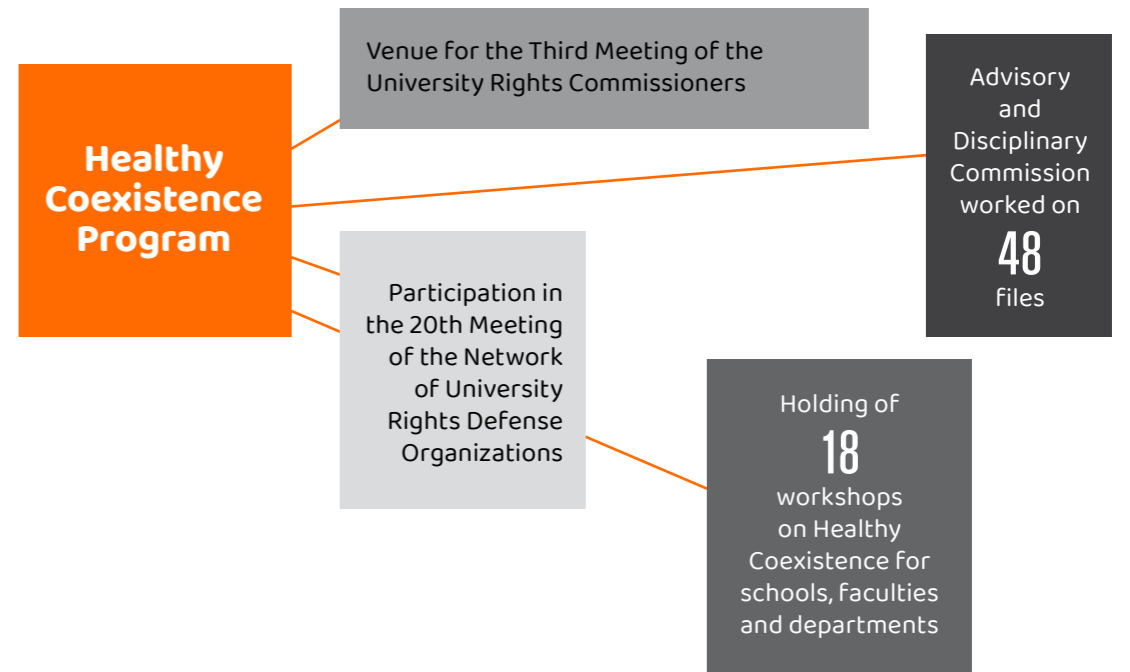
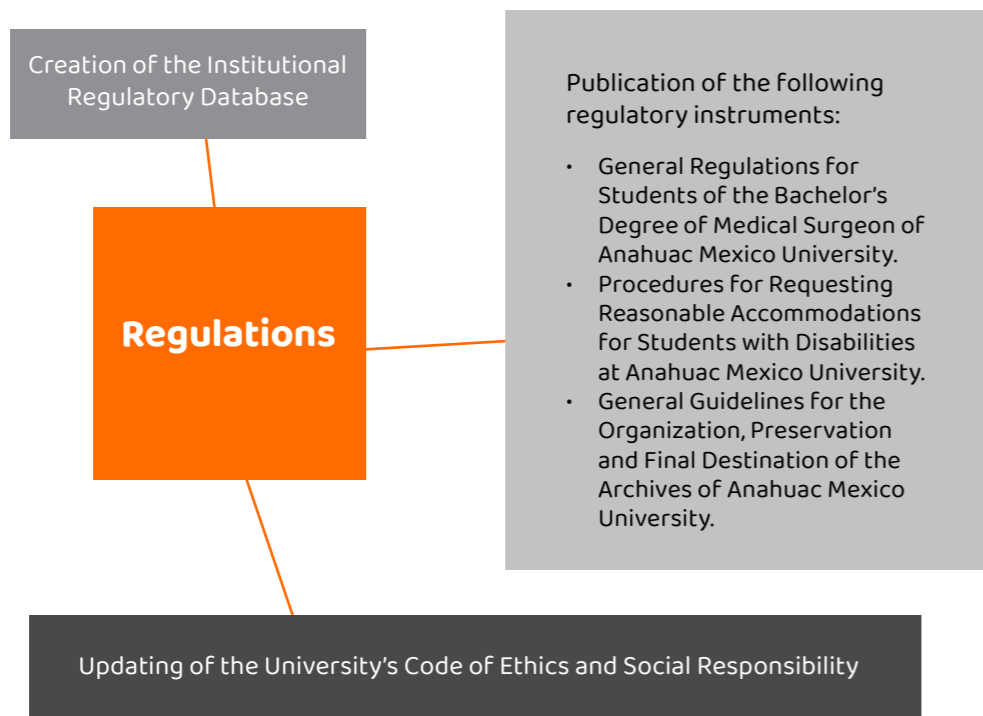
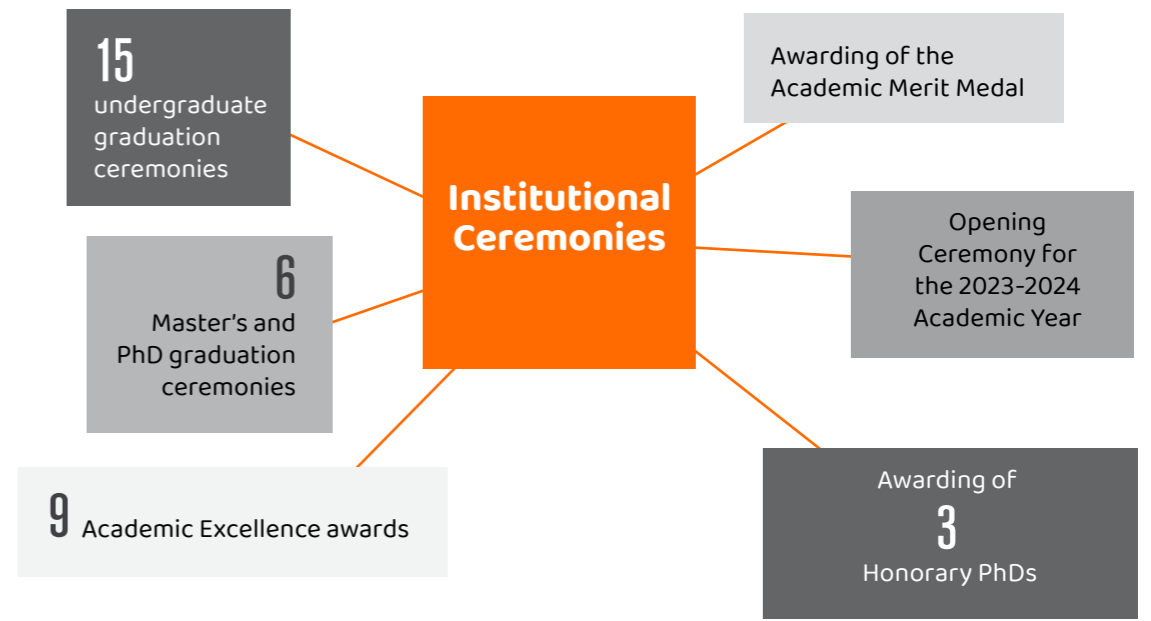
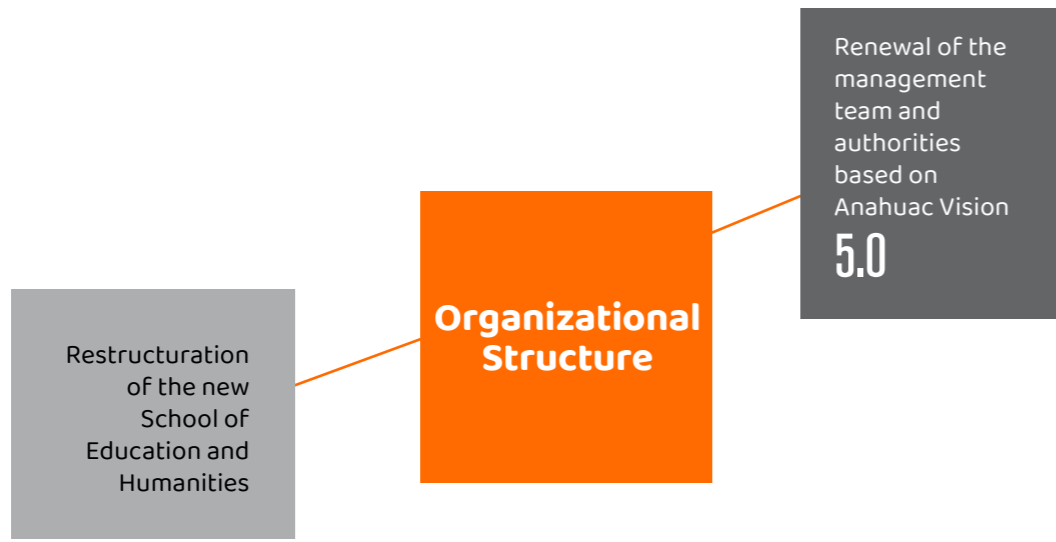
The Admissions and Promotion Department is committed to providing a service both locally and abroad that puts schools, their students and families first. Beginning in 2023, admission exams were offered every week with a total of 3,368 examinees.

Furthermore, undergraduate coordinators held more than 350 workshops in high schools, with a total participation of more than 7,000 students, and we held the 27th edition of the Pre-University Competitions, through which we seek young people who excel in their knowledge of various subjects. This year, 17 contests were held in which 3,446 students participated, an increase of 127% over the previous year, and 67 scholarships were awarded, ranging from 30% to 100%.

At the North Campus facilities, we hosted the now traditional OV Day, a major career orientation event for pre-university students to learn about academic offerings and university life so they can make decisions about their professional futures. The event included 10 conferences and more than 350 workshops attended by 8,140 students and 450 teachers from 200 high schools.







The aim of this program is to ensure the conditions to direct and manage the regulatory, academic-administrative, financial, operational and human capital areas in a co-responsible, effective and institutional manner.

Our institution carries out its governance, direction and management functions in accordance with the provisions of the General Statutes of the Anahuac Mexico University, respecting the identity, philosophy and educational principles of the Anahuac University Network, as well as the official legislation and institutional regulations.

During 2023, in accordance with our Bylaws, we held three regular meetings of the Board of Directors, the body that exercises authority as the governing body of our University.

The Rectoral Committee, a consultative body of the Rector of the University (composed of the Rector, who chairs it, the Secretary General, the Academic Vice Rectors, the Vice Rectors for Integral Formation, the Vice Rector for Finance and Administration, and the three members integrated for this purpose), met weekly for a total of 30 meetings.

Similarly, the Management Team, composed of the Directors of the Schools, and Areas, held meetings chaired by the Rector to present and address the University's priority issues in a collegial and interdisciplinary manner.

Organizational structure

Throughout 2023, our institution reflected on our challenges and opportunities in the current context and based on Anahuac Vision 5.0 and its corresponding strategic plan, we renewed the management team and authorities, as well as to its organizational structure.



The following are the new directors of schools, faculties and academic departments:

- Alma Cázares Ruiz, Director of the Library.
- Carlos Ramos Cárdenas Artigas, Director of the School of Social Responsibility.
- Edgar Gonzalez Olea, Director of the School of Business and Economics.
- José Honorio Cárdenas Vidaurri, Director of Research and of the Anahuac PhD School (EDA).
- Salvador Bueno Valenzuela, Director of the School of Health Sciences.



In addition, Jorge Miguel Fabre Mendoza left the Academic Vice Rector position to create and direct the new Anahuac Senior Management Institute (IADA), leaving Lorena Rosalba Martínez Verduzco, Academic Vice Rector, in charge of the schools. Jose Rodrigo Pozon Lopez was appointed academic vice rector, responsible for the academic departments.



As part of a reflective and strategic process of our institution, the School of Education and Humanities has been restructured under the direction of Francesca Munda Magill, who has also assumed the academic management of the Bachelor's and Master's degree programs and various post-graduate diploma programs of the Pontifical Theological Institute John Paul II, Mexican Section.

In addition, the following areas renewed their leadership:

- Alfredo Nava Govea, General Director of Finance and Administration.
- Iván Torres Orduña, Director of Social Commitment, North Campus.
- Adriana Hernández Lacroix, Director of the Anahuac Psychopedagogical Center.
- José María López Landiribar, Director of the Anahuac-Cenelitzli Psychological Attention Clinic.
- María Consolación Caballero Martínez, Director of Anahuac Leadership and Excellence.
- Father Lucas Tenier Machado, L.C., Director of Campus Ministry North Campus.
- Elisa Ruiz Ladrón de Guevara, Director of Campus Ministry South Campus.

The dynamism of our Institution has allowed us to integrate new members into our management team in order to fully fulfill its mission and align its objectives with the strategic direction and organizational culture, ensuring its positioning in the higher education sector and adapting to the challenging circumstances of the environment.

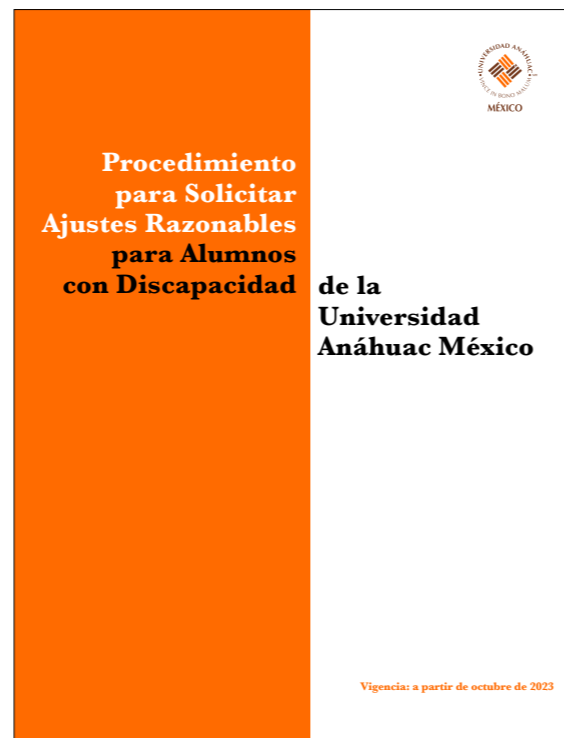
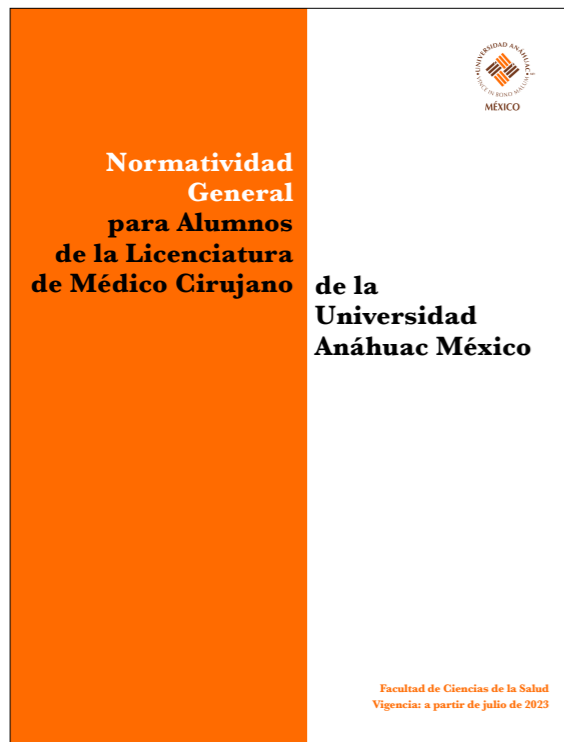


Regulations

During 2023, the General Secretariat, through the Directorate of Regulations and Standards, carried out various actions focused on the simplification and regulatory quality of the legal-administrative framework governing the Institution.

This year, we issued the following regulatory instruments:

- General Regulations for Students of the Bachelor's Degree of Medical Surgeon of Anahuac Mexico University.
- Procedures for Requesting Reasonable Accommodations for Students with Disabilities at Universidad Anahuac Mexico.
- General Guidelines for the Organization, Preservation and Final Destination of the Archives of Anahuac Mexico University.



It is important to highlight the updating of the Code of Ethics and Social Responsibility of the University, carried out by the members of the Social Responsibility Committee in close collaboration with the different areas of the institution in relation to its different themes. This Code is one of the strategic documents that clearly shows the fundamental principles of our institutional philosophy, as well as the guidelines for daily conduct that identify us as members of the Anahuac University Community, whose purpose is to maintain a culture of peace and healthy coexistence among its members, so that each of them can achieve their full personal and professional development.

Currently, documents related to academic work are being developed or updated, such as the Statute of the Academic Staff, the Guidelines for Academic Functions, the Specific Criteria for the Granting of Scholarships and Educational Financing for Undergraduate Students at the Anahuac Mexico University, among others.

In order to contribute to the circulation and management of the University's regulatory instruments, we developed the Anahuac Mexico University's Institutional Regulatory Database, a digital repository that centralizes and manages all of the University's regulatory documents, as well as the main laws that govern its actions and operations. This provides easy and fast access to information for students, academic, administrative and service staff, etc.

The Regulations and Standards Department provided advice and guidance to various departments of the University in the application, preparation, revision or updating of regulatory instruments. In terms of regulatory compliance, we have made progress in the phase of identifying the obligations established by the educational authorities and the University's internal regulations, which are being complied with as required by both instances. Our goal is to fully identify all of these regulatory obligations by the first half of 2024.

Process improvement

Based on the process map developed by the Practices and Processes Committee, we have focused our efforts on identifying and reviewing the critical processes that are fundamental to optimizing the operation of the areas and faculties of our institution, in addition to integrating the previously identified processes with institutional governance to ensure their alignment and effective coordination.

Other actions we carry out include the following:

- The use of the Automated Degree System in the Academic Services department, part of the School Administration and Regulations Department, has reduced the response time for issuing and delivering certificates, degrees and diplomas to two months. In 2023, two undergraduate, two graduate and four online programs were offered.
- Operation of an automated certificate issuance system, as this is the most common method used by students.

Dirección de
Administración Escolar
y Normatividad



Convocatoria de
**TITULACIÓN PARA
LICENCIATURA**

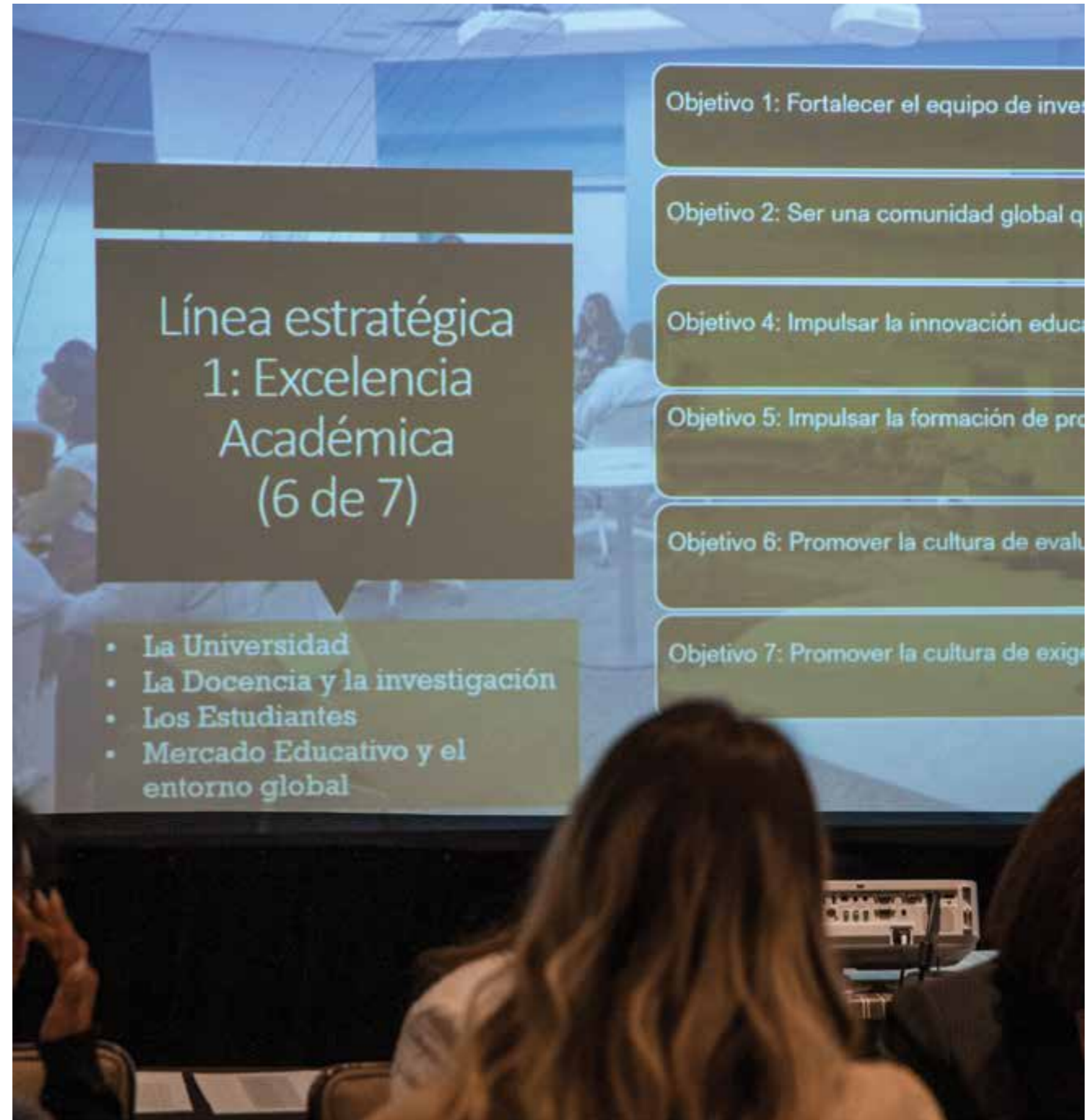
 **Registro:**
Del 4 al 17 de marzo de 2024

Requisitos:

✓ 100% de créditos ✓ Servicio social ✓ Examen EGEL

Nota: Los requisitos varían según la carrera.

Campus Norte • Campus Sur



As a result, applicants receive their digital certificate via email the same day; from May through October, 4,274 certificates were issued on time.

- Consolidation of the use of the Academic Services website to manage procedures and services, with more than 170,000 visits as of October.
- Reviewing external evaluation, accreditation, and assessment processes to develop efficient methods and simplify processes that require more agile management, as well as departments such as Academic Operations, which worked with Academic Auditing to simplify critical processes..



Institutional ceremonies

The following institutional ceremonies were held in 2023: 15 undergraduate graduation ceremonies; six master's and PhD investiture ceremonies; nine Academic Excellence Awards ceremonies; the Rector's Report 2022 ceremony; the Teachers' Day ceremony, where two Academic Merit Medals were awarded to Laura Guadalupe Iturbide Galindo and José Juan Antonio Ibarra Arias; and the Opening Ceremony for the 2023-2024 academic year.



We would like to point out that the Anahuac Mexico University has had the honor of awarding the Doctorate *Honoris Causa* to the following individuals:

- Alfredo Achar Tussie, for his outstanding business and social career, being an example of entrepreneurship and innovation of international scope.
- Sara Topelson Frydman, for her distinguished service in the fields of architecture, urban planning, and historic preservation, and for her professional leadership.
- Miguel Ángel Verdugo Alonso, for his outstanding contributions to the development of knowledge and international research dedicated to improving the quality of life of people with intellectual and developmental disabilities.

As a result, the University has welcomed more than 18,000 external guests and friends to our institutional academic events, accompanying our graduates and award recipients.



General and Historical Archives

In 2023, the functions and responsibilities of the General Archives Office, attached to the General Secretariat, were formally defined in order to develop the document management processes of the schools, faculties and departments of Anahuac Mexico University, guaranteeing the efficient organization of institutional documents and records. The Circumstantiated Record of Documentary Deletion was created in collaboration with the Legal Department to identify, describe, and responsibly dispose of documents to be deleted while protecting personal information.

With the advice of the Regulations and Standards Department, we are preparing the Catalog of Classification and Documentary Validity, derived from the General Guidelines for the Organization, Preservation and Final Destination of the Archives of Anahuac Mexico University, which will serve as the basis for document management in our institution. As part of the same process, the Archive of the School Administration and Regulations Office was moved to a space that now has the structure, furniture, security, and archival methodology for the optimal storage and management of our students' records.

Healthy Coexistence Program

Office of the Ombudsman for University Rights. In June 2023, our Institution hosted the 3rd Meeting of University Ombudsmen of the Anahuac University Network, for the purpose of sharing experiences, identifying good practices and proposing improvements for healthy coexistence in our institutions.

Another noteworthy action was the first diagnosis to identify activities (academic, research, social, cultural, etc.) in the field of the culture of peace, in order to establish a program for the construction and promotion of peace and non-violence in our University Community and the participation of 14 members of our University in the No+Violence Course, with a total of 90 participants in the entire Anahuac University Network.

The Anahuac Ombudsman's Office of Anahuac University has established the necessary mechanisms to prevent, address, investigate and punish (in accordance with University regulations), as well as to eradicate acts of violence of any kind that take place in physical, virtual and digital spaces, whether or not they are managed by the University, as well as in any external activity promoted by the institution or in which it participates or is represented, as well as among members of the University community from relationships related to the University environment.

As a result of these actions, this year 32 complaints have been received through the Virtual Office and five cases have been intervened that merited the activation of the Protocol of Attention to Situations against the Dignity of the Person at Anahuac Mexico University.

In addition to this, we were in contact with ombudsmen from different universities in the 20th Meeting of the Network of University Rights Defense Organizations, as well as an approach with the Autonomous University of Tamaulipas and with the National Polytechnic Institute, through the Women's Institute.

In the area of Safe Spaces, we are working to improve the infrastructure and facilities of this facility to enhance the safety conditions for members of the University Community. We have installed lighting in gardens, campus entrances, and walkways inside and outside the university, as well as security cameras and GPS in school and

employee transportation to ensure the safety of its members in their academic and work-related activities.

Advisory and Disciplinary Commission. This Commission has played a preeminent role in the attention to cases related to human rights. In 2023, 48 cases were opened for violations of the Rules of Good Coexistence and Discipline, for which 87 meetings were held to monitor and follow up on 165 hearings, intervening in 17 direct conciliations that did not merit the opening of disciplinary proceedings; in addition, 133 consultations were attended.

For these disciplinary procedures, we have a human rights specialist to ensure due process, with the guiding principles of "no re-victimization", the presumption of innocence and zero tolerance for cases that violate the dignity of the person.

The year 2023 was of paramount importance in informing the University community about the disciplinary





process and the powers of the Commission, as well as the work of the Office of the University Rights Ombudsman. More than 18 workshops on healthy coexistence were held in all schools, faculties and areas of the university, and 10 training sessions were held for administrative and academic staff, covering all staff (approximately 800 people).

As we do every year, we presented the Anahuac Ombudsman's Office and the Advisory and Disciplinary Commission to incoming students during the Integral University Welcome (BIU), in January and August for undergraduate students, and at the beginning of each semester for graduate students.

Human Capital

In an effort to contribute to the goals of the 2020-2024 Strategic Plan, the Human Capital Department continues to seek best practices that will help us achieve the goals set for 2024.

Throughout 2023, the results obtained reflect the perseverance and dedication of each of the areas that comprise it, in their effort to contribute to the continuous development of employees, motivating them to seek constant improvements that will allow them to fully achieve the goals and objectives of our Institution, as well as their own personal and professional growth.

As part of the improvements made to strengthen the areas of opportunity visualized in the results of the 2022 Organizational Climate Survey, we have implemented the following actions to help improve and sustain our organizational environment:

- Creation of the Professional Opportunities page on the Global Talent platform, with the goal of promoting the growth and development of employees who consult and apply for open positions in the university network, share these opportunities with their contacts, track the status of their applications from the platform, and continue the hiring process from the platform.
- In order to strengthen recognition and communication with employees, in collaboration with the Innovation and Digital Transformation Department, we created the ConectAnahuac platform, a space for interaction,



exchange of opinions and collaboration on common projects, where employees can recognize the efforts, achievements and competencies of their colleagues, thus strengthening more open, immediate and accessible communication for all hierarchical levels, as well as fostering a sense of belonging through human relationships that promote better listening and participation. A total of 611 users have registered, of which 599 are active.

- Two Life and Career Plan programs have been launched to promote positive leadership:
 - Training Program for Anahuac Directors, aimed at our current directors, designed and taught by Reddin Assessments, specialists in the topics and facilitation of this type of program for directors.
 - Integral Training Program for Management and Leadership Potential, aimed at employees with development potential. This program is run by the Anahuac Economic Development Institute (IDEA).
- In order to better serve the community, the University has increased the percentage of administrative and academic positions that meet the hiring profile and has adapted some structures to new needs with greater efficiency. A total of 165 vacancies were filled and 675 candidates were interviewed for various positions to find the right person for each vacancy.

Following up on program 6 of our strategic plan, which refers to the strengthening and development of talents at different organizational levels for the growth, promotion and recognition of people, we have once again applied the Management Effectiveness Diagnostic (Reddin) to the administrative and academic staff in order to establish an individual development plan that will allow each of our collaborators to continue developing their strengths and areas of opportunity, since their contribution is of great value and essential to the fulfillment of the University's strategies. In this way, we can continue to fulfill our mission of contributing to the integral formation of positive leaders who institutionally promote the development of people and society.

In addition, as in the previous year, we conducted a 360-degree assessment to improve and develop the talents of our employees. This management tool helps identify the main qualities, strengths, needs or areas for improvement of our directors, coordinators and department managers, seeking for them a possibility of professional development and congruent with our Anahuac Mission, which has as a model to form integral people, with institutional principles and values.

Furthermore, the Talent Attraction and Talent Team participated in the Employment Fair for People with Intellectual Disabilities organized by the School of Education at the South Campus; the Employment Fair organized by the Mayor's Office of Álvaro Obregón and the Virtual Employment Fair organized by the Anahuac Employability Area; the Talent Attraction Department gave the presentation "Current Challenges in Attracting Talent" at the Exchange Meeting organized by the Employability Area and the presentation "Beginning to Work" at the sessions for graduates of Medicine and Nutrition who began their social service.

In the area of Training, in 2022, the list of people who received training in 2022 was submitted to the Ministry of Labor and Social Welfare (STPS) for registration. The following activities were also carried out.



- In order to further strengthen the efficiency of the bicampus operation of academic and administrative processes, we held the training seminars with the Rector, with the participation of 58 directors, 209 academic coordinators, 258 administrative coordinators, 129 academics and researchers, and 513 administrative collaborators, and the presence of 1,167 members of our staff.
- In accordance with the needs assessment (DNC), we offered 17 courses and 13 lectures for administrative staff in the areas of work, human resources, sports, nutrition, and technology, training a total of 1,137 employees in 2023, as well as 12 induction courses for 126 new employees.
- The Training and Development Department, together with the Academic Development and Management Department, participated in a course on quality standards to ensure that future online courses are of the appropriate quality to be certified.
- Implementation of the “Becando a los nuestros” project, through which employees can attend high school online with scholarships from the funds raised through the participation fee of exhibitors in the “Friends & Family” Bazaar, held in December 2022 at the University facilities.
- In order to prevent stress-related illnesses, promote emotional well-being, increase the productivity of our employees and foster a favorable organizational environment, we used the NOM-035 Psychosocial Risks Survey for the third time.
- The Human Resources Department celebrated Teachers’ Day with a meal for 600 teachers; celebrated Mother’s Day and Father’s Day with a Mass; gave a presentation on Secretary’s Day; and offered a taquiza to the North Campus staff and pozole to the South Campus staff as an integration activity on Independence Day.
- To support the economy of the University Community, we signed eight new discount agreements and renewed five in different areas such as tourism, restaurants, social security, day care centers, health, sports, etc.

- As part of the support for retired employees and with the aim of continuing to improve, we promoted a needs assessment survey to find out what activities they would like the University to organize for them so that they can continue to accompany us after their retirement.

Finally, in collaboration with the Social Commitment Department, three donation campaigns were promoted among employees: one for school supplies “Un útil, un proyecto de vida” (“A School Supply, a Life Project”) for children from low-income families, and another for the protection of the environment through the collection of used batteries with special containers for their disposal, as well as a reforestation activity with employees.





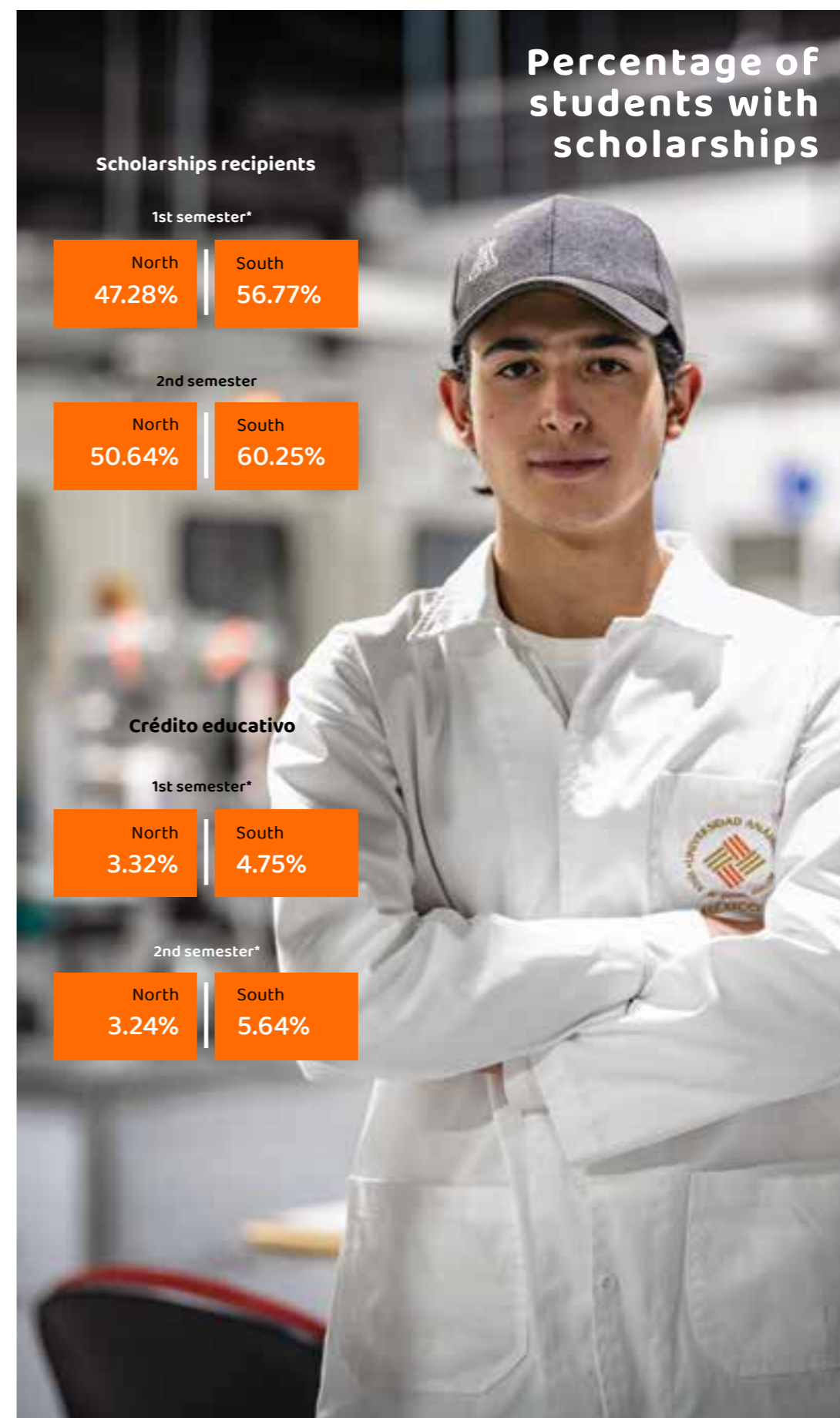
Undergraduate academic population

School	1st semester*	2nd semester**	Annual***	1st semester* AOL	2ND semester** AOL	Annual 2023 AOL
School of Arts	280	285	333			
School of Sports Sciences	130	140	160			
School of Architecture	614	649	731			
School of Actuarial Sciences	353	354	408			
School of Health Sciences	2,582	2,774	3,090	39	43	48
School of Communications	1,160	1,225	1,429			
School of Law	655	682	808			
School of Design	870	944	1,038			
School of Economics and Business	2,719	2,909	3,393			
School of Global Studies	236	230	285			
School of Education and Humanities	297	318	384			
School of Engineering	1,034	1,150	1,295			
School of Psychology	564	582	676			
School of Social Responsibility	125	106	135			
School of Tourism and Gastronomy	537	573	656			
	12,156	12,921	14,821	39	43	48

* Excludes 327 CS social service students in the first semester.

** Excludes 341 students of CS social service in the second semester.

*** Excludes 328 students whose only activity during the year was CS social service.



* Se excluye SS de CS.

Postgraduate academic population

School	PhD	Specialization	Master's	Online Master's	Online Specialization	Total
School of Actuarial Sciences	17		67			84
School of Architecture		35	34			69
School of Bioethics	38	13	14	157		222
School of Communications	92	105	67			264
School of Health Sciences	105	131	120	650	1,028	2,034
School of Law	57	93	70	402		622
School of Sports Sciences		45	45			90
School of Design	13	8	12			33
School of Economics and Business	2		484			486
School of Education and Humanities	157	100	147	873	332	1,609
School of Engineering	43		192			235
School of Psychology		1	62			63
School of Global Studies	29	13	16			58
School of Social Responsibility	59	24	26			109
School of Tourism and Gastronomy	19		64	99		182
Anahuac Online				2,588		
Total	631	568	1,420	4,769	1,360	8,748

Annualized data January – December 2023

Students by type of postgraduate studies



Number of teachers per school according to their academic level

From January 1 to December 31, 2023

School	PhD	Medical Specialization	Specialization	Undergraduate	Master's	General Total
Actuarial Sciences	27			1	37	65
Architecture	26		6	16	92	140
Arts	26		3	12	51	92
Bioethics	15	3	1	1	16	36
Communication	78		7	9	124	218
Health Sciences	123	595	15	22	303	1,058
Law	106		10	15	161	292
Sports Sciences	8	1	2	8	38	57
Design	22		4	39	124	189
Economics and Business	198		8	6	325	537
Education and Humanities	95		3	6	101	205
Integral Formation	8		1	4	20	33
Humanities	51		5		124	180
Engineering	111		3	6	188	308
Languages				3	7	10
Leadership Programs	2			5	34	41
Psychology	38	2	1	1	63	105
International Relationships	25		1	2	46	74
Social Responsibility	36			2	69	107
Tourism	33		1	13	94	141

*Considers Anahuac Online teachers in each school where classes were taught.



Infrastructure and services

NORTH CAMPUS

- Le Cordon Bleu-Anahuac Haute Cuisine Academy
- 3 food areas and 18 concessions
- 5 auditoriums
- Oral proceedings room
- 206 classrooms
- 4 dance classrooms
- 6 music classrooms
- 5 lecture halls or conference rooms
- 3 libraries
- 5 Gessel chambers
- Chapel
- Anahuac Center for Research and Strategic Development (CAIDE)
- Anahuac Mexiquense Cultural Center
- Center for Postgraduate Studies
- 5 Audiovisual Equipment Support Centers (CERAP)
- 15 centers and 4 research institutes
- 5 clinics
- Employee dining room
- 8 classroom buildings
- Sick Bay
- 11 parking lots with capacity for approximately 3,100 cars
- Photography studio
- Professional television studio
- Sports facilities: athletic track, gymnasium, 2 synthetic grass soccer fields, synthetic grass American football field, tennis, paddle tennis, fast soccer, volleyball and basketball courts, climbing wall and locker rooms.
- 48 laboratories
- 3 exhibition halls
- 7 restrooms for students
- 5 teachers' lounges
- 26 teaching rooms with 641 computers
- Earthquake warning system
- Bank branch and 3 ATMs
- 52 workshops
- Transportation for students and administrative staff
- Wireless Wifi

SOUTH CAMPUS

- Le Cordon Bleu-Anahuac Haute Cuisine Academy
- Food court and 6 concessions
- Auditorium
- Dance classroom
- Oral proceedings room
- 79 classrooms
- 5 conference rooms
- 9 computer classrooms with 183 computers
- 2 music classrooms
- Library
- Gessel Chamber
- Chapel
- International Culture Center
- Employee dining room
- 4 classroom buildings
- Sick Bay
- 2 parking lots with capacity for 1,000 cars
- Photography studio
- Professional television studio
- Sports facilities: athletic track, outdoor gymnasium, two soccer fields, tennis, paddle, fast soccer, volleyball and basketball courts and locker rooms
- 16 laboratories
- Break room for students
- Teacher's lounge
- 2 exhibition halls
- Earthquake warning system
- Bank branch and 2 ATMs
- 8 workshops
- Transportation for students and administrative staff
- Trading Room
- Wireless Wifi

Directory

SCHOOLS

- Gerardo Broissin Covarrubias
SCHOOL OF ARCHITECTURE
- Gonzalo Alberto Ortega Ugarte
SCHOOL OF ARTS
- Father Fernando Fabó Martín, L.C.
SCHOOL OF BIOETHICS
- Lourdes Díez Gutiérrez Igartua
SCHOOL OF ACTUARIAL SCIENCES
- Salvador Bueno Valenzuela
SCHOOL OF HEALTH SCIENCES
- Héctor Igor Rubio Sosa
SCHOOL OF SPORT SCIENCES
- Josu Garritz Alcalá
SCHOOL OF COMMUNICATIONS
- Alfredo Dagdug Kalife
SCHOOL OF LAW
- Blanche Helen Toffel Quiñones
SCHOOL OF DESIGN
- Edgar González Olea
SCHOOL OF BUSINESS AND ECONOMICS
- Francesca Munda Magill
SCHOOL OF EDUCATION AND HUMANITIES
- Carlos García Fernández
SCHOOL OF GLOBAL STUDIES
- Mario Buenostro Perdomo
SCHOOL OF ENGINEERING
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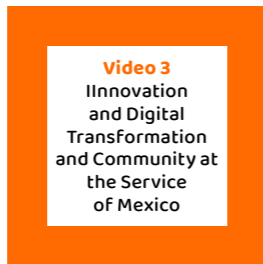
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