

UNIVERSIDAD DE LAS AMÉRICAS PUEBLA



# **ANUAL** REPORT 2015 • 2016

**UDLAP.**

# ANNUAL REPORT

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# RT 2015 • 2016

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FROM THE PRESIDENT

STUDY PROGRAMS

OUR FACULTY

AND ARTISTIC CREATION

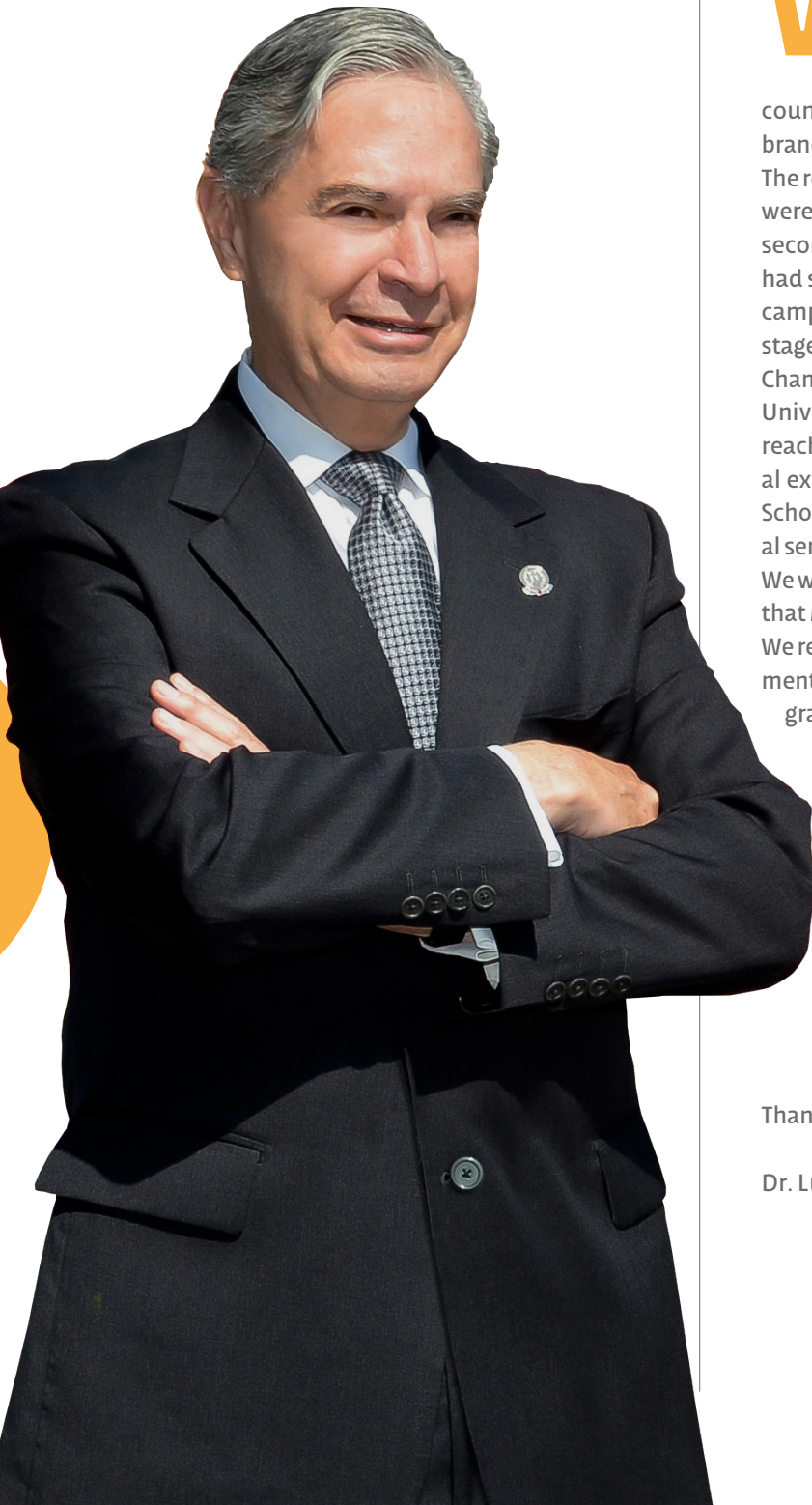
ENGAGING STUDENTS

OPERATIVE EFFICIENCY

STATE-OF-THE-ART FACILITIES

# MESSAGE FROM THE PRESIDENT

2015 was a very good year for UDLAP. We received, without any recommendations, the institutional re-accreditation from the Southern Association of Colleges and Schools, Commission on Colleges, for the 2015–2025 period, thus reaffirming the quality of the university at an international level.



**W**e increased academic agreements with the best universities in the world, which will allow our students and professors to participate in studies and joint research. At the same time, the university will benefit from the visit of prestigious professors and researchers from those

countries to perform collaborative activities in different branches of knowledge and innovation.

The results from the cultural and sports representative teams were outstanding: we achieved championships for the first, second, and third consecutive time in different sports. We had several artistic presentations and activities on and off campus, reaching over 32,000 people and performing in stages such as Carnegie Hall in New York, where the UDLAP Chamber Choir gave a concert.


Universidad de las Américas Puebla, in its commitment to reach out to society, inaugurated an academic and cultural extension in Mexico City, the “UDLAP Jenkins Graduate School”, which will offer selective and innovative educational services at the graduate and continuous education levels. We want to make significant contributions to train the talent that Mexico requires.

We reinforced our continuous improvement program, implementing the evaluation of Vice Presidents, and started a program to set and evaluate individual goals for the university’s personnel. We continued the standardization of institutional processes documents, and recorded and developed formal actions to improve the university.


All these actions contribute to our objective of training critical, creative, and innovative professionals, giving them the necessary tools to succeed, and meeting the University’s mission of being a leading institution with international quality in Mexico, always working as a team, as the team we all belong to: UDLAP. Let’s continue to advance together!

Thank you.

Dr. Luis Ernesto Derbez Bautista

A photograph of two young women sitting at a desk, smiling and looking at each other. The woman on the left has short dark hair and is wearing a light-colored jacket. The woman on the right has long dark hair, wears glasses, and a patterned scarf. They appear to be in a classroom or library setting. The entire image is overlaid with a semi-transparent orange filter.

# RELEVANT *study* PROGRAMS



At Universidad de las Américas Puebla, licenciatura and graduate study programs have consistent quality and, when redesigned, they meet the needs and expectations of public and private organizations and society and are the basis for our alumni's professional growth.

**UDLAP** obtained the **2015-2025** re-accreditation from the **Southern Association of Colleges and Schools, Commission on Colleges**, without recommendations.

## INTERNATIONAL ACCREDITATIONS

On December 8, 2015, UDLAP obtained a re-accreditation without recommendations for the 2015–2025 period, during the Annual Meeting of the Southern Association of Colleges and Schools, Commission on Colleges. Few higher education institutions have achieved this result within this organization, thus confirming the university's public commitment to academic excellence and top international quality standards. This accreditation distinguishes UDLAP from other Mexican universities, and maintains its prestige as one of the best in the country.

The Licenciatura in Food Engineering obtained its international 2015-2020 re-accreditation from the Institute of Food Technologist, allowing it to train professionals who use scientific knowledge to obtain innovative solutions in nutrition and sustainability to benefit society at a global level.

In September, UDLAP received the evaluating committee of the Accreditation Board for Engineering and Technology ABET, made up of five members from universities such as the Georgia Institute of Technology, North Carolina State University, and the US Army Corps of Engineers, to review the Civil, Industrial, Mechanical, and Mechatronic Engineering programs as part of their accreditation process. This process should end in July 2016, when we expect to receive a positive result and prove that these programs meet the standards to train graduates with solid educational bases, skills in innovation leadership, new technologies, and foresight for the public's wellbeing and security.

Universidad de las Américas Puebla continues to seek accreditation before international organizations, assuring that it has the quality – and the necessary resources, programs, and services – to fulfill its objectives in higher education.

## NATIONAL ACCREDITATIONS

UDLAP keeps its commitment to academic quality in its licenciatura and graduate programs. Besides the accreditation updates scheduled by the Secretary of Public Education, the programs are reviewed by external accreditation organizations that perform audits to endorse their quality. These audits are usually carried out every five years from the first time the accreditation was awarded.

In 2015 we started the self-evaluation process to ratify the institutional accreditation of the Federation of Private Mexican Higher Education Institutions (Federación de Instituciones Mexicanas Particulares de Educación Superior A.C. – FIMPES). This process consists of two stages that must be concluded in the Spring 2017 semester.

Also in 2015, 41 licenciatura programs (80% of the licenciaturas offered) were accredited by different organizations that belong to the Council for the Accreditation of Higher Education (Consejo para la Acreditación de la Educación Superior A.C. – COPAES).



Of these programs, four licenciaturas ratified their accreditation until 2020:

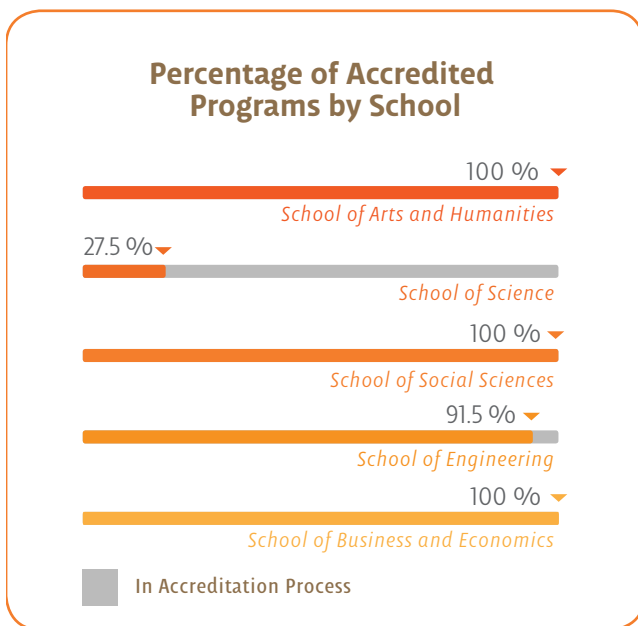
- Architecture (third cycle accreditation), from ANPADEH
- Food Engineering, from CACEI
- Industrial Engineering, from CACEI
- Electronic Engineering, from CACEI

While others are in the process of re-accreditation:

- Clinical Psychology
- Organizational Psychology
- Computer Systems Engineering

The self-evaluation of the Licenciatura in Medical Surgeon concluded and, in February 2016, we were visited for a preliminary review by Mexican Association of Faculties and Schools of Medicine (Asociación Mexicana de Facultades y Escuelas de Medicina A.C. - AMFEM) commission, to prepare for an accreditation visit.

88.7% of the student population is enrolled in one of the accredited programs, considering the programs that can be accredited since new programs cannot request accreditation until six months after the first class has graduated.



## CURRICULUM REVIEW

In 2015 we finished reviewing and updating 19 master's programs, and included two new programs at this level: Master in Energy Law and Master in Energy Administration. This process considered the needs and expectations of employers, accreditation organizations, and surveys of students in the Learning Outcomes evaluation process.

- The updated Master's programs are:
  - Information Design with specialty in Editorial Production.
  - Fiscal Law with specialty in Fiscal Consulting.
  - Clinical Psychology with specialty in Health Psychology.
  - Communications and Digital Media with specialty in Multimedia Production.
  - Governance and Globalization with specialty in International Management.
  - Construction Project Management with specialty in Construction Management.
  - Manufacturing Management with specialty in Production and Logistics.
  - MBA with specialty in Project Management and specialty in Strategic Management.
  - International Management with specialty in International Marketing.
  - Health Services Management with specialty in Hospital Management.
  - Energy Law with specialty in Hydrocarbon Regulation.
  - Business Law with specialty in Fiscal Strategy and specialty in International Business Law.
  - Organizational Psychology with specialty in Work Psychology.
  - Sports Psychology with specialty in Physical Activity and Sports.
  - Management of Sustainable Technologies with specialty in Renewable Energies.
  - Energy and Sustainable Technologies with specialty in Renewable Energies.
  - Marketing with specialty in Branding and Retailing.
  - Master in Business Administration, with specialty in Project Management and specialty in International Strategy.

- Corporate Finance with specialty in Business Financial Management.
- Information Technology Administration with specialty in Information Systems.
- Lean Systems with specialty in Continuous Improvement.
- Energy Administration with specialty in Energy Project Management.

### PROFESSIONAL PRACTICES

As part of their program, students must take at least two “Professional Practices” courses, where they solve real problems of their discipline and prepare for professional life. One of the options offered at UDLAP to pass such courses are professional practices in which the student must work for an organization willing to receive him/her.

In 2015, 789 companies – an increase of 12% from the previous year – in sectors such as business, education, government, social, and services were registered. To certify the companies, a process was implemented to request and validate their legal documents and representatives. And, in order to consolidate the collaboration bases with government agencies and companies that make up a part of the employment network, five agreements were signed for professional practices with:

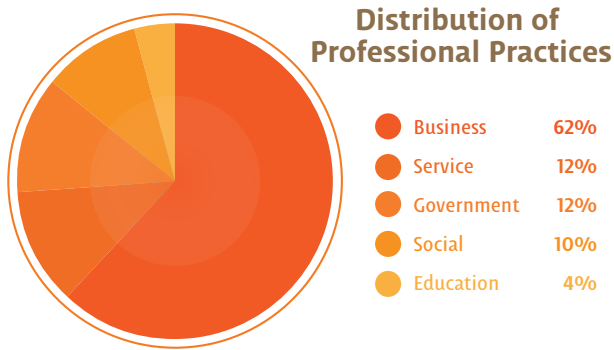
- Hoffmann Quality Tools México de R.L. de C.V. Leading company in quality tools. High recognition among industrial businesses in the German metallurgical sector.
- Instituto de la Juventud del Municipio de Puebla. Organization that cares for young people from the Puebla municipality, creating and implementing public policies that are comprehensive, complementary and current.
- Johnson Controls Servicios S. de R.L. de C.V. World technology leader that offers products, services, and solutions to optimize energy and operational efficiency in buildings. They also manufacture lead and acid batteries for cars, high-tech batteries for hybrid and electric vehicles, and automobile seat components and systems.
- Procuraduría General de Justicia del Estado de Puebla. A government body that promotes reporting and preventing crime, seeking to comply with the law and to protect crime victims.
- Saludem Centro de Alta Especialidad S.A. de C.V. Group of health professionals who provide top quality basic medical services, meeting legal requirements and looking to continuously improve in customer satisfaction.

Signing these agreements is the maximum level of formalization of a relationship between UDLAP and an organization, opening possibilities for the student to become engaged in different areas of his/her discipline and use his/her



abilities to the fullest, creating new areas of interest and benefiting from the diverse programs offered.

For 2015, a good number of students who enrolled in the 2012 study programs were in semesters where they could take Professional Practices I, or equivalent, which significantly increased the number of student-organization associations, as compared to previous years. During this year's three school terms, 1,000 applications were received from students interested in professional practices. Of these, 725 successfully completed the process. The following graph shows the dispersion of practices:




The most favored sector by the professional practices program was the business sector. The readiness of companies and applicants to participate is evidence not only of their mutual interest for professional growth, but of the presence and consolidation of the institution in this area. To continue to create satisfactory learning experiences through professional practices, we will strengthen collaborations in the most requested sectors. Also, we will establish new agreements with organizations in the education and social sectors, in order to offer future applicants a wider range of opportunities.





# PRESTIGIOUS *faculty*



The university has professors who are recognized in the country and abroad for their academic standing, professional development, teaching experience, and research and/or artistic creation. The faculty encourages the academic community to participate in research, creation, consulting, distance education, continuous education, and other institutional projects

**98% of UDLAP professors  
have a graduate degree.**



The university has professors who are recognized in the country and abroad for their academic standing, professional development, teaching experience, and research and/or artistic creation. The faculty encourages the academic community to participate in research, creation, consulting, distance education, continuous education, and other institutional projects.

In 2015 the university had close to 600 professors. Over 45% of them are full time professors, and 98% of these have graduate degrees. 17% of the faculty is foreign, which offers international experiences for students.

Participating in research stays abroad allows professors to keep current in their areas of expertise, as shown below:

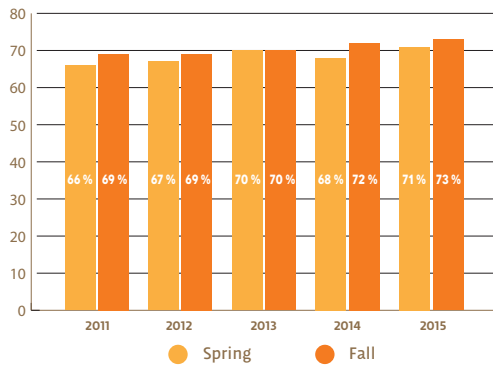
- Cristobalina Miriam Trápaga Ortega and Dr. Angélica Flores Barrios, professors from the Psychology Department, participated in a research stay for “Neuropsychological Rehabilitation in Cognitive Impairment” in Zamora, Spain.
- Dr. Laura Elena Romero López, professor of the Anthropology Department, participated in the international visitor program “Indigenous Communities in the United States,” in Mexico City.
- Dr. Ofelia Delfina Cervantes Villagómez, professor from the Computer, Electronic, and Mechatronic Department, did a research project in “Expert Recruiting” in China.
- Dr. José Alfredo Sánchez Huitrón, professor from the Computer, Electronic, and Mechatronic Department, took part in a residence program in the Institute of Intelligent Cities in Shanghai University in China.
- Dr. Victor Vysloukh, professor from the Department of Actuarial Sciences, Physics, and Mathematics, conducted research while at the School of Sciences of the Instituto de Ciencias Fotónicas in Barcelona.
- Dr. Jorge Fernando Vélez Ruiz, professor from the Department of Chemical, Food, and Environmental Engineering, did research at the Research Center of the Instituto de Agroquímica y Tecnología de Alimentos in Spain.
- Dr. Olegario Alarcón Waess, professor from the Department of Actuarial Science, Physics, and Mathematics, participated in a research project on properties of macromolecular roller systems in AI Research Center Jülich in Germany.
- Dr. Pedro Bañuelos Sánchez, professor from the Computer, Electronic, and Mechatronic Department, taught an Electrical Engineering course in California.
- Dr. María Sheila Pintado Cucarella, professor from the Psychology Department, took part in research programs on Happy Classrooms and Updating and Research in Mindfulness in Valencia.
- Dr. José Luis Sánchez Salas, professor of the Chemical Biological Department, taught a Biotechnology theoretical-practical course at the Johns Hopkins University Center for Talented Youth Program in Pennsylvania.
- Dr. Maxim Ivanov Todorov, professor from the Actuarial Sciences, Physics, and Mathematics Department, did a research stay at the Institute of Mathematics and Informatics of the Bulgarian Academy of Sciences in Bulgaria.
- Dr. Leandro Rodríguez Medina, professor of the International Relations and Political Science Department, carried out research on “Internationalization of Social Sciences” in Mexico City.
- Dr. Adriana Palacios Rosas, professor from the Chemical, Food, and Environmental Engineering Department, did a research project at the University of Leeds in England.

- Dr. José Luis Zechinelli Martini, professor from the Computer, Electronics, and Mechatronics Department, did a research stay at the Universidad de la República in Montevideo, Uruguay.

**FACULTY EVALUATION**

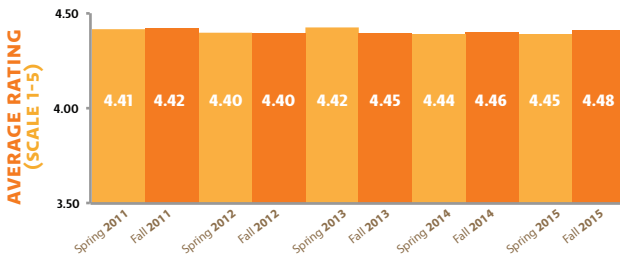
The evaluation of the faculty is one of the mechanisms used to measure the satisfaction of students regarding their courses and professors. This survey also provides feedback on the level of learning achievement for each of the courses of a study program. These evaluations give information to make academic decisions regarding training programs, development of professors, and awards for faculty members.

**Participation of the Student Community Faculty Evaluation**



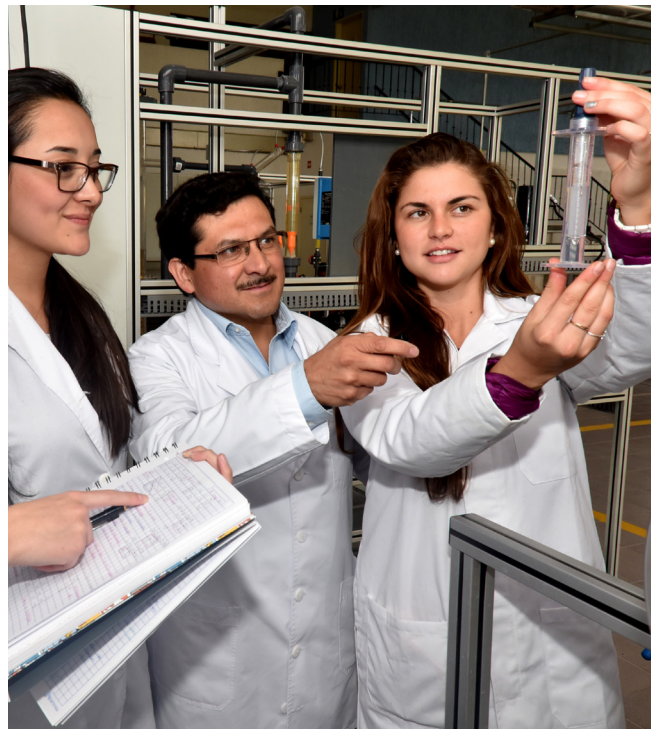
The results of the professors’ evaluation certify the academic quality at UDLAP. At the end of Spring 2015, students rated their courses’ professors with an average grade of 4.45 in a scale from 1 to 5, 5 being the top grade. The Fall 2015 survey gave them an average of 4.48.

**Professor Evaluation 2011 - 2015 Results**



Like every year, several professors were honored with the medal “Commitment to UDLAP Education”, after considering their students’ evaluation, the opinion of their peers and the academic director, as well as their participation in research, outreach, consulting, and UDLAP support activities. In 2015, this award was granted to the following professors:

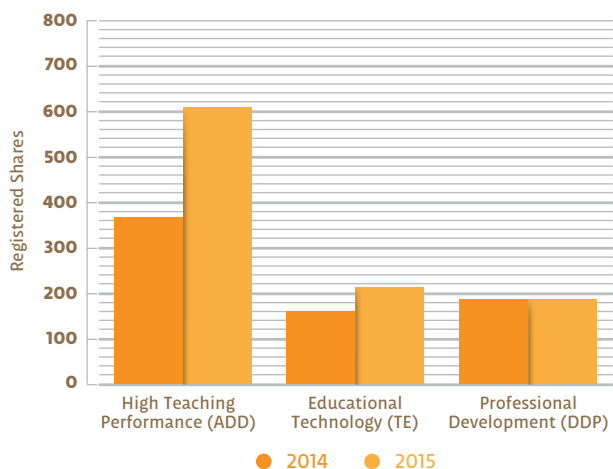
2015 COMMITMENT TO UDLAP EDUCATION MEDAL
Mtra. Celia Eileen Dickens Gavito School of Arts and Humanities
Dr. Arturo Lorenzo Valdés School of Science
Dra. María Sheila Pintado Cucarella School of Social Sciences
Dra. Nelly Ramírez Corona School of Engineering
Dra. Robyn Lynn Johnson Carlson School of Business and Economics



**PROFESSOR UPDATING PROGRAM**

In 2015, looking to develop and strengthen a prestigious faculty and to fulfill the “Professor Training Plan in Teaching Skills and Professional Updating”, over 300 hours of teaching updating were offered in different areas, with an average 21 participants per session as shown in the graph below.

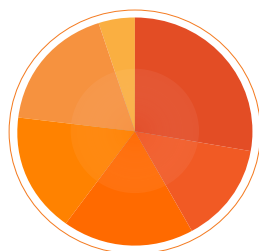
**Distribution of Participations in Courses Offered in the PAD**



There were about one thousand participants in the different sessions included in the program, distributed per school as follows:

At the end of 2015, faculty members who completed 45

**Distribution of Participants per School**



- 28% ● School of Arts and Humanities (EDAH)
- 14% ● School of Social Sciences (EDCS)
- 18% ● School of Science (EDEC)
- 17% ● School of Engineering (EDEI)
- 18% ● School of Business (EDNE)
- 5% ● Other Participants

hours or more of training in the Professor Updating Program were recognized. Personalized sessions were offered throughout the year to 20 full and part time professors, on topics such as teaching strategies with technology, to promote actions to improve educational practices using technological resources to give students deep and lasting learning. Support for curriculum review was offered in the workshop “Fundamental Aspects of Curricula Design, Using a Competencies Focus”, which had the participation of 80 full time professors; this experience helped the participants to analyze the theoretical principles of curriculum review focused on competencies, and to use basic elements to define and build a study plan from its general objectives to its evaluation. Likewise, 8 online courses were designed to be part of the range of programs offered in 2016, so full time professors can participate at different times and various places, using virtual learning environments.

With support from the Information Technologies Department, an electronic survey was designed and implemented so the faculty may request Blackboard templates for their onsite courses. This system will expedite and automate the process.

**SUPPORT FOR COMMON CORE COURSES**

Full time professors who teach common core courses also had the support of the Teaching Assistant program, to have effective sessions as well as better use of ICTs. Workshops were offered for professors who teach large groups on the following topics:

- Technology teaching strategies
- Active learning strategies
- Teaching strategies for large groups
- 38 full and part time professors participated in this activity.

Professors who teach online courses have national and international standing for their knowledge, professional development, and teaching and research experience, meeting the requirements of accreditation agencies in Mexico and abroad – as do professors who teach onsite courses.

Taking into consideration the results of the professor

evaluation and in order to strengthen the services provided to graduate online programs, professors were trained in the use of educational technology tools in the Blackboard platform. They also received training in online teaching-learning methodologies and the different roles of professors in this modality, and they were offered continuous support while teaching the courses. These systematic actions enriched the teaching-learning processes in the online modality and developed the skills of the professors, encouraging them to organize course activities, resources, feedback, and interaction in the educational platform.

### ACADEMIC MOBILITY

UDLAP is part of a México-UK consortium with the best universities in the United Kingdom. As part of an initiative of the British Council and the Mexican Agency for International Cooperation and Development (Agencia Mexicana para la Cooperación Internacional y el Desarrollo - AMEXCID), Universidad de las Américas Puebla signed agreements for professor and researcher exchange with twelve of the most prestigious universities in the United Kingdom. UDLAP will benefit from the visit of professors and researchers to conduct outreach and innovation activities in Science, Technology, Engineering, and Mathematics, as well as in the Humanities and/or Social Sciences.

The British universities that will collaborate with UDLAP are:

**UDLAP** signed **collaboration agreements** to exchange researchers and professors with **twelve** of the most **prestigious universities** in the **United Kingdom**.

- University of Cambridge
- King's College London
- University of Nottingham
- University of Warwick
- University of Bristol
- University of Leeds
- University of Edinburgh
- University of Manchester
- University College London
- University of Southampton

- University of Sheffield
- University of Durham.

In addition, UDLAP established a collaboration agreement with the University of Cambridge that is unique in Mexico and Latin America. This agreement offers bidirectional academic mobility for cutting-edge research in arts, humanities, and social sciences, through academic stays in both institutions, where faculty members will hold the position of UDLAP-Cambridge Visiting Researcher. This agreement is an opportunity for Cambridge researchers to come to Mexico and consult libraries and archives, collect information, and exchange ideas with experts in their field. UDLAP professors who visit Cambridge will join a vanguard interdisciplinary research community and their work will open opportunities for future joint research projects.

**UDLAP** established a **collaboration agreement, unique in Mexico and Latin America, with the University of Cambridge.**

Universidad de las Américas Puebla reiterates with this agreement its commitment to offer and carry out academic activities that let the faculty be constantly updated in their different areas of knowledge, with an international vision that directly benefits students, to better train the future professionals that Mexico and the world needs.



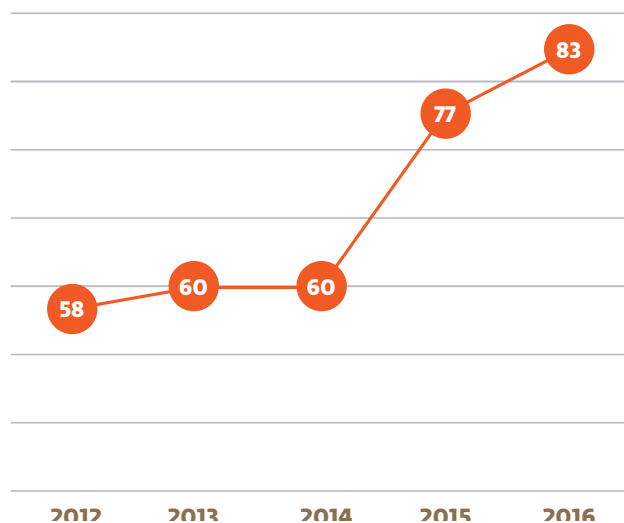
**RESEARCH.**  
AND *artistic*  
**CREATION**



**For Universidad de las Américas Puebla, research and artistic creation projects aim to generate cutting-edge knowledge and to influence the formation of top human resources, whose results and products are to be presented, made known, and/or published in different forums.**

As part of this objective, one out of every three UDLAP professors belongs to the National Researchers System (Sistema Nacional de Investigadores - SNI) of the National Council for Science and Technology (Consejo Nacional de Ciencia y Tecnología - CONACYT). In the last five years their number has increased as shown in the graphic.

### Number of FTP members of the S.N.I



### HONORS PROGRAM

The Honors Program distinguishes and supports licenciatura students who meet the guidelines defined in the program, like the best GPA, academic excellence, and commitment to artistic creation and research projects. Its members do a research or artistic creation project under the guidance of distinguished professors, creators, and researchers who will boost their academic progress. The program's increase, from its inception, is shown in this table:

NUMBER OF STUDENTS MEMBERS OF THE HONORS PROGRAM	
FALL 2013	67
SPRING 2014	85
FALL 2014	140
SPRING 2015	282
FALL 2015	384
SPRING 2016	452

### PROJECTS WITH EXTERNAL FINANCING

Among the relevant research projects that were started and finished in 2015 are the following:

- “Development of a Task Software for Neurocognitive Stimulation and Rehabilitation”, by Dr. Cristobalina Miriam Trápaga Ortega and Dr. Angélica Flores Barrios, with G&P Applications Company, S.A. de C.V.
- “Technological Development of Non-Conventional Carbonation for Drinks and Reengineering in the Packaging Production”, by Dr. Aurelio López Malo-Vigil, with Mondeléz Internacional.
- “Development of a Metal Impregnation Process and Segregation at High Speed to Make and Repair Bearings and Recover Metals”, led by Dr. Jorge Arturo Yescas Hernández, with Dual Talleres Metal Mecánica S.A. de C.V.
- “Strengthening Infrastructure to Consolidate Research Lines in Natural and Synthetic Products with Biomedical Applications”, by Dr. Miguel Ángel Méndez Rojas, together with Conacyt.
- “National Supercomputing Lab in Southeast Mexico”, by Dr. Roberto Rosas Romero, with Conacyt, Benemérita Universidad Autónoma de Puebla (BUAP), and Instituto Nacional de Astrofísica, Óptica y Electrónica (INAOE).
- “S2EuNet: Security, Services, Networking, and Performance of Next Generation IP-Based Multimedia Wireless Networks”, by Dr. José Luis Zechinelli Martini, with FP7-PEOPLE-2009-IRSES, Seventh Framework Programme of the European Union.
- “Investments, Capital Flows, and Real Exchange Rate in Mexico”, by Dr. Carlos Alberto Ibarra Niño, with Conacyt.
- “Electro-Optical Sensors in Integrated Optic Technology and Optic Filters”, by Dr. Jorge Rodríguez Asomoza, with Conacyt.
- “Synergic Effects by Electronic Interaction between Clusters of Metallic Oxides and Titanium Dioxide Nanotubes: Nanostructured photo-electro-catalysis», by Dr. Marco Antonio Quiroz Alfaro, with Conacyt.
- “Synthesis of New Chiral Compounds Containing Nitrogen, Sulfur, and Phosphorous, and their Application in Asymmetric Catalysis”, by Dr. Cecilia Anaya Berríos, with Conacyt.

- “Identification of Oxidation By-products Generated after the Application of Advanced Oxidation Processes for the Degradation of Red Tide-Toxins in Water”, by Dr. Erick Roberto Bandala González, with Conacyt.
- “Prevention of Diabetes Mellitus Type II through Automated Electronic Systems for Early Risk Detection”, by Dr. Rubén Alejos Palomares, with Arroba Ingeniería S.A. de C.V.

The programs started in 2015 that will continue through 2016 and 2017 are:

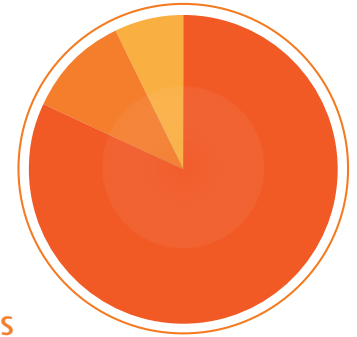
- “Use of Ants as Bio-indicators of Changes in Soil Use and Climate”, coordinated by Dr. Mariana del Socorro Cuautle Arenas, with Conacyt.
- “Development of a Functional Food with Microencapsulated Lactic Bacteria Producing Bioactive Compounds with Potential Application in Obesity”, by Dr. Aurelio López Malo-Vigil, with Conacyt.
- “Externalization Models of Information Technologies in the Mexican Public Sector”, coordinated by Dr. Duhamel Francois Bernard, with Conacyt.
- “Biochemical Characterization, by Docking and Molecular Dynamics of the Union Site of Beta Lactoglobulin Ligands of Bos Taurus», by Dr. Julio Lenin Domínguez Ramírez, with Conacyt.
- “The National and Global Repositioning of Mexican Cities Facing Transnational Problems: Energy, Environment, Migration, Public Safety, and Culture”, coordinated by Dr. Marianne Helena Marchand, with Conacyt.
- “Integrated Management (ICZM) of the Rio Grande Basin under Climate Change Scenarios”, coordinated by Dr. Polioptro Fortunato Martínez Austria, with Conacyt.
- “Evaluating the Potential Toxicity of Inorganic Nanoparticles for Potential Biomedical and Nutritional Applications”, by Dr. Miguel Ángel Méndez Rojas, with Conacyt -UC-MEXUS.
- “Development of a Sustainable Process for Water Management in an Organization”, by Dr. René Reyes Mazzoco, with Empacadora San Marcos, S.A. de C.V.
- “iCluster 2.0 Ecosystem”, coordinated by Dr. Ofelia Delfina Cervantes Villagómez, with Plataforma Tecnológica Mexicana, A.C.

## Projects with External Funding

82% ● Conacyt

11% ● Businesses

7% ● National and International Organizations




In 2015, 14 research projects were started, totaling \$21,957,117.32 pesos; over 70% of these projects are directly linked to emblematic research lines followed by the research doctorates at UDLAP, whereas 35% of these projects are directly linked to industries. In addition, 124 research projects without external financing were done, with the participation of 91 full time professors.

At the start of 2016, external funding is slated for 20 projects, and 116 projects will be coordinated internally with the participation of 96 full time professors.

**Over 70% of the 2015 research projects were directly related to the flagship research lines.**



# OUTSTANDING *Students*



**Students at Universidad de las Américas Puebla are characterized by their academic achievement, learning experience, competencies, and social responsibility, which results in a comprehensive personal, professional, sports, and cultural development in a plural environment during their time at the university, meeting the quality and excellency standards demanded by public, private, and social organizations.**

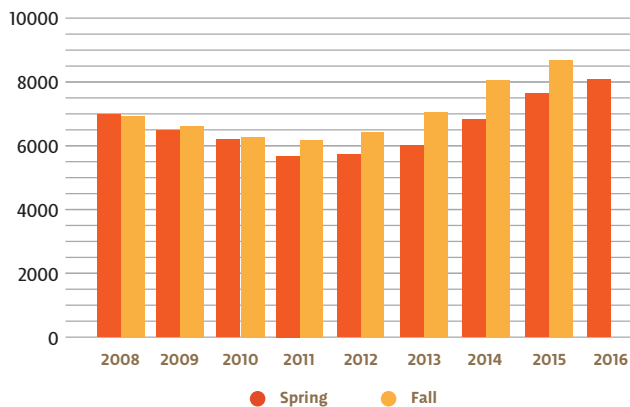
Students at Universidad de las Américas Puebla are characterized by their academic achievement, learning experience, competencies, and social responsibility, which results in a comprehensive personal, professional, sports, and cultural development in a plural environment during their time at the university, meeting the quality and excellency standards demanded by public, private, and social organizations. Due to this, and based on the 2015 strategies, we accomplished a higher market penetration in Veracruz, Morelos, Hidalgo, Tabasco, Tlaxcala, Quintana Roo, Mexico State and Mexico City, which increased the number of new licenciatura students.

On the other hand, given the response to the 2014 program “UDLAP Visits your City”, which provides personalized attention to UDLAP applicants, we decided to continue with this project in different cities as shown in the figure.

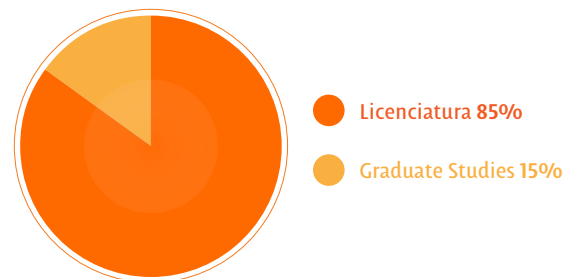


It is important to mention that the 2015 March and October expoUDLAP – events in which high school or university students visit the campus and see its academic offering – over 8,000 students were received from all Mexican states and some from abroad. Attendance to ExpoUDLAP in October increased by 45% from the previous year. In both 2015 events there were activities focused on vocational orientation for the different high schools that come, obtaining a favorable response from strategic partners.

**UDLAP Student Population**



**UDLAP Students Spring 2016**



## UDLAP SCHOLAR STUDENTS

The student community is a source of pride for the university. We honor intellectual talent, initiative, perseverance, and integrity in students, through the award “UDLAP Scholar”. For the seventh consecutive year, this award has been granted to the top five licenciatura students who obtained the best GPA in their schools, and the best GPA in graduate school:

### UDLAP SCHOLAR 2015-2016

**Daniela Hurtado Lozano**

Licenciatura in Visual Information Design  
School of Arts and Humanities

**Julián David Quintero Franco**

Licenciatura in Physics  
School of Science

**Montserrat Pérez Castro**

Licenciatura in Cultural Anthropology  
School of Social Sciences

**Daniel Alejandro Caballero Cerbón**

Licenciatura in Chemical Engineering  
School of Engineering

**Daniela Carolina Castillo Angulo**

Licenciatura in International Business Administration  
School of Business and Economics

**Mtra. Luisa Fernanda Grijalva Maza**

Doctorate in Creation and Culture Theory  
Graduate Studies

Abel Aburto Platas, student Orgullo UDLAP of the Licenciatura in Nanotechnology and Molecular Engineering, won the 2015 National Youth Prize in the category Science and Technology awarded by the Presidency of the Republic.

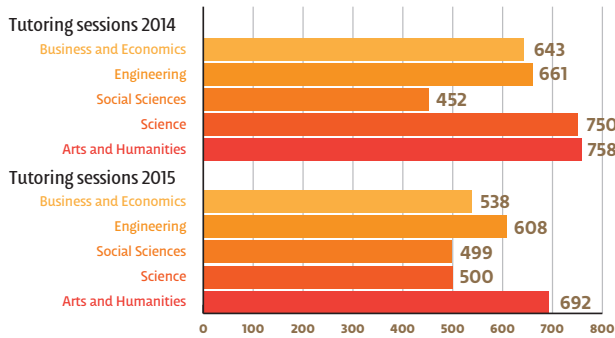
## ACADEMIC TUTORING

During the 2014-2015 period, the number of tutoring sessions increased, thanks to the work of full time professors who contribute in helping new students adapt to university life and to drive their professional development. A tutor creates an environment of safety and confidence to help students to discern their goals and objectives clearly, and to strengthen their relationships with faculty members and the university community.



A graphic of the 2015 increase of 15% more tutoring sessions than 2014 is shown below:

**Academic Tutoring per School  
2014-2015**



**ACADEMIC ADVISING**

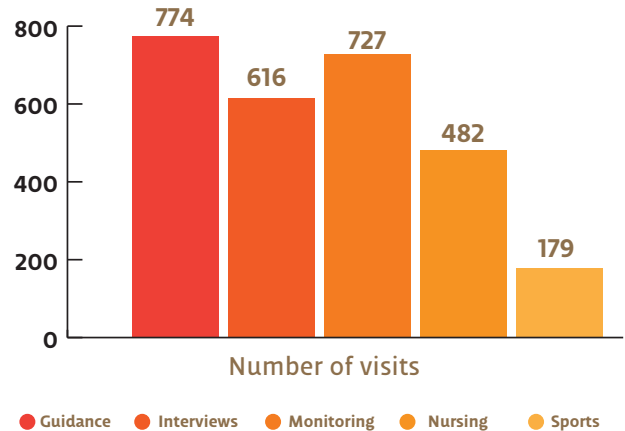
The Academic Advising Department consists of education professionals who help students to improve their academic performance, by developing strategies and skills that help them to successfully face academic challenges.

Among the groups of students helped by this area, for follow-up or academic support, are the following:

- Students referred by their academic tutor.
- Sports students.
- Newly enrolled students of the Licenciatura in Nursing.
- Students from any licenciatura who require guidance in specific courses.

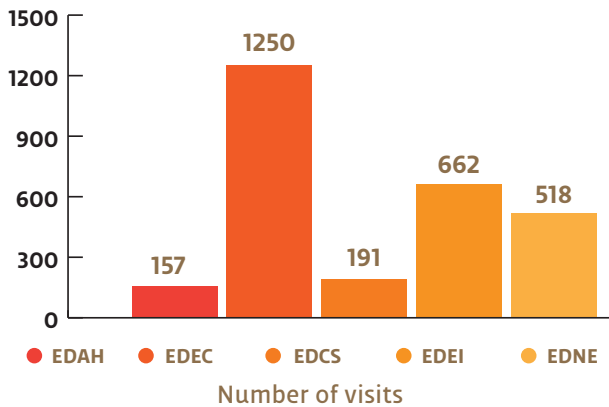
In 2015 there were 2,778 visitors. The following graph shows the number of visits per service required or attention group:

**Number of visits per service**



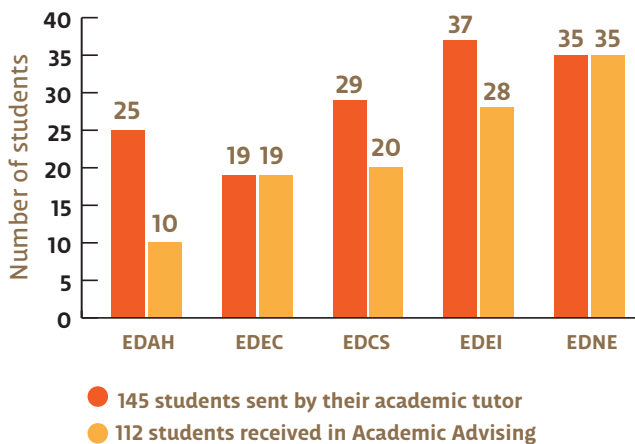
This graph shows the number of visits per school. The numbers of the School of Science reflect the Tutoring Program for new students of the Licenciatura in Nursing; this program provides different academic tools that help students continue in the university.

**Number of Student Visits per School**



The success of this program is due in part to the academic tutor, who follows-up tutees throughout their university career. The following graph shows the number of students channeled to this area, and those who were offered this service.

**Students Sent by their Academic Tutor / Received in This Area**



One of the greatest accomplishments was to give attention to all students from the School of Science and the School of Business and Economics who were channeled to this area by their tutor. Other elements that drive this area are students who fulfill scholarship and social service by advising their peers, and students who excel in their university careers who act as advisors: two relevant features in the skill-developing process, since both the advisor and advisee are UDLAP students.

The Academic Advising area also channels students to various learning centers, which are important resources for students:

- Academic Writing and Critical Thinking Center
- Mathematics Learning Center
- Language Learning Centers



**AGREEMENTS WITH INTERNATIONAL INSTITUTIONS**

UDLAP continues to advance in making its academic programs international. During the last period, several bilateral cooperation agreements were signed which increases the options for our students, provides joint research opportunities for faculty, and offers professional development opportunities through internships, research stays, and professional practices around the world.

During the second semester of 2015, UDLAP signed bilateral cooperation agreements with three higher education institutions in Texas:

- University of Texas El Paso (UTEP)
- University of Texas San Antonio (UTSA)
- University of the Incarnate Word (UIWTX)

These agreements let students from both countries participate in regular academic exchanges, have stays at the licenciatura and graduate levels, contribute in joint research projects, and develop studies in different areas, especially in topics of public policy, migration, Mexican studies, medical sciences, water science, and renewable energy.

This cooperation will also give our students access to a European research center located in Heidelberg, Germany, carried out by UIW, as well as opportunities to participate in research projects, professorships, and conferences organized by the UTSA’s Mexico Center. Additionally, these agreements let students participate in medical research and stays in hospital centers in Texas, considered among the best in the world.

An agreement for professor exchanges, dual program, joint research, and more was signed with Dublin City University (DCU) in Ireland, one of the world’s best 50 recently created universities and considered among the best 400 universities of the world. The relationship between UDLAP and this prestigious university started in 2005.

A collaboration agreement was also established with Trinity College Dublin, the oldest education institution in Ireland, also considered among the top 100 institutions in the world. This important agreement, unique in Mexico, allows students and professors to participate in joint studies and research.

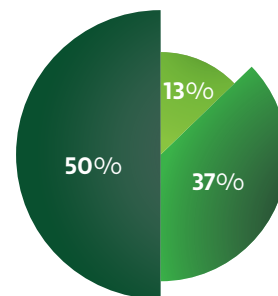
With these agreements, UDLAP reaffirms its commitment to academic quality, vanguard research, and the training of successful professionals who will find solutions to current problems of our society

**STUDENT MOBILITY**

Para el año 2015, la UDLAP contó más de 400 estudiantes internacionales que decidieron venir a la institución en su búsqueda de programas de calidad, profesores reconocidos a nivel nacional e internacional y oportunidades de desarrollo profesional.

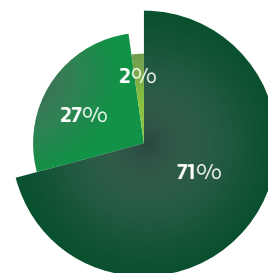
De la misma manera, la UDLAP envió a un número considerable de estudiantes hacia sus contrapartes en el extranjero, que buscan complementar su formación académica con una experiencia internacional, que les brinde a su vez una mayor proyección personal y profesional.

**UDLAP Students**



- Regular Academic Exchange
- Dual Programs
- Other Programs

**Internacional Students**



- Regular Academic Exchange
- Dual Programs
- Other Programs

The international students who visited UDLAP this year came from different areas. From the Americas we had students from Canada, US, Peru, and Colombia. European students arrived from the UK, Ireland, Spain, France, Italy, Germany, Sweden, Switzerland, and Denmark. From Asia and Oceania, we had students from Japan, China, South Korea, Singapore, Thailand, and Australia.



UDLAP sent students to several countries, European countries being the main destination. Almost 60% of UDLAP students opted to participate in one of the European programs, followed by North American, and finally Asian countries.

With this mobility, UDLAP consolidates itself as an institution with an international profile that offers its students, and its partner institutions, first class academic and professional opportunities, which position UDLAP as one of the best higher education institutions in the country.



**DISTANCE LEARNING**

Taking an online graduate course is an important challenge for students who wish to grow professionally and who, at the same time, must meet work and personal responsibilities. This year, we had activities to help students succeed in this study modality, which requires organizational and self-study skills, and motivation.

In 2015, 15 induction courses were taught to ease the integration of new students enrolled in online programs. These weeklong courses were given before the start of their studies, and were offered to the 247 new students of the 2015 online programs. The online learning environment was enriched by tutorial videos on the use of technological tools, a guide for distance students, and training and sharing on the use of different resources and services that UDLAP offers for this modality, like the Digital Library, the website for the Center for Writing and Critical Thinking, and technological support from the IT Department.

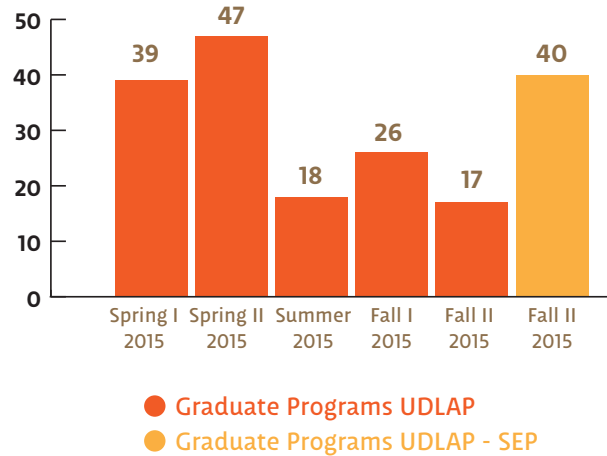
As of the 2015 Fall I trimester, the UDLAP-SEP master's programs included onsite sessions, that focused on developing competencies for teachers and directors through various lectures and workshops that UDLAP offered in their installations.

In 2015, 147 students graduated from the Business Administration, Corporate Finance, Corporate Law, Marketing, Information Technology Management, Health Services Administration, Organizational Psychology, and Teaching programs. Also, in the 2015 Fall II trimester the first 40 UDLAP-SEP students of the master in Basic and Intermediate

Education online program finished their studies.

The flexibility offered by UDLAP online programs is an option for professionals, so continuous improvement actions were defined and implemented to guarantee the quality of the distance programs, addressing the increasing demand for courses, which corresponds to the increasing number of units per student in 2015.

**Graduates from Online Courses  
2015**



## AZTECAS SPORTS

To educate persons with integrity, and being with them in their university life, is fundamental at UDLAP. Therefore, our sports programs are geared towards training responsible and disciplined students, who can apply the lessons learned in the field or court to their professional and personal lives. Every year at least 10% of our athlete students graduate, and they can positively impact their community and successfully become part of the job market.

### SPORTS REPRESENTATIVE TEAMS

In 2015 the sports results were superb. In the national championships of the National Student Sports Commission for Private Institutions (Comisión Nacional Deportiva Estudiantil de Instituciones Privadas - CONADEIP), the Aztecas men's taekwondo team became national champions for the third time. In women's soccer we recovered the championship. In men's volleyball, men's track and field, and football we were runners-up, and we obtained third place in women's track and field. The men's basketball team was crowned champions of the Student Basketball Association League (Liga de la Asociación de Baloncesto Estudiantil - ABE).

In taekwondo we did what was needed to obtain the championship. This accomplishment, plus those of 2013 and 2014, certified our martial arts team as the one to beat in the National Student Sports Commission for Private Institutions. In poomsae (or forms), Claudio Graniel obtained the bronze medal in individuals, while the men's team - consisting of Ernesto Ramírez, Claudio Graniel, and Zuriel Caballero - obtained the silver medal. Jorge Álvarez (under 58 kg) was crowned as the best in his category and received the Most Valuable Player trophy; Hugo Palacios (under 72 kg), Gerardo Cervantes (under 67 kg) and Carlos Herrera (up to 54 kg) stepped on the podium to receive silver medals; José Antonio Doporto (under 72 kg), Jorge Villalón (under 84 kg), Ricardo Jácome (under 58 kg) and Bruno Raab (over 84 kg) held the third positions in their charts.

With only 15 players, Aztecas soccer's technical director Albeni Sabino Pinheiro led a wonderful performance of the women's team, placing for fifth consecutive time in the final of the national CONADEIP championship. The UDLAP women's representative team became the CONADEIP champion and Ana Paula Vega was the best player in the tournament.

Aztecas volleyball traveled to Mexico State where they won the CONADEIP national sub-championship, with a re-

cord of three games won and one lost. Joaquín Ornelas was named the Best Center Player within the Dream team, honor that was shared by the players of the Women's Azteca team Ana Victoria Ramírez as Best Blocker and Deyanira López as Best Setter for the Dream team.

With five gold, six silver, and eight bronze medals, the men's track and field team were runner-ups while the women's won third place. David Bissiritsas was named Best Athlete for CONADEIP for the second consecutive year, having won gold medals in discus throw and shot put and a bronze medal in hammer throw. For his part, Azteca sprinter Jesús Alberto Zequera Patiño set a new record for 4x400m relays in the Sub 23 National Track and Field Championship of the 2015 National Olympics held in Monterrey, N.L. And Carlos de León won third place in the 4x100m relays in the National Track and Field Championship of the First Category Track and Field held in Morelia, Michoacán.

### Aztecas men's taekwondo team were crowned National Champions for the third time.

In football, Aztecas UDLAP was undefeated until the final game of the 2015 season, their third consecutive final, this time against Borregos de Monterrey, and ended with Aztecas as runner-up of the CONADEIP Premiere League.

The men's basketball team ended the season with an almost perfect score of 35 games won and one lost, and was declared National Champion of the ABE League in another classic college game against UPAEP, which ended with a score of 80-54 in a tough final held in Aguascalientes, where Gabriel Vázquez, Fabián Jaimes, and David Porter were named for the Dream Team in the ABE League and Eric Martin was named Best Coach.

The Aztecas taekwondo players, Abraham Villalón Hernández and Hugo Palacios Báez won gold and bronze medals respectively in their participation in the National Championship of the National Council for Sports Education (Campeonato Nacional del Consejo Nacional del Deporte de la Educación - CONDDE). With this achievement, Abraham Villalón classified for the Universiade held in Gwangju in 2015. Other Aztecas were included in the same competition, wearing the Mexican colors: Alejandra Gutiérrez from the soccer team and Rosaura Guardiola, Gabriel Vázquez, Raúl Borquez and Fabián Jaimes in basketball.

Pedro Ruíz García, hitter for Aztecas volleyball, debuted in the Mexican Team for the Continental Cup of the North, Cen-

tral America, and Caribbean Volleyball Confederation (NORCECA) held in Detroit, Michigan, and is preparing to participate in the sub 21 and sub 23 World Championship. Azteca taekwondo player Hugo Palacios Báez, student of the Licenciatura in Nutrition Science, participated in the 2015 Mexico International Open, category G1, event held in the Aguascalientes Olympic Gym that gathered over one thousand competitors from 45 countries, and where Mexico won 10 points for the world ranking.

During the 2015 summer, Aztecas in taekwondo, and representatives of the University of Chosun from the Republic of Korea and the College of Martial Arts Korea (CODAMK) held trainings and matches in the UDLAP campus. Additionally, the trainer of the University of Chosun's taekwondo team and four-time world champion, Choi Yeon-Ho, taught a training-clinic on Poomsae.

After the 2015 football season, and having won the sub-championship of the CONADEIP Premiere League, 23 Aztecas players were convened to face the NCAA division III American team, in the Seventh Tazón de las Estrellas (Star Bowl), held in Tijuana, Baja California, where the foreign team edged out the national.

For fifth consecutive time, members of the football team were honored with the "Golden Helmet" award, given in the FBA Hall of Fame to the most distinguished players in 2014 football, and where the head coach, Eric Fisher, received the award as 2014 Coach of the Year. Quarterback Norman Contla won 2014 Player of the Year and receiver Eduardo Retana won 2014 Scoring Champion. Likewise, the UDLAP Aztecas head coach and quarterback were awarded the Touchdown Awards for Trainer of the Year and Most Valuable Player respectively.

The performances of our Aztecas are unquestionably outstanding, as individuals and as a whole, and their achievements and successful trajectory have made Universidad de las Américas Puebla a flagship in college sports in the country, as great rivals and aspirers to every national title.

## AZTECAS CULTURE

The Cultural Representative Teams, coordinated by the Cultural Promotion Department, had over 100 presentations and artistic activities on and off campus for over 32,000 people, reaching Carnegie Hall in New York, where the UDLAP Chamber Choir gave a performance.

The 2015-2016 cultural season included music, theater, and dance presentations, of which academic performances

such as UDLAP Dance in Spring and Fall stand out, presenting the best work of the Licenciatura in Dance students. Also important is the "Musical Appetizers" presented by the Licenciatura in Music students in UDLAP's Capilla del Arte. Similarly, UDLAP Theater presented the plays *A Midsummer Night's Dream* by William Shakespeare and *Papagayo en Altamar*, by T. Bernhard.

**The Cultural Representative Teams offered over 100 performances and artistic activities on campus and in other locations that were enjoyed by over 32,000 people.**

A collaboration agreement was signed this year with the Puebla Municipal Institute of Art and Culture (Instituto Municipal de Arte y Cultura de Puebla - IMACP) in order to get closer to Puebla society. As a result, 10 presentations have been made in the Puebla City Theater including *La leyenda de los Volcanes*, presented by Zentzontle, *Estas no son enchiladas*, and *Bichópolis*, a play written by UDLAP students for children in celebration of their day.

UDLAP Opera presented in the Auditorium Guillermo y Sofía Jenkins a recital with Lucia Napoli and Baltazar Zúñiga, who came from Italy to perform before the UDLAP community. The students who participate in UDLAP Opera presented their first *Zarzuela* in the Franciscan Library, all presentations being at full capacity.

UDLAP Dance stood out for taking part in the 2nd National Dance Gathering organized by INBA in Torreón, Coahuila.

The Third UDLAP Choir Gathering 2015 included over 80 participants from different states and institutions and took place in the Auditorium Guillermo y Sofía Jenkins, where Dr. José Antonio Méndez and María Felicia Pérez gave workshops on choral direction. The concerts of this event were presented in the Franciscan Library and the aforementioned Auditorium.

Radiópera, a radio program that demystifies the idea that opera is elitist and that has had 378 transmissions to date celebrated its third anniversary. The program is directed and conducted by Joaquín Cruz and Vladimir Sánchez and produced by Denise Vera, in collaboration with Radio Altiplano in Tlaxcala. It is broadcast in Tlaxcala's metropolitan area.

The Cultural Representative Teams UDLAP Opera, Chamber Choir, and professor Misa Ito with Tadao Hermida had special participations in the 15th Anniversary of Scenery presented by Puebla FM in July.

The symphony choir, with over 90 artists, and the Cornell University Glee Club directed by Robert Isaacs, shared the stage with the UDLAP Chamber Choir, directed by Gisela Crespo in the Chapel of the Third Order, before a full house. The same UDLAP Chamber Choir was selected to participate in the 2nd Choir Gathering held by CONACULTA and INAH, in collaboration with the National Viceroyalty Museum in Tepetzotlán, Mexico State.

## The UDLAP Choir Chamber gave a concert at Carnegie Hall in New York.

Symphonia celebrated its 10th anniversary in the Auditorium Guillermo y Sofía Jenkins, with the participation of UDLAP students and alumni who are or were part of the creation and development of this orchestra. In this concert the Suite for Orchestra, written by UDLAP professor Brian Banks debuted. In Puebla, the concert for guitar “En la junta de los Ríos” from composer Marco Aurelio Álvarez debuted.

UDLAP Musical Theater presented its eighth production, *Once on this Island*, written by Lynn Ahrens, with music by Stephen Flaherty.

The traditional Christmas Concert was held to a full house in Puebla’s Cathedral, in collaboration with the Association of Women Journalists and Writers of Puebla State, under the conduction of Sergio Castro Medina.

In January 2016 the Third Course of Orchestral Conducting CECAP-UDLAP was held, taught by Fernando Lozano at the State Council for Culture and Arts (Consejo Estatal para la Cultura y las Artes) facilities and on the UDLAP campus, with special participation of the Cinco de Mayo Philharmonic Orchestra and the singers of the International Society of Mexican Values (Sociedad Internacional de Valores de Arte Mexicano – SIVAM), conducted by Teresa Rodríguez.

Finally, in 2016 UDLAP Musical Theater celebrated its first 100 presentations, with a show that gathered different generations of artists who have participated in this successful project.



## STUDENT LIFE

Educating outstanding students entails awakening in them critical thinking, creativity, communication skills, leadership, commitment, and teamwork. Therefore, UDLAP offers programs and activities that promote and facilitate developing skills and competencies in the professional and personal environment. The university also accompanies and helps students in their adaptation process to make it easier for students who are beginning their university life. Workshops, talks, lectures, and information is constantly provided on topics such as risk prevention and self-care to provide students with tools that support making assertive and self-managed decisions.

## STUDENT SUPPORT

It is important to mention that in 2015 new promotion strategies were implemented for the services offered by the Department of Student Development, and we continued to provide immediate 24-hour psychological help in emergency cases. Likewise, a survey on risky behaviors was conducted among new Residential College students, in order to offer opportune and necessary help and prevent future problems.

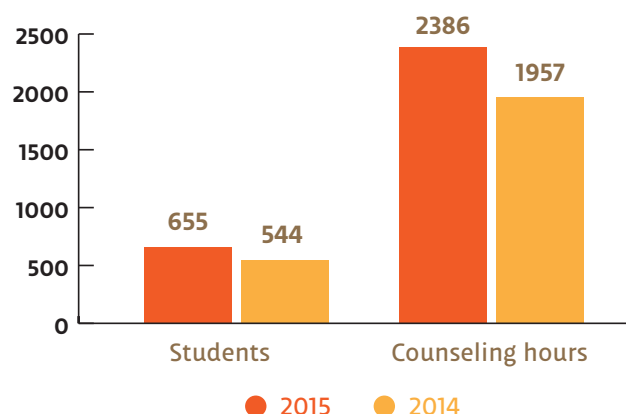
The second part of the campaign “Si vas a tomar... toma el control” (If you’re going to drink...take control), that aims to instill in the university community responsible alcohol consumption, was implemented. We also made and distributed a leaflet on alcohol titled “What You Need to Know about Alcohol Consumption”. Continuing with the subject of health promotion, we designed an intervention program for consumers of forbidden substances, in accordance with the UDLAP’s “Drug-free University” policy.

## Psychological counseling increased 20% in 2015.

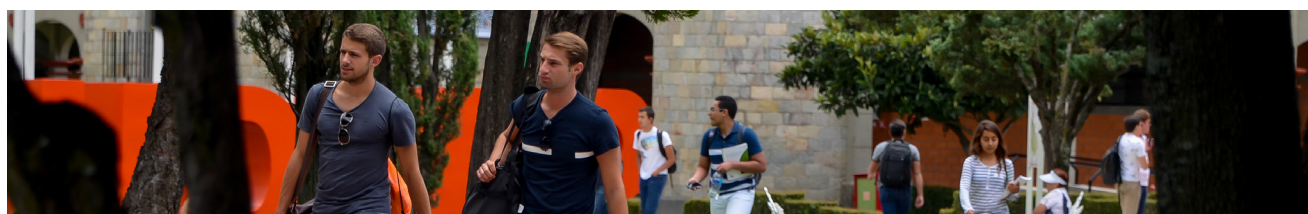
The fifth edition of the essay contest “University Education and its Effect on Strengthening Cultural Diversity” was held with the participation of students from different licenciaturas. On this occasion, there were four winning works, each one with a distinguishable literary style and reflection. The winning essays were published on the university blog and publicized in various university media and a local newspaper, which emphasized the impulse given to critical reflection in our students.

In 2015, Psychological Counseling increased in 20% the number of cared for students, and 22% in counseling hours.

### Psychological Counseling



There were vocational orientation activities for the ex-poUDLAPs. Talks and workshops impacted three types of visitors: prospective students, parents, and orientation counselors, who were given information on the career selection process and in-depth information on our educational offering. It is important to point out that for the Fall 2015 ex-poUDLAP, we presented a new workshop on clinical strategy for vocational orientation, which had top acceptance among the participants.





## STUDENT LEADERSHIP

To provide spaces for groups to exert common interests and to develop leadership skills in our students, in 2015 the student organizations held 269 activities. As of Spring 2015, there were 27 organizations registered, with a total of 394 students enrolled, whereas for the Fall period there were 23 organizations with 472 members.

The student newspaper *La Catarina* published 27 editions of 500 copies each and the student radio station Elocuencia 8080 transmitted 45 programs, totaling 1,232 transmission hours. The radio station also celebrated its 10th anniversary.

The Universidad de las Américas Puebla Student Council (CEUDLAP) continues to be a model of university student representation. In 2015 it was made up of 166 students: 5 in the executive branch, 5 in the judicial branch, 5 school representatives, and 151 student members of one of the 24 boards or 8 interim boards that make up the legislative branch. CEUDLAP carried out 250 academic, cultural, sports, and social events for the entire student community.

## WELLBEING

One characteristic of UDLAP students is their comprehensive education. Therefore, personal and community wellbeing are part of the university programs offered. At the university, strategies for health prevention and promotion

are developed by the Medical Services Department. In 2015 the following health campaigns were held.

- Health promotion campaign sponsored by the Puebla State Secretary of Health, 5th district, attended by 450 people. There were promotional activities and information on prevention of metabolic and degenerative diseases, detection of the human papilloma virus and HIV, and nutritional assessment for the university community, academics, and administrative personnel.
- Campaign for the “smoke free spaces” regulation: there were signs placed on campus and promotion was made in bus stops and cafeteria tables.

Training campaigns for

- I. Students of the Hotel and Restaurant Administration Licenciatura, on first aid.
- II. Students of the Nursing Licenciatura, on pre-hospital attention.
- III. Personnel of the Residential Colleges, on first aid.

- In 2015, 1,268 patients were seen at the Integral Rehabilitation Center, for whom a total of 8,693 services were provided.

The **Integral Rehabilitation Center (CIR)** offered **8,693 services** during 2015.



## RESIDENTIAL COLLEGES

The Residential colleges not only offer lodging to students, but also a safe and participative environment that promotes an integral development by creating living and learning communities, based on responsibility, freedom, tolerance, respect, and solidarity.

In 2015, as a result of the high demand for on campus lodging, additional rooms were fitted out, increasing the capacity of the Residential Colleges to 1,424 beds. During the year, lodging was provided to 3,171 residents: 576 new students, 75 international students, and 2,520 re-admissions. In the Fall period, occupancy in Residential Colleges was 100%, with a waiting list.


The Residential College Orientation Program for new students was held, to inform new students on the rules, benefits, and services offered at the Colleges. The activities for community creation were diversified, as they are of vital importance for coexistence between residents. The participation in these activities increased 4% from last year.

The improvements in facilities made in 2014, which consisted mostly in renovating the electrical installations, installing LED TVs, and changing furniture in common areas of the suites, as well as designing more efficient administrative processes and support and companionship activities helped increase by 3% the retention rates for Residential Colleges in 2015 when compared to the previous year.





# OUTREACH



**Universidad de las Américas Puebla considers outreach to be a strategic guideline that seeks to create links with national and international networks of alumni, public and private organizations, and society, to promote collaboration and reap mutual benefits. This outreach implies social commitment to build new relationships and strengthen existing ones with entities that allow the UDLAP community to use their talents for social benefit.**

For this purpose, project initiatives were started in 2015 to give students and other community members the opportunity to address different social problems of our country. This type of outreach lets UDLAP members to interact with organizations in the sectors where common efforts are focused on common goals to solve concrete social problems. In addition, in 2015 the UDLAP's 75th anniversary was celebrated with different outreach activities that commemorated the university's history.

### UNIVERSITY EXTENSION

Universidad de las Américas Puebla inaugurated its academic and cultural extension "UDLAP Jenkins Graduate School" in Mexico City. This site will offer selective and innovative graduate programs and certificates, looking to contribute significantly to the construction of talent that Mexico requires.

With an investment of \$34.8 million pesos, the UDLAP Jenkins Graduate School opened its doors on November 10 with five classrooms for 225 students. This concept puts into practice the knowledge accumulated over 75 years, offering select programs in four professional fields: governance, education, business, and negotiation and communication, with a wide selection of graduate certificates and courses. In addition, in this first stage, the Master's programs of Business Administration, Assessor Training, Governance, and Globalization and Public Management will be taught.

## The "UDLAP Jenkins Graduate School" was inaugurated in Mexico City.

Reaching out to public and private organizations is of great importance to UDLAP. To meet professional needs and current expectations, throughout the year 216 online courses were offered for 10 current graduate programs, which were taken by re-enrolled students and 247 new students.

- Accounting and Fiscal Updating
- Introduction to Automotive Engineering
- Energy Reform in Mexico
- Elements of Residential Decoration
- International Certification in Executive Coaching
- Strategies for Effective Communication
- Digital Marketing and Social Networks

- Facing Change in Family Businesses
- Corporate Finance
- Preparing for the Project Management Certification
- Lean Manufacturing & Six Sigma
- Analysis and Positioning of Luxury Brands
- Digital Photography
- Preparation for the TOEFL IBT Exam

Since part of the agreement collaboration between UDLAP and Great Place to Work has as an objective to develop leadership and working environment programs, the forum "Key Factors to Retain Top Management Talent" was presented in 2015, and the graduate certificate "Business Leaders with Human Sensitivities" began as the program is focused on training leaders with a systemic focus and humanistic components.

Also, following the collaboration agreement between Universidad de las Américas Puebla and Johnson & Johnson Medical México, the first course "Fundamentals of Laparoscopic Surgery" was taught to train competent surgeons in the laparoscopic surgery field, making UDLAP a leader in training surgery residents and/or students.

In Summer 2015, two professors from the School of Engineering carried out a research program in General Electric Infrastructure, Querétaro, working on a project in the aviation area and the Power & Water area.

With the participation of the Federal Police and the Secretary of Public Security of Puebla State, the graduate certificate program "Public Safety and Social Peace" was taught. This course was taken by 22 state and municipal government officials, and by private and industrial company security personnel, to improve practices on situations such as handling a crisis, operational policies, critical infrastructure, etc.

For the fourth consecutive year, UDLAP collaborated with the Puebla Women's Institute (Instituto Poblano de las Mujeres - IPM) in the program "Strengthening Mainstream Gender Perspectives". On this occasion, a graduate certificate entitled "Public Policies, Gender, and Interculturalism" was offered to IPM, State System for the Integral Development of Families (Sistema Estatal para el Desarrollo Integral de la Familia - SEDIF), State Population Council (Consejo Estatal de Población - COESPO), Puebla Youth Institute (Instituto Poblano de la Juventud - IPJ), State Institute for Adult Education (Instituto Estatal de Educación para

Adultos - IEEA), State Commission for the Integral Development of Indigenous People (Comisión Estatal de Desarrollo Integral de los Pueblos Indígenas - CEDIPI), Secretary of Competitiveness, Work, and Economic Development (Secretaría de Competitividad, Trabajo y Desarrollo Económico - SECOTRADE), State Coordination of International Affairs and Support to Puebla Migrants (Coordinación Estatal de Asuntos Internacionales y de Apoyo a Migrantes Poblanos - CEAIAMP), Secretary of Health, and Secretary of Public Education (SEP). This graduate program provides strategies to incorporate gender perspectives in the State's plans and programs, promoting actions to empower women in Puebla State and achieve substantive equality.

Regarding business solutions, programs were developed for the automotive industry in Puebla. These programs are a strong link with Volkswagen de México, Audi México, Volkswagen Academy, and Volkswagen Financial Services, as well as suppliers of the German automotive industry, such as Sese, MexAbat, Seglo and Draexlmaier. Thirty executives from Volkswagen Financial Services were trained on executive coaching and effective presentations in English.

In this year, 24 sales managers from Audi México and Volkswagen Group Academy were trained on Sales Manager Core Training, which include topics such as marketing, human resources, business management, sales processes, and leadership, complemented by in situ consulting and coaching. As a final phase, in 2016, the managers will practice their skills to obtain a sales certification from Audi.

With the support of the Secretary of Economy, through Prodiat, and to boost the Puebla automotive industry through Volkswagen de México and some of its tier 1 suppliers, training and consulting courses were given in Matlab and Simulink, as well as a seminar in logistic auditing and consulting/coaching for the development of efficient projects, and graduate certificates in automotive networks. These courses had the participation of 170 automotive professionals.

In 2015, the university facilities were a location to reach out to the private sector. Proof of this is the quality lab, where personnel from Colgate-Palmolive and UDLAP faculty worked together on new and improved formulas for different products. These programs show the close links that institution and its faculty have with the business sector. Through UDLAP Consulting, the university trains and advises automotive industry suppliers and offers trainings so premium market brands maintain leadership in the nation and abroad, using labs and faculty expertise to improve everyday products.

Similarly, projects were continued with Innova, SEM Materials, Pavimentos y Urbanizaciones de Sur S.A. (PUSSA), JRM Group, Servicios de Consultoría en Infraestructura Vial (SC Vial), ALFA, Asociación Mexicana del Asfalto, A.C., and others in the university's Asphaltic Mix Lab, thus strengthening relationships with public and private institutions in the construction sector.

Regarding government consulting services, Merida's City Hall was advised in 2015 and consulting was started with the Tulancingo municipality, both being ongoing projects scheduled to end in mid-2016. An agreement was signed with the Saltillo municipality regarding advising and consulting, which will last for two years ending in December 2017.

In August, an agreement was signed with the Tax Administration System (Sistema de Administración Tributaria - SAT) to perform a study on "Fiscal Impact of the Use and Commercialization of Illegal Software in Mexico", which included an interdisciplinary team of UDLAP researchers, and ended in December with excellent results.

Another agreement, with workers of Mexican Petroleum (Petróleos Mexicanos - PEMEX), was signed in August to offer a Master's program in Managing Sustainable Technologies, with specialty in Renewable Energies. This master program, with 14 enrolled students, will be taught at the UDLAP campus.

In August a course for the Legal Department of the Mexican Institute for Social Security (Instituto Mexicano del Seguro Social - IMSS), Puebla Municipality, on the New Criminal Justice System was taught at the UDLAP Oral Trials Lab, where 15 people from that institute participated.

For the fifth consecutive year UDLAP Consulting, in a strategic alliance with Santander Bank's Universia, provided training and continuous education programs for the Federal Judicial Council.

As a result of the abovementioned actions, income for this category increased by 62% from last year.

## UDLAP CULTURAL SPACES AND ARTISTIC HERITAGE

Through the Department of Cultural Areas and Artistic Heritage, UDLAP collaborated with museums in Mexico, Puebla's Alliance Française, the National Institute of Astrophysics, Optics and Electronics, the Puebla Municipality, Benemérita Universidad Autónoma de Puebla (BUAP), Open Studies, and art and cultural organizations.

The university has links with over 20 museums, institutions, curators, and high level collections in Mexico: UNAM's Contemporary Art Museum (Museo de Arte Contemporáneo de la UNAM - MUAC), Mexican Popular Art Museum (Museo de Arte Popular de México - MAP), Modern Art Museum (Museo de Arte Moderno - MAM), National Museum of the Mexican Stamp (Museo Nacional de la Estampa Mexicana - MUNAE), Tamayo Contemporary Art Museum (Museo Tamayo Arte Contemporáneo - MUTA), Museum of Oaxaca Painters (Museo de los Pintores Oaxaqueños - MUPO), Museum-Study Diego Rivera and Frida Kahlo (Museo-Estudio Diego Rivera y Frida Kahlo - MEDR), Estanquillo Museum/Carlos Monsiváis Collection (Museo del Estanquillo/ Colecciones Carlos Monsiváis), Mexican Museum of San Francisco, Robert Brady Museum, National Institute of Fine Arts (Instituto Nacional de Bellas Artes - INBA), CODEX-MEXICO Foundation, Blaisten Collection, Luis Barragán Collection, and Coppel Collection of Contemporary Art.

### UDLAP is associated with over 20 museums, institutions, curators, and top collections in Mexico.

Outreach programs with UNESCO cultural office in Mexico were strengthened, and the lecture "UNESCO: 70 years in Mexico" was delivered by Carlos Tejada.

Capilla del Arte UDLAP broke historical records by receiving over 65,000 national and foreign visitors who enjoyed temporary exhibits, Museum Nights, Art and Coffee chats, concerts, cinema, theater, and literature for the entire family. This places UDLAP as the only private institution in Mexico and Latin America with an emblematic cultural space with this impact in a heritage city's historic downtown.

For the first time there were chats, debates, and guided visits through the campus with the artists from the UDLAP Art Collection, through the programs "Artists at the Table, Sidewalk Artists, and Art Fight", where the artist Álvaro Santiago met with the UDLAP university community.

The collective exhibit "25×25×25: Encounter with Small Format Art", accompanied by a digital catalogue, was inaugurated in Capilla del Arte UDLAP, with over 150 art pieces from young artists who answered the call by the School of Arts and Humanities. In the same venue, the solo exhibit "The Thread of Life" by artist and UDLAP professor Carlos Arias was inaugurated, displaying embroidery from a twenty-year career and curated by Cuauhtémoc Medina, the most important and recognized Latin-American art curator.

Capilla del Arte UDLAP took part in the second edition of "Corridor of Offerings" organized by the Puebla Municipality. UDLAP's altar paid a deserved tribute to William O. Jenkins and his wife Mary Street with a large scale Day of the Dead offering made by master cardboard workshops and Puebla artisans. UDLAP was the only private institution that participated with a personal offering.

Throughout 2015, UDLAP's Capilla del Arte was one of the venues for the documentary tour "Ambulante", for the Itinerant Video-dance Festival "Shake and Serve", as well as the First International Congress on Communitarity, the latter in collaboration with the BUAP Institute of Social Sciences and Humanities "Alfonso Velez Pliego".

To start the 2016 cultural season, Capilla del Arte UDLAP, in collaboration with MUAC, brought to Puebla the individual exhibit "Vicente Rojo: Written/painted", that shows the three facets of the most influential artist, painter, and designer of 20th century Mexico.

Constant academic collaborations were offered by the Art, Literature, Humanities and Art History, Music, International Business, Communication Sciences, and Anthropology Departments, through lectures, book presentations, and concerts in the UDLAP cultural spaces.

The UDLAP Art Collection started a social network program that includes "today in history", interesting news, interviews, the public's favorite art piece, and trivia, where the winners receive an art prize. The Art Collection has been presented in the collective exhibits "Natura | Factura" and "From the Whole to the Parts" derived from the curatorial investigation by students of the BUAP Master's Program in Aesthetics and Art, which were shown in the Puebla State College of Civil Engineers and the UPAEP Museum respectively. The exhibit "The Thread of Life" by Carlos Arias was shown in the Chopo University Museum (Museo Universitario del Chopo), and a commemorative sample exhibition was present in the inauguration of the UDLAP Jenkins Graduate School in Mexico City, where it will be permanently displayed. This collection

increased by 10% through the donation of new paintings, graphics, photography, alternative media, and sculptures. The Google Art Project is becoming one of the most used means to get to know the UDLAP Art Collection, having now 300,000 users. The project has been increasing since its presentation, adding web applications that allow new virtual curatorship of the collection by students of the School of Arts and Humanities, guided by the Artistic Heritage and Cultural Spaces Department.

To support artists and graduates, the poster exhibit “Lottery: Luck that Talks” from Patricia Espinosa was inaugurated in a temporary exhibit space at the UDLAP Library.

### SPECIAL COLLECTIONS

Archive Room and Special Collections documents were temporarily loaned for exhibits to show the collection, encourage exchange of historical works, and support research projects.

## The UDLAP Art Collection has over 300,000 viewers, through the Google Art Project

The exhibit “Miguel Covarrubias: Modernism from Mexico to New York and Beyond” included 9 works from UDLAP that were shown from September 26, 2014 to January 18, 2015 in the Georgia O’Keeffe Museum. Four pieces were loaned to the Monterrey Contemporary Art Museum (Museo de Arte Contemporáneo de Monterrey) for the exhibit Fascination Modotti-Weston, presented from August 21, 2014 to January 11, 2015. These pieces were also exhibited in the Museum of Contemporary Art (Museo de Arte Contemporáneo) from January 31 to May 3, 2015. The organizing institutions published two catalogues derived from these exhibits.

The Franciscan Library presented the exhibition “Bilingual and Multi-lingual Books: History and Uses”, whose objective was to show how multi-lingual books have been necessary for learning and transmitting lay and religious knowledge. It was inaugurated on March 18 and included lectures by UDLAP students and professors, among them Patricia Ann McCoy Baballe, Dr. Timothy Knab, and also Dr. Pilar Máynez from UNAM. 16,195 people visited this exhibit. The exhibit “Education, Illustration and Art Muses. Mexico,

19th Century” had over 5,000 visits to the library in 2015. A booklet on some library’s works, *Música: ciencia y arte siglos del XVII al XIX*, was presented at the Guadalajara International Book Fair 2015.



## OUTREACH WITH SOCIETY

### AZTECAS SCHOOLS

The Aztecas Schools project was started in 2014 to influence society in a positive way, following a model to educate wholesome children and young people through sports.

The programs offered at Aztecas Schools are formative and complementary, and the participants acquire technical and tactical knowledge based on discipline and collaborative work.

With a group of state and nationally recognized trainers, and first level facilities within the UDLAP campus, Aztecas Schools grew in 2015, yielding good sports results and increasing the number of participants in the three sports taught.

Members of Aztecas School tennis participated in different tournaments organized in Puebla, such as Master Peques from Club Alpha and Nacional G4, placing within the first places. And students enrolled in Aztecas School Football won in the “Ponys” and “Juvenil AA” categories, in LINF-A and FADEMAC, respectively, both prestigious leagues in Mexico State.

### SUMMER COURSE

The UDLAP Summer Course has been part of the experience of children and adolescents aged 4 to 18 for several years, having local, national, and international participants through an excellent program that offers academic, sports, and recreational activities that teach and promote the development of skills and abilities of each participant. The 2015 summer course had the participation of the faculty and Aztecas Schools in order to offer workshops on campus so children can have the UDLAP experience. Its topics were focused on science, technology, art, and care for the environment, promoting healthy coexistence, creativity, and innovation in the participants. This program linked the institution with 158 children and adolescents for an experience that will be part of their personal development.



## TV UDLAP

2015 saw the second season of “El Interrogatorio, un espacio cerrado para preguntas abiertas” (The Interrogation: a Closed Space for Open Questions), a TV interview program in which around 30 students from different areas participate, transmitted by Foro TV, a national broadcasting network. Actors, singers, and celebrities like Martha Higareda, Diego Luna, Ana Claudia Talancón, Zuria Vega, and Alfonso Herrera, among others, shared their professional experience with the UDLAP student community.

For the first time TV UDLAP received press accreditation the week before the Oscars, providing content which, for the second consecutive year, was broadcast from the Universal offices in Mexico City. 5 students from the licenciaturas in Communication and Production Media and International Business participated in this broadcast, as well as 10 alumni working in the technical and execution areas.

For a week, TV UDLAP broadcast over 30 games of the eight finalists of the ABE League, in which the UDLAP Azte-

cas teams participate; transmission of these games broke viewing records and equaled those of the 2014 FBA season. The broadcast team included students from Communications and International Business.

TV UDLAP covered the Cannes Film Festival, the most prestigious event in cinema, with the participation of Silvestre López Portillo and Luis Francisco Zavala, alumni from the Licenciatura in Communication.

Likewise, a new project in collaboration with Televisa and Primero Noticias (1N) was started in 2015. The students who are part of TV UDLAP had the opportunity to interview iconic figures of Mexican art, such as José Luis Cuevas, and were presented by Carlos Loret de Mola. Eight segments were made and broadcast in the newscast Primero Noticias. In January and February 2016, students of the Licenciatura in Communications carried out practices in 1N, participating in the editing and post-production process of segments that were later broadcast in the newscast.



## SOCIALLY RESPONSIBLE OUTREACH

In order to create synergies, and taking advantage of the social and professional events that organizations offer UDLAP students, the Social Service and Volunteering Fairs were presented. In Spring 2015, close to 40 organizations participated in this event, and in Fall 2015, 42 organizations participated with close to 400 students in attendance. There were information sessions on social service, focused on matching students with organizations focused on social causes important to university life, to better understand social problems and how they may be faced by students involved as change agents.

In Fall 2015, a joint pilot program of social integration was started with the Enseña por México (Teach 4 all México, A.C.) organization. The program, put in place in different areas of the state, focuses on elementary education students, helping them to take part in community development activities and organization projects. This is an opportunity to concentrate efforts on community social service in the educational environment and to integrate the UDLAP community in an experience with the Enseña por México (PEMs) staff.

Azteca Volunteering started in Fall 2012. Students commit time and skills to different types of activities to help other people or a community. This project gives students awareness, opportunity, and experiences that enrich their competencies. Fulfilling the principle of social responsibility in UDLAP's mission statement, the objective of Azteca Volunteering is to promote the participation of students in activities of citizens and/or government organizations focused on issues such as eradication of poverty, exclusion and discrimination, health promotion, culture promotion, protection of the environment, sports, civil protection and citizen participation, and education. In 2015, 48 students participated, 29 as temporary volunteers and 19 on a permanent basis. Among this year's activities, the following stand out:

- The workshop “Laugh Therapy: Volunteers Creating Smiles (Risoterapia: voluntarios creando sonrisas)”, in conjunction with the organization México Sonríe (Con el Corazón en la Nariz, A.C.), where participants understand how laugh therapy works and where it can be applied.
- The taekwondo representative team went to the House of Puebla Youth (Casa de la Niñez Poblana) to give a sports show to the children who live in this shelter. The

visit was in collaboration with the Corazones Unidos organization.

- The Aztecas football offensive team participated in unloading construction material to build 10 emergency shelters for the San Isidro Tlalcostépetl community in the skirts of the Malinche volcano. This activity was with TECHO México Puebla Office.
- UDLAP participated in the campaign “24 Days to Change Mexico” (24 días para cambiar a México) from the TECHO organization, installing “The Most Famous House in Mexico” on campus. This house is built with scrap materials and was exhibited to make the university community aware of the poverty of millions of Mexican citizens.

In accordance with its values, UDLAP promotes inclusion, especially of vulnerable groups, and encourages its community to adopt professional and solidarity actions to counter the inequality that persists in our society. The Inclusion Office is in charge of planning different activities and projects to sensitize the UDLAP community to this issue and be part of concrete actions to create an inclusive society.



UDLAP welcomed José Luis Gutiérrez in February 2015. He is a specialist in accessibility and belongs to the organization Free Access (Libre Acceso) that certifies that facilities are accessible to disabled people. Mr. Gutiérrez gave a workshop titled “Sustainable Accessibility” (Accesibilidad sustentable) to members of the UDLAP community. Participants included administrative and academic personnel as well as students from licenciaturas related to universal design. Libre Acceso evaluated some areas of our campus, and their report pointed out areas of opportunity regarding access for disabled people.

In 2015 the fifth call for the Office Accreditation Exam for visually impaired persons was emitted. Participants from Zacatecas, Coahuila, Puebla, Querétaro, Mexico State, and Mexico City responded. This year the project was sponsored by VW Financial Services, which included scholarships granted to needy students.

The Leadership Program for Indigenous Youth (Programa de Liderazgo para Jóvenes Indígenas - PLJI), in its fifth edition and sponsored by different public and private organizations, prepared a top academic program for national and foreign indigenous students. The students selected for the PLJI 2015 included 32 Mexicans, 2 Canadians, 1 Peruvian, 1 Ecuadorian, 1 Guatemalan, and 1 American, who represented their ethnic groups and took part in a program to learn about identity, communication, politics, rights, economics, business, and other topics. During four weeks the PLJI 2015 participants developed 8 projects, practicing what they learned and making proposals for public policy improvements for their communities. This program encouraged the exchange of knowledge from different social, cultural, and educational contexts. The national participants represented the states of Oaxaca, Chiapas, Veracruz, Puebla, Yucatán, Quintana Roo, Hidalgo, Guerrero, Estado de México, Michoacán, Tabasco and Sonora, for a total of 21 ethnic groups including Nahuatl, Maya, Mixteco, Chól, Otomí, Chastino, Poqomchi', Yaqui, Lumbee, Kichwa, and Meti.



## OUTREACH WITH ALUMNI

Alumni are part of the UDLAP community. Given their performance in different areas they exalt and increase the prestige and name of our institution. Staying close to them strengthens and consolidates our university.

In 2015 4,708 records in our database were updated, totaling 48.8% complete two-year records. 1,054 alumni registered, 3.5% more than in 2014, for a current 29,405 total. Communications with alumni included 311 promotion campaigns, reaching 336,000 people, to inform on institutional activities and projects. There were alumni reunions from the licenciaturas of Business Administration, Industrial Engineering, and basketball players. The university also hosted an alumni cocktail attended by 1,254 graduates.

On Facebook, the number of alumni friends increased to 11,709, a 6.5% growth from the 10,950 followers of 2014. There were 917 posts that were “liked” 12,066 times, with 903 comments that were shared 1,143 times. There are now 58 exaUDLAP groups, with 4% more followers than last year, for a total of 19,765. And currently, the exaUDLAP Twitter has 4,008 followers, an increase of 14% from 2014.

Alumni meetings in Xalapa, Veracruz, Oaxaca, Coahuila, Villahermosa, Los Cabos, Monterrey, Cancún, Tuxtla and Orizaba, were attended by 180 alumni of these cities.

In 2015, 192 were alumni interviewed, and their professional trajectories, development, and activities were publicized and shared in social media, university blogs, and in the *Visión exaUDLAP* magazine.

The 15th edition of the magazine *Visión exaUDLAP* had a print run of 24,500. 90 persons contributed for this 96-page edition, among them 52 alumni, who wrote for different sections: trajectory, entrepreneurship, professional development, social responsibility, exaUDLAP in the world, UDLAP memories, live culture, UDLAP research, community, exaUDLAP living, health, and exercise. Also, like every year since 2001, the “RucoEncuentro” was held, gathering alumni from the 70s, 80s and 90s.

Regarding lectures, there were 7 talks with successful alumni, some of which were: “PHP for Mexico: A Mission with Migrants” by Alfonso Chávez González, a Psychology graduate; the alumni from the Master in Information design, Isaías Loaiza Ramírez, gave a lecture on “Design Enri-

ches People”; and Erika Úrsula Pérez Behr, alumna of Marketing and International Business, gave a lecture entitled “Business Fingerprint.” As part of the Law alumni meeting, the lecture “Alternative Mechanisms to Solve Controversies from the Notarial Perspective”, by Dr. Jorge Vladimir Pons y García. Yuridia Osorio, Carlos Macnaught and Fermín Osorio, graduates from International Business Management, Graphic Design, and Computer Systems Engineering, respectively, presented “The 10 Mistakes that Made Rocketto Big”.

UDLAP continued to strengthen its liaison with the Council for Advancement and Support of Education (CASE), a professional association that helps educational institutions, and the promotion professionals who represent them, with alumni relations, communications, development, marketing, and similar areas.

The UDLAP Benefit Plan (a program that gives discounts and preferential treatment for the university community) has over 281 agreements with different companies, a 12%



increase from last year. It is important to note that a third of the agreement companies who offer these benefits to the UDLAP community are alumni companies.

The UDLAP 5 and 10k Race was held for the sixth consecutive year, with 2,000 adults and 500 children participating. It had the support of 13 sponsors, and is now known as one of the most popular sporting events in the area.

To help students and alumni enter the labor market, the 13th Meeting for Professional Development was held. This virtual job fair included over 135 companies, an increase of 3.8% from last year. Part of this fair was the sixth session of the Human Resources Advisory Committee of the Center for Professional Development, which, in collaboration with national companies, discussed current topics in the area of talent management such as onboarding for trainees and newly hired personnel, competencies follow-up, hiring in Puebla, and “talent incubator” programs that manage young business talents from the time they are students.

The UDLAP Job Office continued its work gathering companies who are interested in UDLAP talent, totaling 1,483 companies in 2015. There were 91 business-hiring visits, which had 1,880 attendees. Likewise, to accelerate joining the job market, there were 20 articles and workshops on professional development, and over 99 advising sessions on hiring and selection processes, which was a 3.1% increase over last year.

The participation of students from the Schools of Business and Economics, Engineering, Science, and Social Sciences was promoted during the events “VW@udlap Day” and «Mondelēz Day», where lectures by experts of both companies were delivered: Ricardo Guerrero, Human Resources Director of VWM; Yolanda Vera Almaguer, Director of Technical Electrical-Electronic Development; Emma Yunes, Volkswagen SP Director; Alejandra Cruz Azuara, exaUDLAP from Business Administration and responsible for the VWM Human Resources academy; and graduates Christian Ayala, who studied Civil Engineering and Aldo Arias, graduate of the Licenciatura in Marketing, specialist in marketing and communication for VW, as well as Jalil Rojas Solano, graduate of Business Administration, who is Talent & Organizational Effectiveness for Human Resources for Mondelēz.



To promote entrepreneurial initiatives, the Professional Development Center, in conjunction with Endeavor Puebla, organized the Entrepreneur Business Talks, 6 monthly talks given by entrepreneurs, whose objective is to share experiences, knowledge, and concerns of students and graduates who want to start their own business. The number of talks increased 20% from 2014.

Six events for international graduate studies were organized. Prestigious universities from the United Kingdom (members of the British Council), from Australia (Monash University), and several organizations for scholarship and financial aid such as COMEXUS and AIESEC were in attendance. This year the presence of international organizations and graduate studies promoters doubled from last year.

## OUTREACH WITH THE MEDIA

Throughout 2015, Universidad de las Américas Puebla continued to strengthen its presence in the media and with the university community, with a special focus on the university's 75th anniversary. In this year the Publishing, Institutional Design, and Communications Departments worked together to position the UDLAP brand, proudly focusing on 75 years of excellence. During this period there were 9,967 mentions in the press, as a result of information bulletins, events, academic and student participations on radio programs, press conferences, and special activities to mark the 75th Anniversary, as well as testimonials, interviews, and meetings with different audiences.

Web coverage was reinforced, and specific content was created, for university social media including information, photographs, videos, and designs: 209,250 photographs taken and filed, 52 UDLAP Origins videos, 10 event and activity videos, 7 digital animations for events and institutional promotions, and 2 special Orgullo UDLAP videos.

There were 466 press bulletins, 41 media invitations to special events on campus, as well as 32 press conferences which focused on UDLAP community achievements and academic, sports, and cultural activities.

There were 219 editions of *Infórmate*, 43 editions of *Entérate* (weekly bulletin), 13 editions of *Involúcrate* (monthly agenda in 6 local papers), 847 calendar events on the webpage, 1,005 images were updated on the campus screens, 1,247 UDLAP Informs were sent, 2,828 posters on campus boards, 47 weekly publications on the webpage *udlap.mx* (5 photographs per week), 48 *Expresiones UDLAP* ads in the *Milenio Puebla* newspaper and electronically for the university community.

## INSTITUTIONAL DESIGN

2015 was a year of special emphasis on producing messages with two design lines in reference to the celebration of UDLAP's 75th Anniversary: institutional identity of the anniversary with the winning logo, and decades' identity, a campaign for informal and vintage reference materials, using UDLAP's historical photographic archive. There were new designs for the 75th Anniversary: the Catarina Mascot costume, commemorative articles and uniforms, exhibits, and souvenirs.

UDLAP co-edited publications with public and private institutions of the education and cultural sectors to promote knowledge, culture, and highlight records. We signed a collaboration agreement with the Puebla Council for Reading to participate in the International Reading Fair (Feria Internacional de la Lectura, FILEC 2015), which included artistic presentations, educational children's workshops, book presentations, and a booth for Editorial UDLAP. The books *Los anfibios y reptiles de Cholula* and *Las mariposas de Cholula* were edited with the participation of the Francisco Peláez R. Ethno-botanical Garden. The book illustrations were selected from works of students of the Licenciaturas in Arts and Information Design.

Editorial UDLAP started publishing university academia books in 2015 in two collections: *Sapientias UDLAP* and *Memorias*. Through the first one, which includes different knowledge areas, the university creates accessible content to convey an academic and research inheritance that goes beyond the university's classroom. The collection *Memorias* was created to keep a written record of the congresses, symposiums, and programs that take place at the university. The constant work of Editorial UDLAP consolidated the collections *Universitas Naturalis* and *Biblioteca Antigua*, with several publications that were added to the archives. It also created three collections: *Arte UDLAP*, *La creación híbrida en la videodanza* and *Patrimonio Edificado*.

To promote the university's books, Editorial UDLAP participated in the International Reading Fair 2015 (Feria Internacional de la Lectura 2015, FILEC); the BUAP National Book Fair (Feria Nacional del Libro de la BUAP), the International Book Fair in Arteaga (Feria Internacional del Libro en Arteaga) and the Guadalajara International Book Fair (Feria Internacional del Libro en Guadalajara), with a stand for presentations, educational workshops, and book sales. Also, there are monthly presentations in Profética, Casa de la Lectura.

In 2015 the following books were published:

- *Catálogo de la colección de arte UDLAP*, from the Visual Arts collection.
- *Los anfibios y reptiles de Cholula*, by Jesús Hernández and Georg Hanke, from the Universitas Naturalis / Flora y fauna de Cholula collections.
- *Las mariposas de Cholula*, by Jorge Flores, from the Universitas Naturalis/Flora y fauna de Cholula collection.
- *Gestión del talento*, by Juana Cecilia Trujillo, Einar Moreno, Marco Antonio Morales, Isis Olimpia Gutiérrez, from the Sapientias UDLAP collection.
- *Patio de los Azulejos*, by several authors, from the collection Rescate Arquitectónico.
- *Memoria histórica de la videodanza*, edited by Ximena Monroy and Paulina Ruiz, from the Creación híbrida en la videodanza collection.
- *369 Aniversario Biblioteca Palafoxiana*, by Ricardo Fernández Gracia, Pedro Ángel Palou Pérez, Diana Isabel Jaramillo Juárez, Judith Fuentes Aguilar Merino, Elvia Acosta Zamora, Juan Luis Burke, Marina Garone Gravier, and Gustavo Mauleón Rodríguez, from the Biblioteca Antigua collection.
- *El Kaizen-Coaching*, by Manuel Francisco Suárez Barraza, from the Sapientias UDLAP collection.
- *Farmacovigilancia*, edited by Lucila Isabel Castro Pastrana and Silvia Guadalupe Salas Rojas, from the Sapientias UDLAP collection.
- *Saberes y comunidad performativa del conocimiento*, by Ileana Azor, from the Sapientias UDLAP collection.
- *Se acabó el centenario: lecturas críticas en torno a Octavio Paz*, by Gabriel Wolfson, editor, from the Memorias collection.
- *Hydrometeorological Risks and Climate Change 2014*, edited by José Ángel Raynal Villaseñor and Polioptro Martínez Austria, from the Memorias collection.
- *Ciencia y arte en la música de los siglos XVII y XIX*, by Herminio Sánchez de la Barquera y Arroyo, María Emilia Ismael Simental, Cristina Vázquez Orenda, Juan José Ramírez Ibáñez, and Mariana Favila Alcalá, from the Biblioteca Franciscana collection.



## LECTURES

The university has strong liaisons that yield a great number of academic, sports, and cultural activities and events that give students an integral worldview. This events agenda also includes inviting society in general.

In a constant outreach with art and culture, UDLAP presented the following:

- “The Challenges of Education”, a lecture by Claudio X González, president of Mexicanos Primero.
- Keynote Lecture by Dr. Merethe Nergaad, Norway’s ambassador to Mexico.
- Keynote Speech “The New Global Trade”, by Dr. Pascal Lamy, president emeritus of the Jacques Delors Institute.
- Lecture “BASF: Catalyst in Sustainability”, by Dr. Michael Stumpp, president of Grupo BASF in México, Central America, and the Caribbean, and director of BASF Mexicana.
- Panel “Dreamers: Challenges and Opportunities of Mexico’s Youth in the United States”, by Josefina Vázquez Mota, César Vargas, Erika Andiola, and Carlos Vargas.



## AGREEMENTS

In 2015, 181 collaboration agreements were signed, reflecting the wide network accomplished by students and different UDLAP areas, and representing a 21% increase from the previous year. Also, the number of contracts signed rose to 320, 44% more than 2014. These good will agreements provide financial support to benefit personnel, students, or family members of these institutions to access to UDLAP’s educational offering.

- Colegio Euro Liceo
- Monsanto Producción y Servicios S. de R.L. de C.V.
- Educación integral Kipling S.C.
- Centro Educativo Librerum
- Centro de Estudios Técnicos Gante Perteneciente a Romba S.C.
- International School Queretaro S.C.
- Estancia Infantil Mundo Feliz S.C. (Frida Kahlo)
- Benemérito Instituto Normal del Estado
- Convenio Instituto Thomas Jefferson
- Issfam Instituto de Seguridad Social Para las Fuerzas Armadas Mexicanas
- Colegio Margil Consejo Educativo de Zacatecas S.A. de C.V.
- Secretaria Nacional De Acción Juvenil
- Instituto Ingles Americano S.C.
- Preparatoria Nueva Generación - Escuela Secundaria y Técnica en Computación «Adar» A.C.
- Colegio La Paz Tuxtla Gutiérrez
- Instituto Jassá S.A.
- Coparmex Veracruz
- Audi
- Colegio Pedregal
- Liceo del Valle de Toluca
- Colegio Nueva Generación
- Procuraduría General de Justicia del Estado de Puebla
- Instituto de Humanidades y Ciencias de Guadalajara
- Colegio Los Sauces
- Colegio de Educación Profesional Técnica del Estado de Puebla, Conalep

Mutually beneficial agreement collaborations with international institutions whose objective is to promote academic excellence, facilitating academic and research exchange for UDLAP faculty and students, notably:

#### INSTITUTION

- University of Leeds
- Johannes Kepler Universitat Linz
- The University Of Utah, USA
- The University of Exeter
- University of Dublin Trinity College Dublin
- University of Texas San Antonio
- Universitat Autònoma de Barcelona
- University of Cambridge
- Universitat Autònoma de Barcelona
- French Mexican Laboratory of Informatics and Automatics Control of France
- Shanghai University of People’S Republic of China
- Uc Mexus-Conacyt (Colaborative Grats Program)
- Logistical Athletic Solutions LLC
- Consortium Operating Agreement (Puentes Consortium)
- Universidad de Lleida
- Country Club Son Claret S.L.
- Doshisha University (Japan)
- The University of Arizona
- Staubli Faverges
- Societe en Commandite Par Actions
- Eae Business School
- Stuttgart Media University of Germany
- British Council
- L’Universite Pierre-Mendes France Grenoble - II
- The Coca Cola Company
- The University Club
- Staubli Faverges Sca
- University of Texas San Antonio
- University of Victoria
- University College Dublin

- Universidad de Texas, en El Paso
- French Mexican Laboratory of Informatics and Automatics Control of France
- Universidad de Murcia
- Simon Fraser University British Columbia Canada
- University of York Reino Unido
- General Electric Company
- Universidad de Sevilla

Mutual collaboration agreements with institutions for student’s professional practices and/or social service:

#### INSTITUTION

- Flowserve S. de R.L. de C.V.
- Salutem Centro de Alta Especialidad S.A. de C.V.
- Hoffmann Quality Tools Mexico S.A. de C.V.
- DIF Estatal Puebla
- Panamco México
- IBM Prácticas
- Johnson Controls Servicios S. de R.L. de C.V.
- Four Seasons Punta Mita

Mutual collaboration agreements to recognize licenciaturas taught at UDLAP, and to do academic research and specific projects in different areas of common interest for both institutions:

#### INSTITUTION

- Arquine S.A. de C.V.
- Universidad Politécnica de Puebla
- Plataforma Tecnológica Mexicana para la Innovación A.C.
- Flowserve S. de R.L. de C.V.
- Instituto de Investigaciones Eléctricas
- Mondelez México (Kraft)
- Editorial Itaca - David Moreno Soto
- Transferencia de Fondos a Instituciones Co-Ejecutoras
- Iberoeka - Conacyt - Cdti

- Volkswagen de México S.A. de C.V.
- Revisión: Convocatoria de Investigación en Fronteras de la Ciencia 2015
- Centro Interamericano de Estudios de Seguridad Social CIESS
- Fundación Gist
- Escuela de Negocios Bolsa Mexicana de Valores

Logo analysis and their registration application before the relevant authorities that authorize UDLAP to use them exclusively in Mexico was done for the following:

**INSTITUTION**

- Preparatoria UDLAP
- Jenkins Graduate School (México y en el extranjero)
- Índice Global de Impunidad
- Cholula Ciudad Sagrada y Universitaria
- SIPUedes



**75TH ANNIVERSARY CELEBRATION**

In 2015, 75 years after its foundation, Universidad de las Américas Puebla celebrated its anniversary with activities to remember our history and to raise awareness of the institution's past, present, and future.

The library participated in the 75th Anniversary celebrations by organizing a commemorative *ex libris* contest. The call was sent on January 13, 2015 and closed on March 13; 28 people participated and the jury selected the *ex libris* designed by Montserrat Garza Rodríguez, student of the Licenciatura in Design of Visual Information. The result was published on April 6. The winning *ex libris* received 15 thousand pesos and a diploma and the award ceremony was held on May 6th in the Library, in collaboration with the Office of Digital Collections. This *ex libris* was used in the 1,000 books that the library purchased after the award was given. The library exhibited the *ex libris* proposals of the remaining participants in the "Commemorative Ex libris for UDLAP 75th Anniversary" contest.

The Archive and Special Collections Room (Sala de Archi-



unveiling of a commemorative sculpture by artist and art professor Joaquín Conde took place.

It was during the 75th Anniversary that several events with high school principals and alumni were held in strategic cities such as Querétaro, Xalapa, Veracruz, Orizaba, Coatzacoalcos, Villahermosa, Tuxtla Gutiérrez, Monterrey, Los Cabos, and Cancún. The Cultural Representative Teams participated in these events.

The Cultural Representative Teams had presentations in different forums, giving national promotion to their cultural programs. Relevant among them were a gala concert for the re-inauguration of the Auditorium Guillermo y Sofía Jenkins, a special concert to present the UDLAP commemorative lottery ticket at the National Lottery Building, a vocal concert at the inauguration of the Mexico City extension, a 75HBD show at Plaza de las Banderas, and a special concert for the UDLAP Postage Stamp ceremony.

The official logo for the anniversary celebration was included in internal and external communications and in other publications like the *Involúcrate* agenda, the *Cultural Agenda*, *Expresiones UDLAP*, and *UDLAP Informa*. Finally, there was a campaign to collect historical testimonies of the UDLAP community called *Origen UDLAP*.

vos y Colecciones Especiales - SACE) had the exhibit “Instantants in Memory, UDLAP Library”, inaugurated on October 21 and shown until December 21. This exhibit included, for the first time at the library, large-scale photographic reproductions of SACE’s collection.

The exhibit “Rescue of the Pilgrim’s Portal” – today’s Franciscan Library – was presented in the Franciscan Library Museum. It was inaugurated on March 11 and included 24 photographs. It was visited by 18,283 people and closed on November 30, 2015.

UDLAP Capilla del Arte and the Museum of Popular Art presented “ARTE/SANO=ARTISTAS 3.0”, which included artwork by artists and artisans who collaborated together to share the possibilities of shapes, materials, and concepts used in contemporary Mexican crafts.

There were also several small and large format photography exhibits about the university’s history displayed around campus and in the dining hall; these were also presented in the Puebla Convention Center during the CANACINTRA congress and in the National Lottery building. Also, a sample of photographs by Guillermo Jenkins was exhibited, and the




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# ADMINISTRATIVE *efficiency*



**One strategic objective of UDLAP's administration is the transparent and efficient use of its financial and material resources. It is through the support of continuous development of human resources as well as proper application of politics and administrative procedures that the institution aims to consolidate its stability and financial status.**

## **FINANCIAL SITUATION**

The university's financial statements for 2015 (currently being audited) and 2014 (audited) show the financial stability of the institution.

We have the ability to cover any short-term liabilities with current assets, and our working capital is positive. The cash and equivalent assets are 115% of the short-term liabilities. With our own funds we made \$125 million pesos investments in real estate, furniture, and equipment in 2015. The institution's financial debt was settled in full.

The operating income for 2015 was positive, totaling \$50.5 million pesos, compared to a 2014 surplus of \$47.3 million pesos. The operating income for 2015 considers the

following: increase in net income from tuitions, the university's main activity; increase in other incomes – especially the lottery; efficient management of the operation; and control of unnecessary expenses.

Below are the income statement and the statement of financial position for our institution.



**Fundación Universidad de las Américas, Puebla  
Income Statement, to December 2015 and 2014  
In Thousands of Pesos**

	2015	2014
<b>Income from Tuition</b>	\$ 1,179,291	1,023,552
<b>Scholarships</b>	(411,510)	(332,489)
	<u>767,781</u>	<u>691,063</u>
<b>Ancillary Activities</b>	\$ 24,321	\$ 22,725
<b>Financial Products</b>	50,161	35,502
<b>Received Contributions</b>	9,567	10,095
<b>Colleges</b>	52,783	49,134
<b>Lottery</b>	108,865	96,580
<b>Independent Operations</b>	23,743	35,861
<b>Other Income</b>	79,455	72,631
<b>Total Revenue</b>	<u>\$ 1,116,676</u>	<u>\$ 1,013,591</u>
<b>Expenditures</b>		
<b>Teaching</b>	\$ 327,551	\$ 313,024
<b>Research</b>	10,965	11,319
<b>Public Administration</b>	2,495	2,096
<b>Academic Support</b>	22,745	21,220
<b>Student Services</b>	225,671	199,200
<b>Institutional Support</b>	305,376	256,501
<b>Ancillary Businesses</b>	31,419	31,235
<b>Independent Operations</b>	15,750	21,644
<b>Facilities Operation and Maintenance</b>	39,556	33,078
<b>Lottery</b>	79,982	74,023
<b>Other Expenses</b>	4,602	2,921
<b>Total Expenses</b>	<u>\$ 1,066,112</u>	<u>\$ 966,261</u>
<b>Net Income (Loss) of the Period</b>	<u>\$ 50,565</u>	<u>\$ 47,330</u>

The 2015 numbers have not been audited

The 2014 numbers have been audited

**Fundación Universidad de las Américas, Puebla**  
**Statement of Financial Position to December 31, 2015 and 2014**  
**In Thousands of Pesos**

	2015	2014
<b>ASSETS</b>		
Cash and Equivalent	\$ 191,944	\$ 229,763
Student Accounts Receivable, Net	17,039	12,748
Advance Payments and Other Accounts Receivable	17,749	15,137
Inventory, net	814	726
Assets Available for Sale	88	88
Property, Furniture and Equipment	534,940	445,922
<b>Total Assets</b>	<b>\$ 762,574</b>	<b>\$ 704,384</b>
<b>LIABILITIES</b>		
Accounts Payable	\$ 45,336	\$ 69,903
Accumulated Liabilities	121,486	99,914
Tuition Advances	113,685	100,210
Long-Term Loans	0	33,944
Other Liabilities	204,377	173,288
<b>Total Liabilities</b>	<b>\$ 484,884</b>	<b>\$ 477,259</b>
<b>EQUITY</b>		
Equity	\$ 277,690	\$ 227,125
<b>Total Equity</b>	<b>277,690</b>	<b>227,125</b>
<b>Total Liabilities and Equity</b>	<b>\$ 762,574</b>	<b>\$ 704,384</b>

The 2015 numbers have not been audited  
The 2014 numbers have been audited

## 2016 BUDGET

The budget was prepared for the eighth consecutive year in a collegiate manner through the Budget Committee and coordinated by the Finance Director. The Committee is made up of professors, students, and administrative personnel who represent all the university's operational areas.

After several work sessions, the committee presented the 2016 budget for \$1,150 million pesos, considering the following:

- Cash flow from the operation will cover at least \$100 million pesos of investments.
- Operation with control of expenses.
- Budget with "zero" net result.
- 

The budget was forwarded to the Administrative Council on November 25, 2015, was approved by the Business Council on December 1, 2015, and finally presented to the Board of Trustees of Fundación Universidad de las Américas, Puebla, on December 3, 2015 for ratification. It is important to point out that given the budget quality and process, both the council and boards approved it without making changes to what was initially sent by the university's Administrative Council.

## FUNDRAISING

The UNE Program is an option for students with top academic performance who are committed to their education but require financial support. This program puts students in touch with companies that finance their tuition and lodging in Residential Colleges, or that pay off a student's debt. In 2015 the UNE Program aided 132 students thanks to the collaboration of 110 companies, which represents a 10% increase from 2014. The total income from this program was \$6.5 million pesos.

The School of Engineering received a grant of \$1,160,000 pesos from Mondelēz International, a company that for the fourth consecutive year provided funds for research programs. The amount donated now totals \$6,260,000 pesos.

The bailout program to complete university studies "PRETEU", REVOLVING FUNDS, given as a donation by H. Nacional Monte de Piedad in 2010, benefited 80 students in 2015, 15 students more than in 2014, for a total \$4,799,543 pesos. Therefore, in 2015 there are 65 students who have finished their studies thanks to this support.

The FBA season, UDLAP Race, Opera Gala, Alumni Reunion, UDLAP Lottery, VISIÓN magazine, and the celebration for the 75th Anniversary had as sponsors Telcel, Coca-Cola, Gatorade, MÁS 94, Koara, Mistertennis, Farmatodo, Ciel, ForceFit, Vitamin Water, and Merkasmart. The support from these companies, financial and in kind, totaled \$9,461,867 pesos.

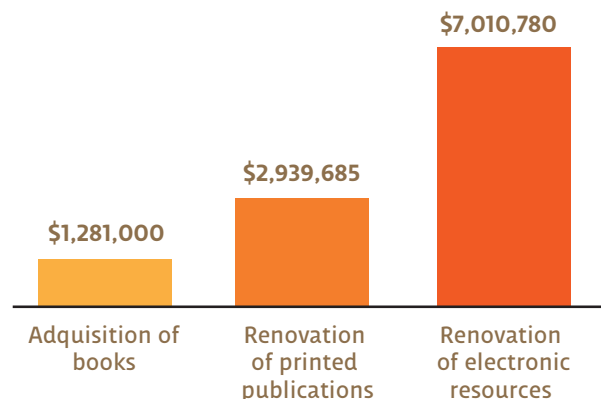
## INVESTMENT IN THE LIBRARY

The faculty's request for books was met, and basic bibliography for 14 master's programs was also purchased. There was also a renovation of electronic resources, supported by university authorities, as they approved the extra budget necessary due to fluctuations in the exchange rate.

**Library investment on approximately 2,700 works and electronic resources for \$11.2 million pesos in 2015.**

Around 2,700 new works were acquired, and the renovation of electronic resources was maintained, representing an investment of \$11.2 million pesos in 2015.

**Budget for renovation and acquisition of bibliographical material - 2015**



**TRANSPARENCY AND CONTINUOUS IMPROVEMENT**

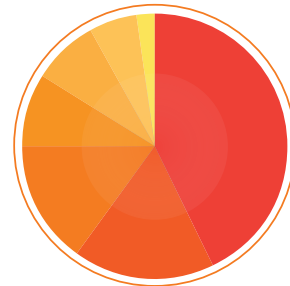
**CONTINUOUS IMPROVEMENT PROGRAM**

Transparency – with clearly documented and established processes – is part of a successful institution. One of the UDLAP institutional values is to provide clear and precise information, as well as quality services, with warmth. As proof of this, the university maintained its Accreditation of Institutionality and Transparency Indicators, granted by the Mexican Center for Philanthropy (Centro Mexicano para la Filantropía - CEMEFI), which backs the university’s transparency and accountability.

Likewise, UDLAP tries to promote and strengthen the “Quality and Continuous Improvement”, values, which increase user and collaborator satisfaction, as well as efficiency in the processes and in the use of resources, managing innovation at all times. As part of this program, a first group – called Champion – was created. This group consists of 52 collaborators who represent each of the administrative areas, receiving the corresponding training in process documentation and continuous improvement. 88 process owners were trained in different areas. As a result of this collaborative work, out of those processes identified in 2015, 55% have been standardized. In 2015, 115 improvement actions were registered for the 2013-2015 period; of these improvements, 54 were documented and acknowledged, with evidence of their planning, implementation, and control.

At the end of 2015 the event “Recognition of Improvements 2015” was held, where 19 university areas were recognized for implementing and concluding to document optimizations or innovations, as well as corrective or preventive actions in their areas. Also, 143 UDLAP collaborators were recognized for having participated as leaders and members of the work teams that implemented improvements.

**Participation in the 2015 Continuous Improvement Program per Area**



- 43% ● ACADEMIC VICE PRESIDENCY
- 17% ● STUDENT AFFAIRS VICE PRESIDENCY
- 15% ● INFORMATION TECHNOLOGIES DEPARTMENT
- 9% ● ADMINISTRATIVE VICE PRESIDENCY
- 8% ● FINANCE AND INSTITUTIONAL DEVELOPMENT VICE PRESIDENCY
- 6% ● PLANNING AND EVALUATION DEPARTMENT
- 2% ● PRESIDENT’S OFFICE

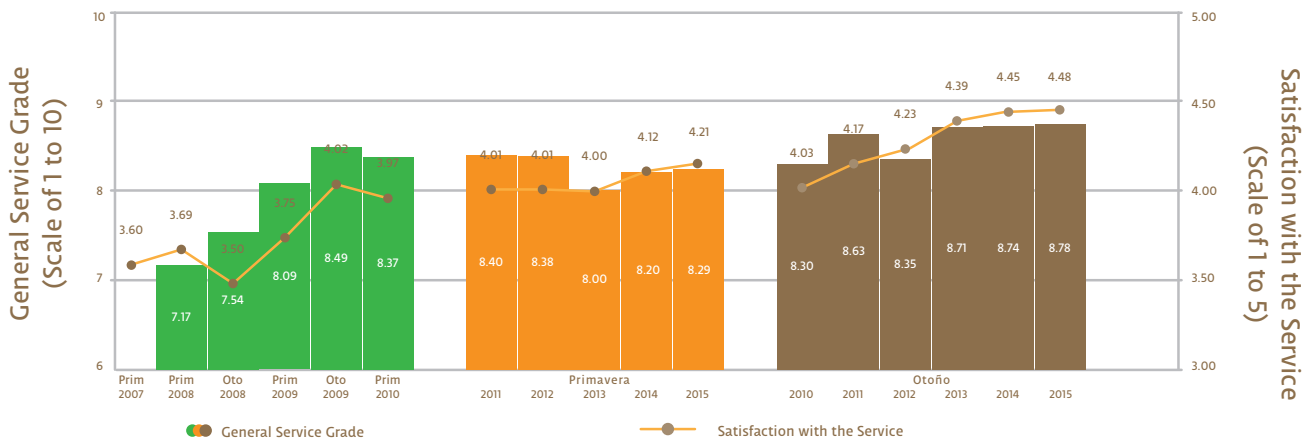


**SERVICE EVALUATION**

Service Evaluation is one of the mechanisms that provide feedback every semester through surveys on the services received by students and personnel. The results are a measure of user satisfaction and the bases for improvement plans.

In 2015 ten services were evaluated in Spring and another eleven in Fall. The grading scale is from 1 to 5 for satisfaction and the overall grade has a scale from 1 to 10. As can be seen in the following graph, results of this evaluation in the last three years have improved.

**Historical Results at a General Level 2007 · 2014**

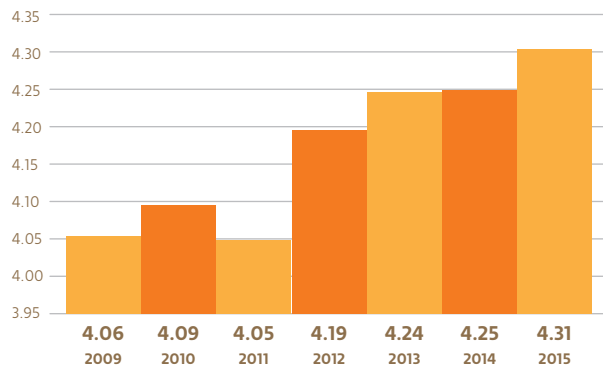


Note: As of Fall 2010 the Spring and Fall results are comparable, since in each period the same services are evaluated.

The UDLAP Mailbox is another way for the university community and visitors to send comments or suggestions, either on paper or electronically. This format receives feedback from exit surveys after using a service. At the end of 2015, the average response time of UDLAP areas for a Mailbox comment or suggestion was 3 working days, the same since 2012. The results from the evaluations and comments have been useful for the university areas to detect ways to continue to have efficient processes and offer better services to the UDLAP community.

Likewise, recent graduates share their opinions when they finish their studies. The survey poses questions on different aspects of their academic life, and on the services they received while at the university. The results from 2012 to date, graded on a scale of 1 to 5, indicate that satisfaction has been gradually increasing. The students who graduated in 2015 gave UDLAP a score of 4.31, the highest recorded since 2009.

**Average Alumni Satisfaction survey 2009 - 2015**



**PERFORMANCE EVALUATION**

In 2015 the performance evaluation of administrative and academic personnel was upgraded. The first evaluation of Vice Presidents started as part of the recommendations of the President Evaluation Committee in 2014; their objective is to evaluate the performance of the Vice Presidents, receiving feedback and implementing effective improvement actions. For this exercise, an instrument specific to each Vice Presidency was used, and all personnel who reported to the corresponding Vice Presidency took part in the evaluation, as did their peers and those persons who report directly to the president.

These are the results of the evaluation:

Total Number of Collaborators	Answers Received	Percentage Answering
819	551	67%

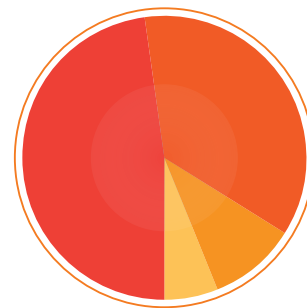
Likewise, in 2015 an individual goal evaluation was implemented for all personnel. The goals were defined by each employee in accordance to their functions, and aligned to the collective goals of their areas.

**PRESIDENT EVALUATION**

The evaluation of the President took place at the end of 2015, a process coordinated by the President Evaluation committee consisting of representatives from the Board of Trustees of Fundación Universidad de las Américas, Puebla, and members of the Business Council, Academic Council, and Student Council.

A total of 1,482 surveys from full-time professors, administrative employees, union employees, and students were received;

**Percentage of questionnaires applied by population**



- 48% ● STUDENTS
- 36% ● ADMINISTRATIVE PERSONNEL
- 10% ● ACADEMIC PERSONNEL
- 6% ● UNION MEMBERS

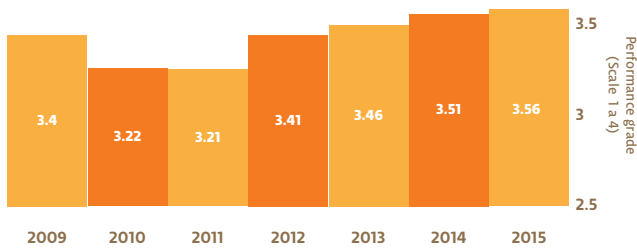


this number represents a 10% increase from last year. This survey consisted of questions regarding institutional objectives, professional qualities of the President, organization and management, financial administration, academic affairs, student affairs, fundraising, external relations, organizational climate, management of institutional values, and problem solving.

The results from the surveys were processed and reported by an external company for transparency. The results showed an increase in satisfaction of the university community this year.

The results of the evaluation and its trend are presented below:

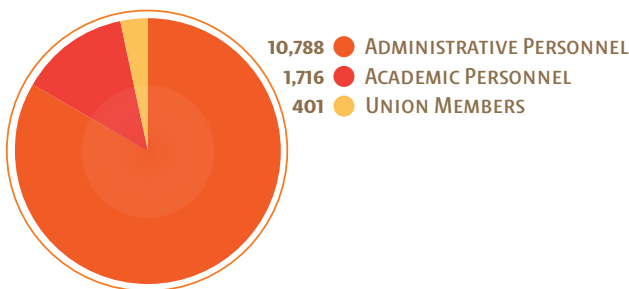
**President's evaluations  
2009 · 2015**



**TRAINING PLAN**

The objective of the training plan is to strengthen the knowledge and general competencies established in the UDLAP employee profile. The number of training hours of UDLAP collaborators in 2015 is presented in the following graph.

**Training Hours**



Among the courses offered were:

- Strategic planning, geared to managers to provide strategies for successful planning.
- Workshop in educational sales, directed to managers and coordinators, to give them methodologies to correctly train university students.
- High performance teams, for area heads, to maximize talent in work teams, improve performance, and achieve objectives.
- Creative stress management, which teaches innovative ways to handle stress and internal motivation strategies for work teams.
- Technical training for union personnel - technicians and janitors - to get updated technical training in their trades and acquire new competencies to create multi-skilled teams at the university.





# VANGUARD *facilities*



**Like every year, within its service innovation and vanguard facilities strategies, UDLAP has established a digital agenda that promotes incorporating pertinent technological elements for students; it also improved the current information technology services and communications to support the teaching-learning process.**

## INFORMATION TECHNOLOGIES

Like every year, within its service innovation and vanguard facilities strategies, UDLAP has established a digital agenda that promotes incorporating pertinent technological elements for students; it also improved the current information technology services and communications to support the teaching-learning process.

For the second consecutive year, the session of the UDLAP Consulting Council for Technology and Innovation was held in March, where directors of Adobe Systems Inc., Blackboard Inc., IBM de México, HP México, Intel, Lenovo de México, LG Electronics México, Blue Coat Systems, and Fortinet, and other companies exchanged relevant information to develop the Institutional Technology Master Plan.

Collaboration agreements with IBM de México and with Hewlett Packard de México were signed. These agreements establish the conditions for university students to carry out professional practices and social service projects, and have access to their job agencies.

For the seventh consecutive year the company Extreme Networks granted 20 scholarships to engineering students to receive the most advanced certification in telecommunications.

The university has over 2,900 PCs for teaching and learning, which have an average lifespan of 1.5 years. In 2008 the average lifespan of a computer was 5 years. In September, 270 computers were bought for the faculty, 455 for administrative personnel, and 59 to equip labs. The total investment was \$15,029,153 pesos.

The academic population growth has increased the demand for bandwidth, so this year it was increased to 2 Gbps, thus offering a service rate of 235 kbps of bandwidth per student. The average for Latin America and the Caribbean is of only 8 kbps.

In the Fall of 2015 the number of courses using the educational online platform increased by 50%, promoting technological innovation in the classrooms since this platform is not only used for online courses, but increasingly used in onsite study programs to bring students closer to the material and communication media and make their learning more effective.

Bank payments were automated, so any payment made in a bank that provides this service is now shown in the student's account in one hour. Currently, 82% of bank payments are reflected in this time frame for the over 5,000 students who register on the first day.

The UDLAP webpage was reengineered, redesigning the

academic offer section to improve catching prospective students who are interested in the university. In only four months data of 4,000 new prospects was obtained through this page.

Following the trend to create content for social networks and the web, a content publishing strategy in video was put together. 250 videos were made for social networks, which were seen 2.1 million times. In a year, the video publications on Facebook had the same number of views that YouTube has had in the past five years. In 2015, the content published was seen 34.9 million times and had 273,000 interactions.

For the first time, UDLAP incorporated paid digital campaigns to its processes to have a greater impact on social networks. The execution of these campaigns increased the number of followers, had a greater impact of important publications, and contributed to the increase of prospective students. For the third consecutive year, the university's social media are still the media that has more penetration in the community with respect to other Mexican universities.

Security improvements were implemented in order to maintain data integrity and availability, by carrying out the following initiatives:

- Grouping information security areas in accordance to the control level required by clients.
- Implementation of dynamic security actions, according to an analysis of intruder and malware detection.
- Restructuring the perimeter protection strategy of the UDLAP computer network.
- Control of 93% of vulnerabilities of the computer servers in the Center for Institutional Data.



## INVESTMENTS

The UDLAP campus is an example of modernity, in which harmony and ecology prevail. It is because of this that the maintenance, remodeling, and renewing plan continued.

The following activities were carried out, in line with the major maintenance program:

- Second phase of waterproofing of buildings on campus.
- Cleaning and sealing gutters and windowsills in the Social Sciences building.
- Maintenance of the external façade of the Hacienda.
- Painting the posts of the vehicular circuit.
- Sidewalk repairs.
- Dome replacement of the Health Sciences building.
- Dome maintenance in the Humanities building.
- Floor repairs of the Engineering building.
- Change of the “Y” goals in the Templo del Dolor stadium.
- Balcony maintenance in the Cain-Murray and Ray Lindley Colleges.
- Façade maintenance of the Lab A building.
- Sign maintenance in the vehicular circuit.
- Overhaul of the Eco Zone.
- Major maintenance of classrooms NE-109, NE-112 and CS-113.

Caring for the environment, we pruned and shaped 170 trees and green areas, and we renewed the Heriberto Juárez Garden. The 7070 service was started as a web platform to better attend the university community in its maintenance, service, and transfer requirements. In 2015 there were 20,025 requests that were satisfactorily answered.

To keep vanguard facilities that satisfy the needs of the student, academic, and administrative community, approximately 90 million pesos were used on the following:

- Renovation of the UDLAP vehicular circuit.
- Renovation of the Guillermo y Sofía Jenkins Auditorium.
- Renovation of the Manufacturing Engineering Lab LA.
- Renovation of 23 classrooms, offices, and bathrooms in buildings CS and NE
- Renovation of facilities of the Américas Dining Hall.

- Renovation of the steam boiler and hot water services for the Ray Lindley and Cain-Murray Colleges and Américas kitchen.

Regarding food services, we are still working under the H insignia (Distintivo H), having received the annual re-certification. Also, we obtained the M Management System Insignia (distintivo M, Sistema de Gestión) to improve quality that is backed by the Secretary of Tourism.

Campus franchises increased in 2015, and now include Papa John's, Urban Burger, and Moyo, giving more options to the community.

The cost of SAU for Spring 2016 was approved to decrease from \$890 to \$850, which had a higher acceptance index. The @UDLAP parking service was implemented, which provides information on the availability of spaces in the campus parking lots; this Twitter account, with 1,065 followers, helps users decrease search time for parking.

In 2015, the school bus routes transported over 40,000 passengers from Puebla to the UDLAP campus and vice versa. In other transportation modalities, this department made 1,150 services and transported over 4,000 passengers in the year. Additionally, this year 7 university vehicles were purchased: 1 ambulance (Toyota), 5 cars (VW Jetta) and 1 minivan (Toyota Sienna).

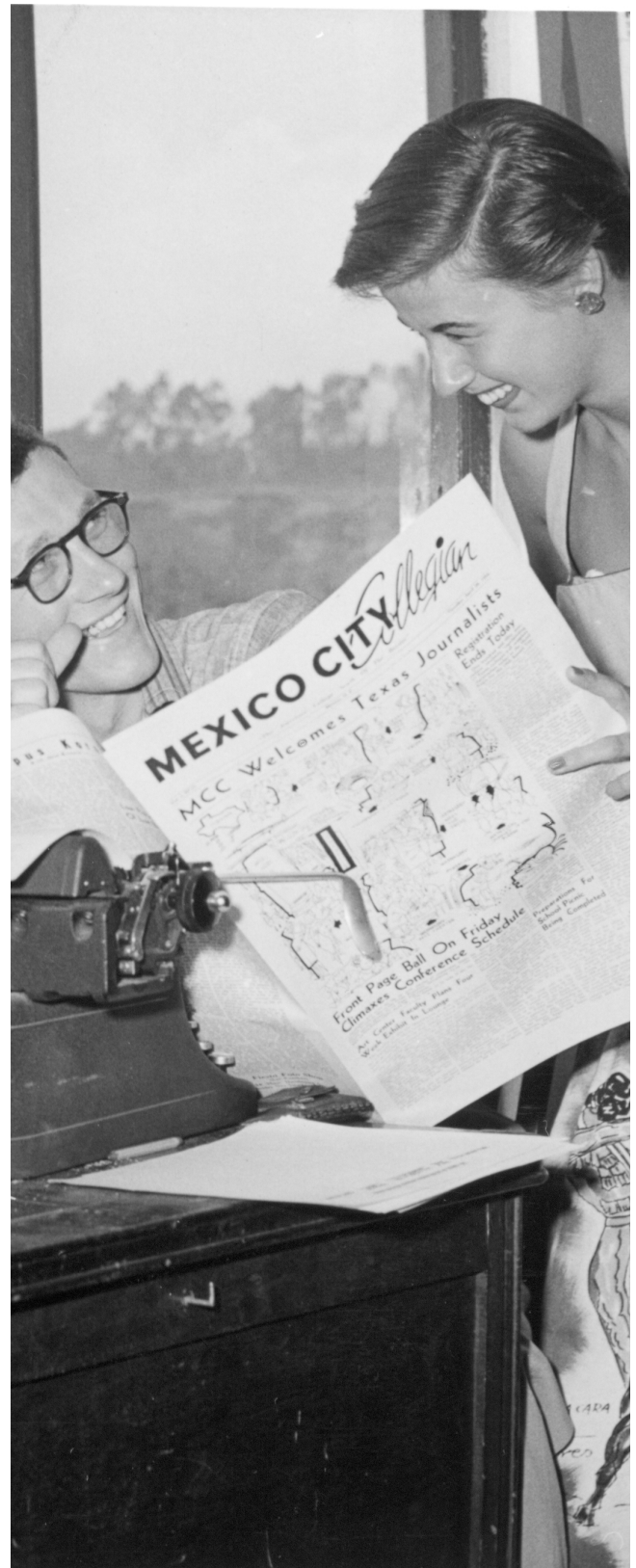


## LIBRARY

The Franciscan Library is the result of a joint effort of Universidad de las Américas Puebla and the Franciscan Province of the Holy Gospel of Mexico to preserve, research, and promote the bibliographical heritage of the Order. UDLAP assessed the physical state and recovery of its Historical Archive (AHPSEM), in order to exhibit some bibliographical and documentary material in the show “Education, Illustration, and Art Muses. Mexico, 19th Century”, which was open to the public until March 18, 2016 in the Franciscan Library.

The volumes contained in this library, form the 16th to the 19th centuries, are primary sources of studies focused on a variety of academic topics, with fundamental works on New Spain thinking – especially a great variety of sermons – theology treaties, canon law, catechism manuals, hagiographies, liturgies, etc. This collection also includes history, science, mathematics, literature, philosophy, grammar, and rhetoric texts, mainly in Latin and old Spanish. UDLAP has digitized part of the Franciscan Library works in a new site managed through a tool for digital collections called xmLibris, which facilitates updating.

The UDLAP Photographic Archive includes printed photographs, negatives, and slides of the university period between 1940 and 1990. 3,130 records were digitized and published, available with descriptive data and corresponding images. These were filed based on 20 general themes. The system allows navigation by topic, or searches by key word.



# *annex*





ANNEX 1

UDLAP Faculty Achievements and Honors, 2015

- Dr. Luis Ernesto Derbez Bautista, by invitation of the University of Texas at San Antonio (UTSA), the Association of Mexican Businessmen, and the Chamber of Hispanic Commerce in San Antonio, presented to San Antonio's academics, entrepreneurs, and students the first edition of the Global Impunity Index,
- Dr. Miguel Ángel Méndez Rojas, professor and investigator of the Department of Chemical-Biological Sciences, won the George Brown Jr. Prize with the project entitled "Evaluation of the Potential Toxicity of Inorganic Nanoparticles with Potential Biomedical and Nutritional Applications".
- Ambassador Raphael Steger Cataño, with Ambassador Beata Wojna and Dr. Martha Ochman Ikanowics, debated different topics before Poland's presidential elections in the television show "2015 Elections in the World", conducted by Rina Mussali Galante and broadcast on the Congress Channel.
- Dr. Shigeru Kabata, from the Department of Anthropology, did an archeological project in Tlalancaleca. This project will help understand how the Puebla area contributed in the formation of the Teotihuacan state.
- Dr. Polioptro Martínez Austria, professor of the Department of Civil and Environmental Engineering, participated as advisor to the Ibero-American Federation of the Ombudsman to write the 12th Report on Human Rights, Water Rights. His proposals are expected to be observed, analyzed, and converted into an action plan.
- Dr. Roberto Solano Méndez, from the Department of Marketing, was the keynote speaker on "Tendencies in Management and the Training of Administrators" at the 2015 Conference of the Colombian Association of Administration Faculties (Asociación Colombiana de Facultades de Administración - ASCOLFA), held in Bucaramanga, Colombia.
- Chef Guillermo González, professor of the Department of Culinary Arts, promoted the use of flowers in gastronomy in a publication in the Ibero-American Magazine Cielo, Mar & Tierra.
- Dr. Jesús Mario Lozano, professor of the Arts Department, won the Rogelio González Award, the award to the Best Documentary of Nuevo León, and the award Cine Premiere Nuevo León for his documentary "Sangre Bárbara", that will be shown in the Cinemex Mexican Cinema Tour.
- Dr. Pedro Víctor Hugo Jano Carpinteyro traveled to Sao Paulo, Brazil to receive training on pedagogic techniques to teach laparoscopic surgery at the Johnson & Johnson Medical Innovation Institute.
- Dr. Luisa Vilar-Payá, professor of the Arts Department, participated in the New York Bard Music Festival, for her contribution to the book Carlos Chávez and his World, by Dr. Leonora Saavedra.
- Dr. Adrián Duhalt Gómez, Academic Director of the School of International Business Administration, participated in the United States to Mexico Natural Gas Exports Congress 2015 with the lecture "Energy Reform in Mexico and Competitiveness in the Automotive Sector". Dr. Duhalt spoke of how the energy reform is creating conditions to strengthen certain value chains, including the automotive industry.
- Dr. Elizabeth Salamanca Pacheco, professor of the Department of International Business Administration, had a research stay at the Baker Institute's Mexico Center of Rice University, where she studied, analyzed, and published her results on business migration.
- Dr. José Ángel Raynal Villaseñor, dean of the School of Engineering, Dr. Benito Corona Vázquez, Academic Director of the Department of Civil and Environmental Engineering, Dr. María Elena Raynal Gutiérrez, Dr. Carlos Patiño Gómez and Dr. Polioptro Martínez Austria, faculty members of the Department of Civil and Environmental Engineering, received a chair appointment from UNESCO in Hydro-meteorological Risks, an international recognition to UDLAP's leadership in encouraging global research on this topic, and specifically to its Water Sciences group.
- Ulrike Sperr, professor of the Languages Department, participated in the 3rd Bilingualism Forum at the Universidad Nacional Autónoma de México (UNAM), with the lecture "Spanish-German Bilingualism Difficulties in Children Growing Up in Mexico: A case study". This case studies and analyzes the bilingualism faced by a child who is raised in Mexico but has maternal roots in Germany.

- Dr. Iván Oropeza Pérez, Dr. Mario Eric Vergara Balderas, and José Luis Jaspeado Escalona, professors of the Architecture Department, met with academics from the Universidad Nacional Autónoma de México, Universidad Autónoma de Chiapas, and Universidad Autónoma de San Luis Potosí to install the Mexico Section of IBPSA (International Building Performance Simulation Association). This world-class association develops and promotes computer tools dedicated to simulating buildings' performance.
- Ambassador Raphael Steger Cataño, Dean of the School of Social Sciences, was invited to participate in the Global Child Campaign "Stop talking, start planting". This campaign from the Plant for the Planet organization plants trees around the world to fight climate change.



- Dr. Víctor Manuel Reynoso Angulo, researcher-professor of the Department of International Relations and Political Science, was invited to participate in the "Pesos y Contrapesos" TV program of the Superior Auditing of the Federation.
- Dr. Eugenio Sánchez Arreola, Academic Director of the Chemical-Biological Science Department obtained biodiesel from *Jatropha curcas* seeds, commonly known as Mexican pinion, and other wild plants of Puebla, that could be an ecological and economic option for motor fuel.
- Ray Schwartz, professor of the Arts Department and world expert in somatics, participated as author of the chapter "The Indivisible Moment: A Meditation on Language, Spirit, Magic, and Somatic Practice" in the book *Dance, Somatics, and Spirituality: Contemporary Sacred Narratives*, recently published by Intellect Books in the United Kingdom.
- Juan José Rojas Villegas, professor of the Industrial, Mechanical, and Logistics Engineering Department, received an award as "Best Advisor of Student Chapters" from the Institute of Industrial Engineers in Mexico. This award was earned for his outstanding work as advisor to UDLAP students, members of Chapter 950 of the Institute of Industrial Engineers.
- Dr. Misa Ito, pianist and professor of the Department of Arts, and her son, cellist Tadao Hermida, gave a concert in Puebla's Teatro Principal as part of the International 5 de Mayo Festival.
- Chef Rodrigo Pineda, professor of the Tourism Department, and students Karen Alejandra Ríos Hernández, Alexa Chávez Rueda, and Erick Romo Valdez, students of the Licenciatura in Culinary Arts, were invited by the Mexican Consulate in Dallas to lead and develop the event "Mexican Flavor", in which Puebla's gastronomy was the main theme.

ANNEX 2

Accomplishments from UDLAP Students

- Montserrat Flores Castelán, student of the Licenciatura in Literature, participated in the “anticaballeros” presentation in the Siglo de Oro Theater with the lecture “Don Juan Tenorio y Fernán Gómez”, as part of the Eleventh International Forum of Students of Linguistics and Literature. This Forum was organized by the Universidad de Sonora’s Department of Letters and Linguistics.
- Ana Karen Solares Baños, Eduardo Rodríguez García, and Tania Paulina Flores Gea, students of the Licenciatura in Languages, participated in a roundtable discussion on the process, skills, and theories of written translation. The roundtable took place in the event to present translated books in the Franciscan Library: “Bilingual and Multilingual Books: History and Uses”.
- Luis Fernando Hernández Lara, student of the Licenciatura in Archeology, wrote the chapter “Corporal Modification in Pre-Hispanic Mexico” in the book *Herencia y Futuro*, edited by Dr. Ann Cyphers and published by the Fondo de Comunicación y Educación Ambiental-Pemex.
- Carola Aguirre de la Cruz, Licenciatura in Political Science and International Relations student, made the short film *Dual*, which was selected to participate in the 2015 Cannes Film Festival.
- Martha Cecilia Ochoa Blancas, student of the Licenciatura in Actuarial Sciences, was selected for the CIESS scholarship to participate in courses offered by the Interamerican Center of Social Security Studies (Centro Interamericano de Estudios de Seguridad Social - CIESS).
- Jennifer McNamara Gutiérrez, Licenciatura in Humanities student, and Miguel Ángel Agúndez Romero, student in the Licenciatura in Communications, participated with 20 finalists in the Writing Workshop from Grupo Reforma, whose objective is to prepare top journalists.
- Olivia Nicté Toxqui Martínez, student of Licenciatura in Literature, won the national poetry prize “Dolores Castro”, convened by the Aguascalientes Municipal Institute for Culture (Instituto Municipal Aguascalentense para la Cultura - IMAC).
- Montserrat Garza Rodríguez, a Licenciatura in Visual Information Design student, won the prize for the creation of a commemorative ex libris for the UDLAP Library’s celebrations of the 75th Anniversary.
- Carlos Aparicio, Ignacio Cisneros, and Gabriel Lack, students of the Licenciatura in Industrial Engineering, received an award for their participation in a contest organized by the company Luk, for their project “Time and Movements Study with an MTM and Ergonomic Analysis to Improve a Workstation Design in a Clutch Disk Assembly Line”.
- José Francisco Delgado Jiménez, a Licenciatura in Nanotechnology and Molecular Engineering student, won the price “Cancer Research Training Award”, granted by the National Institute of Health for his training stay at the National Cancer Institute.
- Diego Rosas Villalva, student of the Licenciatura in Nanotechnology and Molecular Engineering, won a scholarship to participate in a research stay at the University of Notre Dame.
- Andrea Diaz Gaxiola and Tania Cecilia Hidalgo Castillo, students of the Licenciatura in Nanotechnology and Molecular Engineering, won a scholarship to participate in research stays in Canada, paid for by the MITACS program. The stays are for three months at Simon Fraser University and the University of British Columbia.
- Andrea Anaya Sánchez, a Licenciatura in Pharmaceutical Sciences student, and Abel Aburto Platas, student of the Licenciatura in Nanotechnology and Molecular Engineering, won the “Student Travel Award” from the Hispanic Toxicology Organization at the 54th annual meeting of the Toxicology Society.
- Fernando Arteaga Cardona, a student of the Licenciatura in Nanotechnology and Molecular Engineering, won second place for the best student work with “Magnetic Ferrites as T2 Contrast Agents in MRI Imaging”, presented in June 2015 at the VI National Congress of Technology Applied to Health Sciences (BUAP-INAOE).
- Ariadna Celina Gutierrez Gonzalez and Jorge Luis Gálvez Vallejo, students of the Licenciatura in Chemistry, won a scholarship from the US Embassy in Mexico, in collaboration with the National Association of Universities and Higher Education Institutions of Mexico (Asociación Nacional de Universidades e Instituciones de Educación Superior de la República Mexicana - ANUIES) and the University of Texas in Dallas, for a research stay in the chemistry area.

- Ivens González González and Nery Gabriela Herrera Herrera, Licenciatura in Business Administration students, won the TrepCamp 2015 scholarship based in Berkeley, California.
- María Daniela Ochoa Rodríguez, student of the Licenciatura in Visual Information Design, designed a poster depicting the forced disappearance of 43 Ayotzinapa students. The poster was presented in London as part of the “Shaped in Mexico” show of the “Posters for Ayotzinapa” exhibit, convened by the artist Francisco Toledo, the Institute of Graphic Arts of Oaxaca, and the Oaxaca Pro Defense and Conservation Board of Trustees.
- Carlos Mendoza, Laura Ruíz, and Alfredo Hernández, students of the Licenciatura in Communications and Media Production; Daniel Lezama and Sem Olayo, students of the Licenciatura in International Business Administration; Jimena Germán, student of the Licenciatura in Fine Arts; and alumni Juan Manuel González, Santiago Pérez, Luz María Lara, and Jessica Abraham Miguel, created the short film Dedicatoria, which was nominated in 10 categories and received the Best Art Direction Award and Best Short Film Award in the Cinema Festival “Pantalla de Cristal”.
- Rosario Paola Montforte Álvarez and Carmen María Romano, Licenciatura in Languages students, presented, through a conference, “Face- Threatening and Face-Saving Acts in Humor” a work done in the Honor’s Program that was chosen by the International Humor Congress in Oakland, California.
- Ana Paola Cañedo Sandoval, Languages student, received a recognition for her participation as speaker, with Languages Department full-time professor Ulrike Sperr, in the 20th International Languages Fair: Reengineering Teaching, in Guadalajara, Jalisco.
- Luis Arturo Cano, student of the Licenciatura in Communications and Media Production, won third place in the First National Video-bloggers Contest from the National Institute for Transparency, Information Access, and Personal Data Protection.
- Rosario Paola Montforte Álvarez, Carmen María Romano Lamuño, María José Ortiz Pérez, Jaime Emilio O’Hea Flores, Verónica García García, Hilda Sofía Priante Esteban, Lucero Águila Gómez, Karina Liñán Contreras, and Angélica Estefanía Alcantar López, Licenciatura in Languages

students, received a recognition from Duke University for their participation as Spanish tutors in the project “Tutoring, Mentoring, and Community Liaison” during the summer of 2015.

- Charbel Murad Koopel, Andrés Márquez Coeto, Gloria Georgina Saldaña Flores, and Claudia Gabriela Patiño Castro, students of the Licenciatura in International Business Administration, won the contest “Improvement Projects in Cleaning Services” organized by the San Pedro Cholula Municipality’s Service Operations Organization (Organismo Operador de Servicio de Limpia del Municipio de San Pedro Cholula - OOSL).
- Hugo Octavio Heredia Martínez, Licenciatura in Biology student, won second place in the Chemistry, Medicine,



and Health Sciences category at the 4th Meeting of Young Puebla Researchers, event organized by the Puebla State Council for Science and Technology (Consejo de Ciencia y Tecnología del Estado de Puebla - CONCYTEP).

- María José García, Esteban Davis López, Erick Eduardo Real, and Pablo Manuel López, students of the Licenciatura in Banking and Investment, reached the finals in the CFA Institute Research Challenge 2015 national competition.
- Carolina Herrera Legaria, Licenciatura in International Relations student, participated in two projects focused on reducing social problems such as person trafficking, migration, organ sales, and refugees as part of the UN and the Organization for Migrations.
- Axel Bravo Carreón and Alejandro Vázquez Cruz, students of the Licenciatura in Mechatronic Engineering, won second place in the Fifth Open State Tournament on Robotics 2015, which was part of the 22nd National Week of Science and Technology.
- Thania E. Ibarra Narváez, student of the Licenciatura in Archeology, did a three-month stay at the University of Calgary to work on a project on human evolution in Africa.
- María Isabel Prieto Gómez, student of the Licenciatura in Culinary Arts, invented a confectionary device that facilitates assembling different desserts. The Mexican Institute of Industrial Property patented the device.
- Maximiliano De la Higuera Macías, Licenciatura in Chemistry student, won the scholarship “Proyecto 100,000”, sponsored by the Mexico-United States Commission for Education and Cultural Exchange (Comisión México-Estados Unidos para el Intercambio Educativo y Cultural - COMEXUS) to do a research stay at the University of California at Davis.
- Alejandra Quintos Lima, student of the Licenciatura in Actuarial Sciences, won second place in the Third Encounter of Young Researchers organized by the Puebla State Council for Science and Technology (Consejo de Ciencia y Tecnología del Estado de Puebla - CONCYTEP), with the thesis “Fractal Modeling in Poverty Indicators in Puebla”.
- Adriano Romero Dueñas Licenciatura in International Relations student, and Brenda Ramírez Contreras, student of the Licenciatura in Organizational Psychology, were vetted to work as research assistants by CONACYT, for the aca-

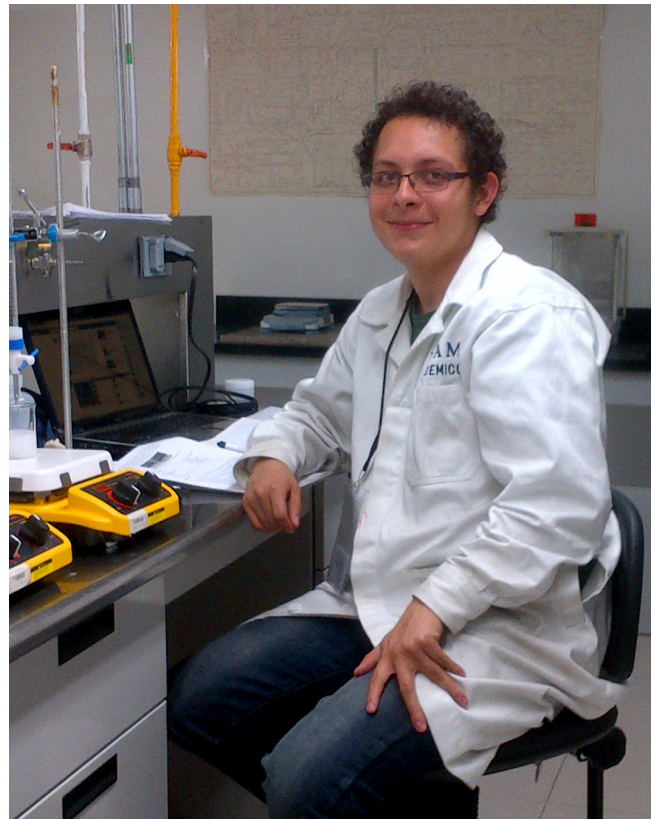
demio projects of Dr. Marianne Helena Marchand, faculty member of the Department of International Relations and Political Sciences.

- Lucía González Espinoza and Rubén Barroso Macías, students of the Licenciatura in Environmental Engineering, and Alma Cantorán Viramontes and Giovanna Guzmán Pineda, Licenciatura in Chemical Engineering students, participated in the Vive conCiencia 2015 contest, an event organized by the Citizens’ Agenda for Science, Technology and Innovation. Their project was “Water Purifying Filter using sba-15 with Auto-Cleaning through Photo-assisted Fenton’s Reagent”, which received Honorable Mention in the national stage.

## ANNEX 3

## UDLAP Alumni Achievements

- José Francisco Delgado Jiménez, graduate of the Licenciatura in Nanotechnology and Molecular Engineering, received the prize Cancer Research Training from the National Cancer Institute in the United States, for being one of the best students in biology and medicine in the US.
- Marcela Quiroga Garza, alumna of the Doctorate in Creation and Culture Theories, received the Visual Arts Prize, 2015, from Universidad Autónoma de Nuevo León.
- Hugo Santiago Fuentes, Licenciatura in Marketing alumnus and General Director of Branding Tag, S.A. de C.V, created Mexico's first digital immunization card for children from birth to 9 years old. It is called iVacunas.
- Isabelle Alix Aillaud Caire, graduate from the Licenciatura in Industrial Engineering, received the award Knight of the National Merit Order from the French Ambassador, Maryse Bossière.
- Brenda Macarty, Licenciatura in Hotel and Restaurant Administration alumna and Human Resource Manager at Rosewood Crescent in Texas, received an award in the Strategic Human Resource Excellence Awards & Symposium held in the United States.
- Rubí Morales Rivera, graduate of the Licenciatura in Psychology, won first place in the National Thesis Contest organized by the Council for Psychology Teaching and Research (Consejo de Enseñanza e Investigación en Psicología - CNIP) for her work "Characteristics of Eye Movements in Relation to the Ability to Delay Gratification".
- Carlos Parrodi Anaya, graduate from the Licenciatura in International Business Administration and the Dual Program in International Business UDLAP-UniCatt, is one of three Mexican nationals selected to participate in the 13th Edition of the Young Latin American Leaders Program, event organized by the Carolina Foundation in collaboration with the Santander Group and the Rafael del Pino Foundation.
- Marysol Montes De Oca Basurto, Licenciatura in Psychology alumna, won the Junior Epileptologist Program scholarship to present her work at the American Epilepsy Society Congress, which will be held in the United States before leading epilepsy researchers.
- Alyssa Marie Ramírez Stege, graduate of the Licenciatura in Psychology, won the Charles Hughes prize from the Society for the Study of Psychiatry and Culture, for her work "Culture in Context: Evaluating the Utility of the Cultural Formulation Interview (CFI) in Mexican Mental Health Patients", presented during their annual meeting in Providence, Rhode Island.
- Karen Villegas, Licenciatura in Economics alumna, was named research assistant to UDLAP faculty professor Carlos Ibarra for her research on Chile's capital flows.
- Dr. José Gabriel Merino Hernández, graduate of the Licenciatura in Chemistry, received from Mexico's President, Enrique Peña Nieto, the Research Award from the Mexican Academy of Sciences.
- Julio Enrique Castillo Ruiz, graduate from the Licenciatura in Industrial Engineering and Master in Manufacturing Administration, was awarded in Germany the certification of SAP consultant in the Production Planning module.



- Rodrigo Capistrán, Licenciatura in Hotel and Restaurant Administration alumnus, will participate in the “Management in Training” program in the Yas Viceroy hotel in Abu Dhabi. His stay will be for one year and he will have the opportunity to work there full-time once the program is finished.
- Alejandro Lara Turrent, graduate of the Licenciatura in Industrial Engineering, published the book *Aplicación de la metodología SIX SIGMA*, with the support of the Publicia editorial house, thanks to his initiative to solve production problems at the Proplastic company.
- Sergio García, Licenciatura in International Relations alumnus and current editor in chief of *Klimapolitik Magazine*; and Mariana Mier, Licenciatura in Visual Information alumna and Creative Director of Trucha Design, assumed with responsibility and perseverance the Earth Charters in a formal ceremony.
- Anuar Patjane Floriuk, graduate of the Licenciatura in Anthropology, won first place with the photograph “Whale Whisperer”, in the 27th edition of the Traveler Photo Contest 2015, organized by National Geographic.
- Héctor Hugo Hernández García, Licenciatura in Communication alumnus, and Rafael Fuentes Treviño, graduate of the Licenciatura in Music, members of the musical group Ritmo Bonobo, received an Honorable Mention in the 2015 Youth State Prize “Vicente Suárez”, in the category of Artistic Expressions, Indigenous Culture, and Popular Art.



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