



**THE RECTOR'S
REPORT
TO THE
UNIVERSITY
COMMUNITY**

**20
24**



UNIVERSIDAD ANÁHUAC
VINCE IN BONO MALUM
MÉXICO



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24**

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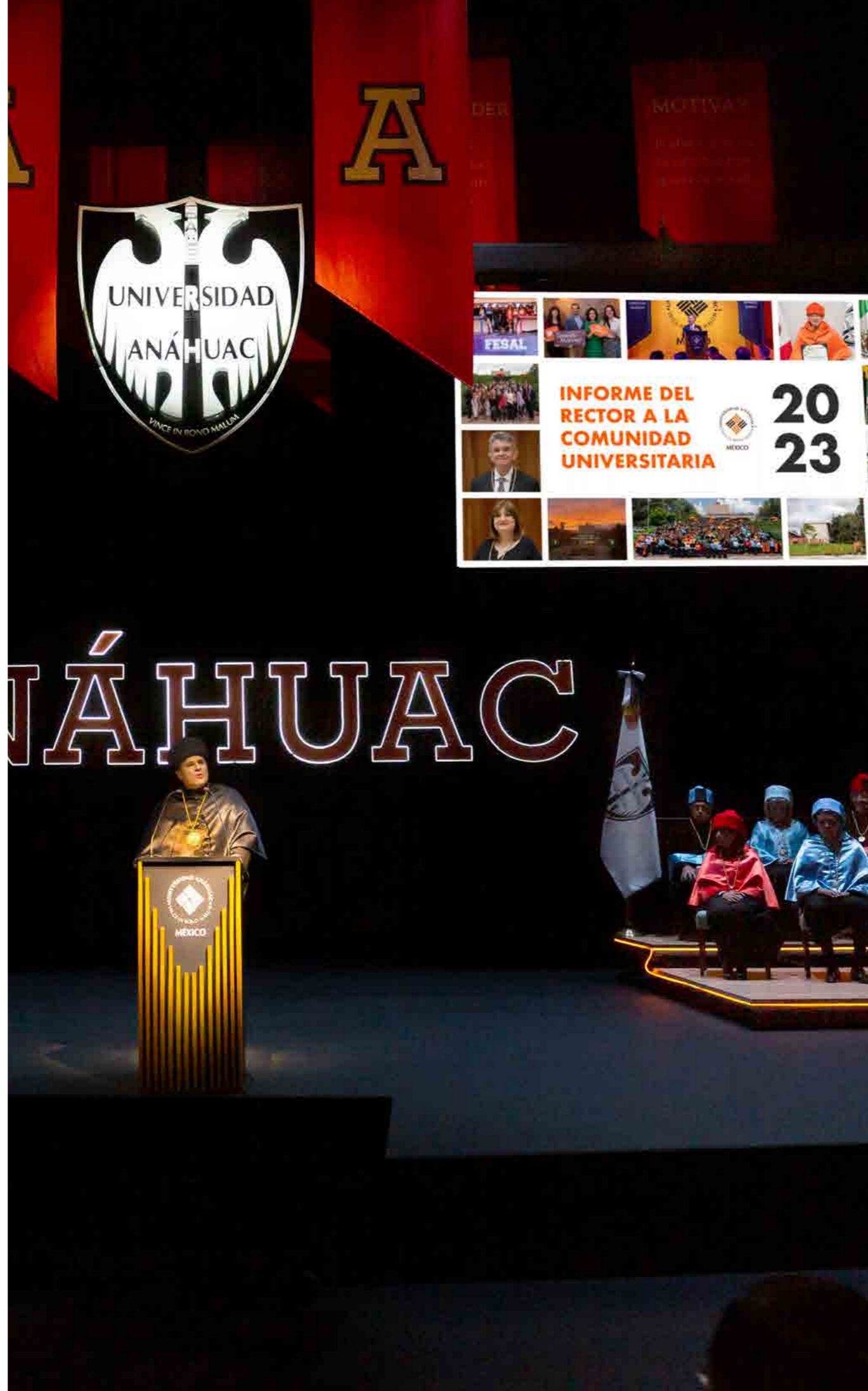
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Message from the Rector

We begin this Report, which reflects on the experiences of Anáhuac Mexico University in 2024, by looking at the event that has served as a unifying theme: the celebration of our university's 60th anniversary, an event that, beyond being a mere anniversary, is an opportunity to look back on our history with gratitude, analysis and reflection. This allows us to reflect on the challenges we have overcome over the last 60 years and to consider the future potential of our institution.

This year has not been easy, as the history of the University in 2024 is intertwined with the political, social, economic, and cultural realities in which we find ourselves. In each of these realities, Anáhuac University has sought to bear witness to what defines it in its mission: To contribute to the integral formation of leaders of positive action and to promote the development of the individual and society on an institutional level, inspired by the values of Christian humanism. In other words, when we talk about the various aspects of life at our university: a culture of academic excellence, the importance of integral education, the need to connect with society or educational innovation, we are expressing an awareness of a series of aspects of the good that should be present in a society that often falls short of what it should achieve. This represents a significant challenge for us too, as we are aware that, as a university, there are goals that we are not always able to achieve.

When, for example, we talk about academic excellence, despite the outstanding achievements, we see that there is always room for improvement in the goals we set ourselves for our university students, teachers, researchers and our community, including those who work in administration, infrastructure, maintenance and support, in order to achieve this excellence. We should never be content with what we have already achieved, as if today's laurels were tomorrow's victories. A university must always face the challenge of looking to the future, grounded in what has been achieved but inspired by what is yet to be accomplished. This realism contributes to achieving solid, transformative work at our university.

We have celebrated 60 years in which we have not only looked back at the past, counting the days, the months, and the years that have passed, but we have also reflected on our identity and who we are as a university. The events that have taken place have been focused on this logic. In this report to the University community, we want to propose a moment of deep reflection, both on what has been accomplished and on the spirit, the heart, and the ideals that have guided us, each person behind the numbers, each story behind the circumstances, each hope behind the efforts we have made to make 2024 a valuable year in our experience as a University.



We know that Anáhuac University is seen as a point of reference in many fields, and precisely because of this, we do not seek to be simply protagonists in a grand undertaking in which those who value their qualities the most are the most valuable. We want to show that we are a university that recognizes its limitations but is also fully aware of all that it has achieved. We don't want to be a university that parades its achievements in advertising slogans; we want to be a university that is proud of the men and women it has educated over the years.

As Zygmunt Bauman reflected: Whatever "renewal" universities require, it will take much longer than a simple patchwork of ad hoc responses to the challenges of today. Entangled, for the sake of their attractiveness to students, in a useless competition in pursuit of increasingly volatile and fleeting fashions (insinuated and propagated

by the market), universities have lost sight of the tasks for which they were created and which (only they) are capable of carrying out; "Preoccupied with trying to satisfy the needs or passing and eminently ephemeral fashions of a business-oriented 'economy', universities are in fact losing much of their past capacity to carry out these tasks: knowledge, inventiveness, imagination and the ability and courage to think differently are qualities that universities are called upon to create, nurture and inspire."

Current trends in education are shaping the relationship between technology and education and, logically, the relationship between technology and the individual. When analyzing the trends that have marked this year and those that are emerging for the next, we realize that educational trends reveal a significant transformation driven by technology, well-being and

adaptation to new social demands. Firstly, educational technology plays a central role, with a particular emphasis on Artificial Intelligence (AI), which personalizes learning according to the needs of each student, seeking hybrid learning to offer greater accessibility and an enriching experience. Another important aspect is the overall well-being of students, with an increasing focus on mental and emotional health. At the same time, education is moving toward inclusion, ensuring that all students have access to equal educational opportunities. This commitment is complemented by active methods that develop critical thinking, collaboration, and problem-solving skills. Finally, digital skills and continuing education are becoming increasingly important, as lifelong learning is becoming a fundamental tool for confronting the constant evolution of society.

All of the above is extremely positive because it expresses the need for the application of human intelligence, which, in the search for truth and goodness, discovers the best ways to achieve the objectives of humanity. However, when reflected in technology, this intelligence cannot be neutral. Precisely because it is human, it needs to address one of the most central realities, which is good: the good of the person, the good of society, the good of the community, the good of the most vulnerable, the good of those most in need.

A university that only seeks the truth without aiming for the good will deprive itself of one of the characteristics that make it truly human. As Benedict XVI reflected: «When does reason truly triumph? Is the reason behind action and capacity for action the whole of reason? If progress, in order to be progress, needs moral growth on the part of humanity, then the reason behind action and capacity for action is likewise urgently in need of integration through reason's openness to the saving forces of faith, to the differentiation between good and evil. Only thus does reason become truly human. It becomes human only if it is capable of directing the will along the right path, and it is capable of this only if it looks beyond itself. Otherwise, man's situation, in view of the imbalance between his material capacity and the lack of judgment in his heart, becomes a threat for him and for creation.»

For this reason, when reflecting on our identity this year, we at Anahuac University have not only considered the strategic, academic, technological, innovative and governance challenges and how to adapt to new realities, but we have also reflected on how this aligns with the motto that inspires us: 'Overcome evil with good.' In other words, we need to establish the presence of the good that defines our desire for the integral formation of a person who, as Pope Francis says, is a student or a professional who has not only a mind but also a heart and hands. It is this triad that defines the truth of the human person and commits the university not to be just a cold place of science or innovation but a community that incorporates the dimension of the person, transformed into a good for society. For this reason, the university should not be merely a center for technical training, nor should it be content with being

a center for preparing students to achieve economic goals. Above all, it must be a place where truth, goodness, and the individual are oriented toward the common good of the society in which the university is rooted.

Pope Benedict XVI also pointed out: «amid our growing knowledge of the structure of matter and in the light of ever more advanced inventions, we clearly see continuous progress towards an ever-greater mastery of nature. Yet, in the field of ethical awareness and moral decision-making, there is no similar possibility of accumulation for the simple reason that man's freedom is always new, and he must always make his decisions anew. These decisions can never simply be made for us in advance by others—if that were the case, we would no longer be free. Freedom presupposes that in fundamental decisions, every person and every generation is a new beginning.» Thus, we seek for truth to enlighten and for good to guide, for the individual to convey dignity and for the path towards the common good to be the mature fruit of a society that is not satisfied with the progress it has already achieved but is oriented towards an identity in which the university continues to be relevant for all that it contributes.

This is the purpose of the Report that I am now presenting to you, which deals with the different areas in which we have worked in accordance with our strategic plan. Each of these lines allows us as a university community to align truth, goodness, and the individual with the common good.

Today, despite the difficulties, there is still much worth fighting for: the promotion of leadership, academic excellence and comprehensive education guided by the values of Christian humanism, such as truth, freedom, justice and solidarity. Our mission has been to make this university a place where the best talents can meet with their own stories in different cultural, technological, social and environmental settings. With this in mind, we can listen to the words offered to us by Pope Francis: "I hope that you can bravely face the great educational challenges of our period of history, continuing to promote education guided by the values of the Gospel, in order to promote the integral and harmonious development of the human person... It is my desire that teachers commit themselves to a serious and generous search for the right balance between the faith that is professed and the knowledge that is taught and that students experience the passion and desire for intellectual and spiritual enrichment, preparing themselves to express it as a service to society that we should all make more fair and fraternal. And continue with social commitment and creativity in favor of those most in need".

We are the 60th-anniversary generation. Let us humbly accept the new challenge and seek to use our skills and knowledge to serve others as leaders of positive action. May our motto, «Overcome evil with good,» inspire us to leave a mark on the world.

Cipriano Sánchez García, L.C.

Academic Excellence



STRATEGIC APPROACH

Academic Excellence

Achievements of the 2020-2024 Strategic Plan

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

Research

● Creation and implementation of the **Anáhuac System of Researchers**

● **114** full-time academics with a research profile

● More than **150** Scopus articles each year

● **330** titles from the Anáhuac publications catalog

● **5** interdisciplinary areas

● **18** priority research topics

Internationalization

● Creation of the **Anáhuac 5.0** Internationalization Model

● **Support** to schools and faculties for the development of internationalization projects

● **11** types of international experiences offered to students

● **25 %** average growth in international exchange **students** on our campuses

● **975** students and academics from more than 20 countries

● **23** different short internationalization experiences have been promoted for **400** students

Teacher training

● **100 %** of undergraduate and postgraduate teaching programs use active methodologies

● **100 %** of undergraduate and postgraduate professors completed the initial level of the Teaching Development Plan

● **CEFAD** gave **200** courses as part of the Teacher Development Plan (PDD)

Academic quality

● **85.2%** of students successfully completed their **undergraduate degrees**, and **81.2%** their **postgraduate studies**

● Accreditation of **56** undergraduate and **4** postgraduate programs

● Five postgraduate programs were incorporated into the National Postgraduate System of the National Council of Humanities, Science and Technology (**CONAHCT**)

● **100 %** implementation of the culture of integrity and academic standards program throughout the **University Community**

● **96.4 %** of students who took the **EGEL** test passed

● **18.3 %** received the **Ceneval Excellence Performance Award-EGEL**



Anáhuac Mexico University is committed to academic excellence. In the last four years, within the framework of the Strategic Plan 2020-2024, this commitment has been strengthened through the promotion of research, postgraduate studies and continuing education, as well as through the promotion of educational innovation, the promotion of a culture of academic standards and integrity, the monitoring of the continuity of accreditation processes and teacher training, and the development of a culture of internationalization.

Bachelor's degree: programs and educational model

The hallmark of the Anáhuac 2025 Educational Model is its proposal of an integral education that seeks the harmonious development of the different facets of the individual: intellectual, professional, human, spiritual and social.

Other relevant elements of the bachelor's degree model include training in leadership, digital skills, entrepreneurship and social responsibility; English language proficiency; personalized student support through a tutoring, mentoring and coaching program; flexibility that allows students to take subjects at their own pace, interdisciplinary and elective subjects from other majors and minors; and professional internships and national and international options for mobility.

The undergraduate educational offer comprises 50 programs covering diverse areas of knowledge. The new programs to be incorporated, which opened in August 2024, include the Bachelor's Degree in Data Science. This first double-faculty degree belongs to the School of Actuarial Sciences and the School of Engineering, and the

Bachelor's Degree in Interior Architecture is affiliated with the School of Architecture.

These two programs, along with the integration of the Human and Family Development Program, which was previously part of the John Paul II Institute and has now joined the range of courses offered by Anáhuac Mexico University, means that the University now offers a total of 50 degree programs, which represents a 4.1% growth with respect to 2023.

Currently, total enrollment is 15,012 students plus 53 online students (from the Health Institutions Management and Administration program): 10,302 on the North Campus (72.47%) and 3,913 on the South Campus (27.52%). Of these, 3,265 are new students, equivalent to 22.96% of the total population.

Regarding the origin of the new students, 69.06% come from Mexico City and the Metropolitan Zone, 23.24% from the rest of the country, 4.16% from abroad and 3.52% are exchange students.

Bachelor's degree programs offered more than 125 workshops and talks in high schools, with a total participation of more than 6,250 students.

Ensuring academic quality

This is a task shared by all the schools and faculties of the University and is coordinated at the institutional level by the Academic Quality Department (DCA) —formerly the Academic Development and Management Department. This department is crucial for continuously improving academic programs and teaching-learning processes, ensuring that students receive quality training in line with international standards.

The Academic Quality Department works closely with schools and faculties to provide them with tools that optimize pedagogical impact and promote a culture of academic excellence, as is the case with projects carried out in recent months. These include the exploratory diagnostic assessment of educational quality in Anatomy for the School of Health Sciences; reflection and intervention on the IFOM exam, a highly academic medical exam used internationally by the National Board of Medical Examiners as an indicator of quality; the design and implementation of the workshop for the design of Ceneval-type items for the School of Communication; the design of the workshop on Neuroeducation for Educators at the request of the School of Architecture; a proposal for the strategic evaluation of learning in the School of Arts based on observation and feedback from teaching practice.

An essential aspect of quality assurance is constant participation in external evaluation and accreditation processes provided by specialized, neutral bodies. In the first semester of this year, students in their last semester obtained a 96.2% pass rate on the General Exams for Graduation from Bachelor's Degrees (EGEL), which is overseen by the National Center for Evaluation of Higher Education: 208 of the 3,090 participants obtained the Ceneval Excellence Performance Award, making the North Campus the campus with the second highest number of award winners in the country. In the second semester, 1,328 students took this exam, with 306 (22.1%) receiving the Ceneval Award and a pass rate of 95.3% (1,317).

In terms of programs, this year we achieved reaccreditation of the following bachelor's degree courses:

- Theater and Performance —North Campus— (CIEES)
- Industrial Engineering for Management and Mechatronics Engineering —both on the South Campus— (CACEI)
- Law —dual campus— (CONDEFE)
- Industrial Design —North Campus— (COMAPROD)
- Medical Surgeon —North Campus— (COMAEM)
- PhD in Industrial Engineering —North Campus— (CIEES)

The following programs were visited for accreditation purposes:

- Multimedia Design —North Campus— (COMAPROD)
- Graphic Design —North Campus— (COMAPROD)
- Industrial Design —South Campus— (COMAPROD)
- Biomedical Engineering and Mechatronics Engineering —both on the North Campus— (CACEI)





Likewise, the Bachelor's Degree in Fashion Design, Innovation and Trend (COMAPROD) was accredited for the first time.

There are other programs in the self-study stage of their respective accreditation processes or that received an evaluation visit in the last quarter of the year, such as Dental Surgery, Nutrition and the Master's Degree in Education. Finally, with regard to accreditations with international organizations, it is worth mentioning that we received a visit from the National Architectural Accrediting Board (NAAB) to consider whether the Bachelor's degree in Architecture is eligible for evaluation, successfully passing the first stage of the process.

Development of teaching talent

The Teacher Training and Development Center (CEFAD), which celebrated its 36th anniversary in 2024 as the benchmark in the development of teaching talent at the University, once again played a transcendental role in promoting academic excellence.

In 2024, 173 courses were given in which 4,035 academics participated, with an average of 23 participants per course and an average satisfaction rating of 4.64 on a scale of 5. Among these courses are the three so-called essential courses: Anáhuac Educational Models for Integral Formation, aimed at undergraduate and postgraduate students; How to Be a Good University Professor, focused on the implementation of didactic elements, active methodologies and educational technologies in any format, and the D2L-Brightspace Basic Course, for training in the use of the University's official educational innovation platform.



An area of special emphasis for the Teacher Training and Development Center is training in active methodologies, focused on the development of skills and self-directed learning, for which 26 courses were given in relation to 12 types of methodologies. In the last year, two new methodologies were added: Design Thinking and Project Based Learning. To encourage its implementation, the Active Methodologies Certification was offered, which requires the accreditation of two courses, the implementation of a methodology in the classroom, the observation and feedback of classes and the elaboration of a final product.

Another service of great value to the academic community is personalized pedagogical advisory services. In 2024, advisory services were provided to approximately 600 teachers.

The Center also coordinates the teacher evaluation processes. Approximately 500 teacher exams were taken by candidates for the University's teaching staff, and the Teaching Practice Evaluation (TPE) was implemented—as is the case in each academic period—in which students evaluate their teachers in various areas, obtaining an average satisfaction level of 85%.



Educational technology

The 2020-2024 Strategic Plan brought with it an accelerated push for the implementation of educational technology. All bachelor's degree programs offer online subjects, and 100% of students must take a digital skill program.

In 2024, 880 academics were trained in the use of various technologies, such as artificial intelligence (AI) or 3D printing, through the Educational Technology Department. The collaboration rooms of the Multimedia Space for Digital Innovation (EMID) were used, where 802 educational videos were generated. An alliance with Coursera was also consolidated by means of which 1,300 licenses were granted to students and professors to access content from leading international institutions, which have been used, for example, in the School of Communication, the School of Education and Humanities, the School of Engineering,

the School of Economics and Business, the School of Health Sciences, the School of Social Responsibility, the School of Law, the School of Global Studies, the School of Architecture, the Postgraduate Department, Student Relations, the Academic Department for Integral Formation, the Anáhuac Center for Integral Formation and the Office for Academic Quality.

The second edition of the International Seminar on Artificial Intelligence and Emerging Technologies was held, a space for reflection and updating on how to capitalize on the opportunities offered by new technologies in educational processes. Highlights included the presence of international experts in the field, such as Juan Domingo Farnós and Antonio Martínez Arboleda, as well as the participation of leading technology platforms such as Adobe Firefly and Microsoft Copilot.



Postgraduate

This department offers a robust and relevant educational proposal comprising 24 specializations, 41 master's degrees and 16 PhDs in classroom or hybrid formats. They cover a wide range of disciplines, both general and niche, and are attended by 1,845 students. It also offers 24 master's degrees and 10 specialties in online format, with 4,456 students taking advantage of the opportunity to study in programs adapted to their needs and learning pace.

For the purpose of promoting access to these programs, the Postgraduate Student Scholarships, Discounts and Education Funding Committee invested heavily in student scholarships in 2024. This support not only reflects the University's commitment to the professional growth and integral formation of students, but also a commitment to a future full of opportunities and

educational excellence that will enhance the country's development.

The Postgraduate Academic Department has faced new challenges in curriculum design and has therefore implemented strategies to achieve more significant learning, incorporating active and innovative methodologies that facilitate learning, adapted to current demands. These proposals allow students to acquire highly specialized skills in key areas of their own disciplines, while also focusing on entrepreneurship, research and the digital environment. All of the above is designed to prepare them to face new challenges with greater creativity and effectiveness.

In order to provide a better user experience for the different audiences of the Postgraduate Department, in 2024 the department was reengineered, optimizing



its processes and resources to guarantee a more efficient service aligned with the needs of each group. In this respect, the Postgraduate Financial Services Department was created to centralize and optimize the management of scholarships, discounts and financial support, strengthening transparency and efficiency in these processes. Similarly, the Admissions Office was integrated into the Postgraduate Operations Department to guarantee more streamlined procedures, allowing candidates to advance quickly in their enrollment and optimize the use of resources within the Institution. This ensures greater competitiveness in a dynamic and demanding educational environment.

Another of the main achievements of this reorganization has been the progress made by the Pre-Postgraduate Student Support Service (APREP), the aim of which is to identify the needs of prospective students and to offer personalized advice to help them gain entry to one of the programs, with particular success in the profiling of candidates. This year, together with the Anáhuac University Network, an admissions platform was developed that will allow the entire process to be carried out in a way that is more oriented to the user's experience. As part of our promotional strategies, we collaborated in the development of the Anáhuac Graduate School of Business brand. This new identity not only projects strength, but also adapts to current trends, strengthening its brand experience and reputation in the education market.



The Graduate Liaison Department has promoted several key areas to strengthen alliances with current and future partners. Specifically, with regard to the public and private sectors, we have strengthened our strategy by signing 35 new agreements, bringing the total to 293. These achievements help consolidate our market position and make the University's postgraduate offerings more accessible.

Our hallmarks, integral formation and leadership training, permeate the postgraduate program through the Anáhuac Center for Leadership and Integral Postgraduate Training (CALFIP), founded in 2021, and which in 2024 was integrated into the Postgraduate Department, consolidating its maturity and strengthening its mission. This step allows us to give greater continuity to its objectives, creating meeting spaces that provide opportunities for growth, as well as in-depth dialogue on anthropological, leadership and ethical issues, which are fundamental pillars for the integral development of our academic community. Key achievements included the delivery of 86 master's and PhD courses, attended by 2,033 students, on subjects that focus on the individual, challenging students' ethical models, promoting reflection and the questioning of ideas, and fostering alliances to lead positive change in their communities. Likewise, five Newman Circles were held, which are valuable meetings between members of the University Community in which dialogue is encouraged based on a text that is shared beforehand on topics of interest and current affairs. Over 300 employees from various departments, schools and faculties participated in 2024.

Another very important initiative, organized by the Women's Institute, was Life Accelerator Anáhuac, a project that provides updated, practical training to women who seek to promote their leadership from an integral perspective.

Meanwhile, the Expanded Reason course was also delivered on six occasions to more than 130 postgraduate teachers. In addition, five communities of the same name have been established, which meet to reflect on anthropological and ethical issues, examining them from the point of view of their respective disciplines. As part of this process, a review of the mission statements of each school and faculty was also initiated.



The Anáhuac Center for Postgraduate Leadership and Integral Formation has also been joined by the Postgraduate Liaison Office, under the new name of «Postgraduate Connection», whose guiding principle is formed by activities specifically designed for the formation of an Expanded Reason graduate community, composed of students, academics, administrators and social participants. Unique moments of encounter and collaboration are created, helping to strengthen the sense of belonging. These activities included the Postgraduate Welcome Events for students of the master's degree programs and students of the Anáhuac PhD School (EDA). Likewise, a range of academic events, open discussions, creative workshops, film forums and other cultural and sporting activities were held, allowing for the sharing of ideas and the promotion of critical thinking and innovation.

One of the most significant events of the year was the naming ceremony for the Joseph Ratzinger Auditorium, located in the Center for Postgraduate Studies, a space dedicated to honoring the work of this outstanding theologian and scholar. His ideas have had a profound impact on the contemporary world, emphasizing the importance of dialog between faith and reason, fundamental values for the intellectual and spiritual development of our university community.



The Anáhuac PhD School, founded in 2023, cooperates with the different schools to maintain high academic quality standards in the different PhD programs, thus consolidating best practices. To this end, three major achievements stand out in 2024:

1. Creation of the InterDoctus platform, which seeks to consolidate the collaborative work of the different PhD programs around one digital culture. This resource provides each coordinator with access to a set of tools that facilitate curriculum management and generate detailed and reliable information regarding each student's academic performance and the academic status of the PhD program.
2. Formalization of academic commissions for all PhD programs. These governing bodies collaborate in the academic decisions of the different programs: the relevance of thesis projects, periodic evaluation of progress, validation of academic and synodal decisions, updating of academic graduation requirements, resolution of disciplinary disputes, etc.
3. Effectiveness of research seminars and thesis supervision with a view to increasing terminal efficiency. This initiative is based on the definition of evaluation rubrics that allow for the orderly, coherent and competent development of the thesis writing process, and each program has made the adaptations corresponding to its discipline. In the same vein, a standardized system has been developed to monitor the effectiveness of each counseling session and a permanent training course for thesis advisors.





Together, these activities contribute to the assignment of best practices and their implementation in all PhD programs. At the same time, progress continued to be made in updating the PhD curricula and in designing new programs that will be launched in the coming months, such as the PhD in Psychology, the PhD in Education, the PhD in Strategic Management and a PhD in Arts, Design and Architecture.

Sixty years after the founding of our University, and almost 40 years since the first master's degree program began, we continue to transform our postgraduate program thanks to constant evolution, in which the significant experiences of students are strengthened, thus renewing their interest and commitment to learning. This personal growth is enriched by being part of the Anáhuac Postgraduate Community, based on the values of Christian humanism, which allows them to take the lead in challenging initiatives that contribute to building a better future for all.

Continuing education

With respect to this area, in the last four years the foundations have been laid to give it a strategic role in the University, based on the conviction that the need for updating and lifelong learning will become increasingly pressing.

2024 marked an important milestone in the consolidation of the Institution's educational offerings in this area. The Center for Continuing Education strengthened its structure by integrating the Anáhuac Business Development Institute (IDEA) and the Latin American Consortium for Microfinance Training (COLCAMI), by creating a commercial department and by launching strategic programs, such as Anáhuac Senior. The latter is aimed at adults over 55 years of age and offers an innovative membership scheme and a combination of courses in various areas (health, humanities or finance) and additional activities and services (physical activation, cultural activities, health services, among others).

This restructuring has allowed us to diversify our offerings, reach new audiences and consolidate our mission of offering competitive continuing education that contributes to the professional and personal development of people in a constantly changing world. In addition, this year the University joined the Continuing Education Network of Latin America and Europe (RECLA), for the purpose of building alliances, sharing experiences and internationalizing our offerings.

Continuing education enrollment grew significantly by 20%, reaching 6,300 students enrolled in 220 programs, including diplomas, courses, seminars and workshops. This reflects the demand for the educational offerings and the success of the promotion and collaboration strategies with the Anáhuac academic and business community, as well as with strategic allies.

Anáhuac Mexico University reaffirms its commitment to continuing education as a fundamental pillar for the integral formation of the individual, which transcends their university studies and extends throughout their lives, allowing our students



Anáhuac Senior

to achieve professional success and contribute to their personal development.

The Anáhuac Institute of Senior Management (IADA) is already a benchmark for the training and updating of business leaders from all over the region, promoting a vision that contributes to the common good, to the generation of shared wealth, to management that makes decision-making participatory and subsidiary, to companies that put people at the center and, therefore, that generate products and services that build civilization and are not just immersed in a current cultural trend that carries them away.



The distinguishing feature of IADA this year was peer learning and mentoring between entrepreneurs, who, in addition to networking, are building a community of shared experiences, values and responsibilities through the executive programs offered:

- Corporate Governance (2): 29 participants
- Counselor Development (2): 43 participants
- Certification for Board Members: 10 participants
- Tips for Entrepreneurs: 16 participants
- Institutional Governance: 27 participants
- Capital Infusion: 32 participants
- Strategy planning, execution and management: 10 participants
- Finance for directors and non-financial directors: 9 participants
- Family Business (2): 61 participants
- Family Business Workshop: 16 participants



In addition, together with its allies, the Mexican Association of General Surgery, Deloitte, the Mexican Stock Exchange School, the Association of Independent Professional Directors, CDC, Mentor Praxis and RC Forums, it carried out a total of 13 executive programs with 253 students. It also organized 27 breakfasts, 15 conferences, 18 peer group meetings, 21 webinars and 22 business events, in which a total of 3,725 people participated.

The first chapter of the Lumen Institute was also opened in Mexico. The Institute was founded in 2005 by a group of business leaders and Legionaries of Christ priests. It is a Catholic organization for business and social leaders who seek personal development in character, faith and leadership to reflect the light of Christ in today's world. We already have teams of entrepreneurs in Mexico City, Veracruz and Monterrey.

Research

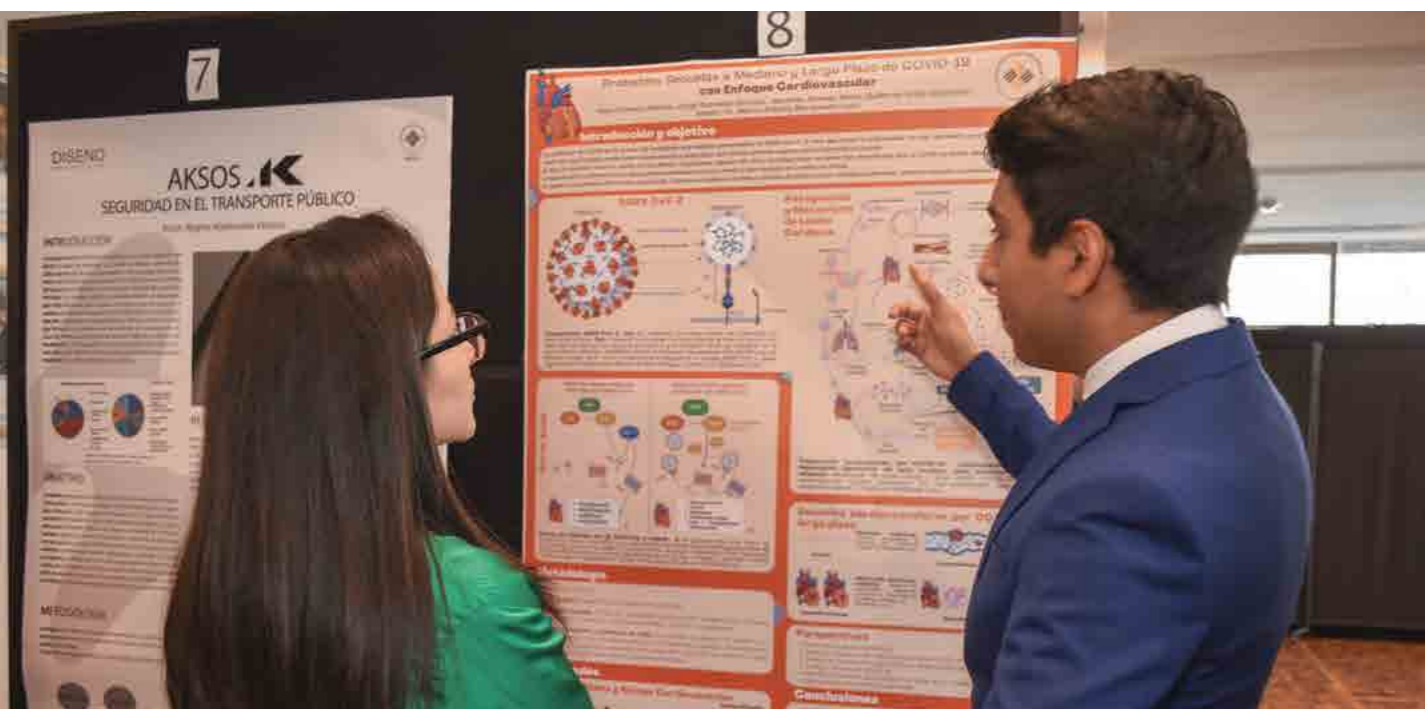
Anáhuac Mexico University is an academic institution committed to the search for truth and is aware that science must serve the development of the individual and society. For this reason, the Research Department aims to promote the strategic development of research at all educational levels of the University and, in this respect, 2024 was doubly outstanding for achieving both the annual goals and those established in the 2020-2024 Strategic Plan.

The Anáhuac System of Researchers —whose objective is to promote the research productivity of the Institution's academic personnel— indicates that 2024 ended with 114 consolidated researchers, surpassing the goal of 100 set at the beginning of the Strategic Plan. It also has 120 associate researchers.

In terms of scientific productivity, the number of articles published in Scopus-indexed journals exceeded 150 in 2024 for the third year in a row, representing a sustained increase compared to the 90 articles published in 2020. It should be noted that a significant percentage of these articles were co-authored with students, particularly in the health sciences and engineering

departments. The total number of publications in 2024 was 279, including single-authored and co-authored books, book chapters for prestigious publishers and articles in non-Scopus indexed journals.

Regarding strengthening lines of research, the Stable Research Group on Socioeconomic Studies of Mexico and the Stable Research Group on Integral Education at Anáhuac were created. With these incorporations, there are now seven Stable Groups that bring together researchers related to specific topics: entrepreneurship and innovation, neurodegenerative diseases, the elderly and aging, nanomaterials and automatic systems, applied mathematics and data science, and the two recently created groups mentioned above. In 2024, the process of strengthening research among the member universities of both the Anáhuac University Network (RUA) and the International Network of Regnum Christi Universities (RIU) continued with the celebration of the 2nd RIU Researchers' Meeting, held at the Francisco de Vitoria University, Madrid, in which 14 researchers from Anáhuac Mexico participated for the purpose of continuing to promote links between universities and interdisciplinary dialog. At the event, best practices in research were exchanged, joint projects were finalized,



inter-institutional research groups were established, and publishing projects, academic journals and international funding opportunities were shared.

In 2024, the implementation of Elsevier's PURE platform began as a tool to be used by the International Network of Universities to consolidate and make visible all research work. The PURE platform is a tool that automates publications in a large database, validates authorship and affiliated institutions, manages disciplinary networks and projects the productivity of each researcher, each university and the Network as a whole. With the benefits of this tool, Anáhuac Mexico University joins the worldwide network of institutions that optimize the reach and impact of all registered publications. This project will undoubtedly promote knowledge and innovation among the universities in the Network and with the academic community in general.

Meanwhile, certification was obtained for the project to develop a national tourist price index in Mexico, promoted by the Faculty of Tourism and Gastronomy. Likewise, we continued with the process of processing five patents, two of which are from the School of Engineering, one of them as a result of its presentation in the Research Poster Contest; two from the School of Health Sciences, and one more from the School of Architecture, in relation to relevant projects, such as an immunological, neuroprotective and neurorestoring support system, the use of a combination of peptides for the treatment of neurological pathologies and the creation of a device capable of assessing the strength and arcs of movement exerted by the hand in rehabilitation processes.

In addition, 126 articles were published in 15 issues of the University's six academic journals: +Ciencia, The Anáhuac Journal, Sintaxis, Proceedings of Scientific Research, Medicina y Ética and Iuris Tantum.

Anáhuac Mexico University's catalog of publications increased to 330 books, with the incorporation of new titles under the co-publication scheme with prestigious publishers, including *Márgenes de la comunicación: constitución ética de la intersubjetividad*, co-published with Tirant lo Blanch; *Renovar la filosofía*, co-published with Gedisa; and *La otra cara del turismo y el desarrollo*, co-published with the National Autonomous University of Mexico (UNAM), among others.



All of these works were presented at the most important book fairs in Mexico, where we once again participated with a stand and various activities at the Guadalajara International Book Fair (the most important fair in the Spanish-speaking world), the Palacio de Minería International Book Fair, the International Book Fair for University Students, and the State of Mexico International Book Fair.

A central aspect of our strategy for research development is to promote a university life that involves students and professors. For this reason, we organized the 14th edition of our Research Poster Competition for undergraduate and postgraduate students, with the number of entries exceeding 200 for the second consecutive year and for the first time receiving posters from all the universities in the Anáhuac University Network. A total of 256 posters were submitted. In the undergraduate category, the winner was the poster entitled «Removal of heavy metals in soil using *lolium perenne* as a phytoremediation treatment», authored by students Mariana Noriega, Alejandra Domínguez and Camila García, from the School of Engineering. In the Postgraduate category, the poster entitled “Content validation by expert judgment of a scale for assessing ethical conduct in research, bioethics and scientific integrity” won, authored by student Amanda Elizabeth García Barrera, from the PhD in

Applied Bioethics. Finally, in the Professors category, the winning poster was entitled «Anxiety, stress and their relationship with academic performance in students in the school of health at Anáhuac Puebla University», authored by Daniela Paola Flores Gurrola, Paola Mariscal Ramírez, Monserrat Pineda Domínguez, Angélica Aponte López and Jesús Adrián Figueroa Hernández, professors from the School of Health at Anáhuac Puebla University.

The vision of Anáhuac Mexico University contemplates the sustained promotion of research linked to teaching as a learning model that allows each graduate to develop the humanistic, scientific and technological skills necessary to respond to the major problems, needs and trends in Mexico and the world. Research linked to teaching implies that students and teachers at all levels should consider the current problems and challenges of each discipline, review reliable information, incorporate cutting-edge scientific findings into the analysis, develop solutions with academic rigor, and evaluate innovative alternatives in light of the ethical principles of the Institution. There is still a long way to go, but the generation of new knowledge, especially with a social focus, is a great motivation for the University to consolidate its position as a leading national and international teaching and research institution.

Internationalization

In 2024, the University continued to promote strategic internationalization. As a result, in the field of foreign exchanges, 281 undergraduate students went abroad, representing a growth of 20% compared to 2023. These young students studied in 19 countries, including new destinations such as the United Arab Emirates, Hungary, Kenya and Thailand, reflecting the effort to diversify global learning opportunities. In this regard, the Exchange Fair was held, welcoming more than 30 partner organizations to the University to publicize the range of opportunities available to students to study abroad.



Another area that was strengthened was that of the so-called Short Programs, which are shorter stays abroad, with the intention of making internationalization more accessible to all members of the Anáhuac Community. A total of 23 international academic programs were carried out in 12 countries, with the participation of 214 students, an increase of 36% compared to 2023.

Welcoming foreign and non-local students is one of the most important strategies for providing the Anáhuac Community with an international experience on our campuses. Through contact with students from different parts of the country and the

world, we develop positive action leaders with a global vision, empathy and capacity to understand the cultural complexities of a globalized world. In 2024, the University welcomed 202 international students, professors and researchers from 24 countries, a historic increase of 25% over the previous year. In addition, the first generation of Buddies Anáhuac was successfully launched, a program that involved 172 local students accompanying exchange students, promoting a deeper cultural experience and the practice of new languages.

The internationalization strategy at home was also strengthened with the creation of a new coordination office specifically



dedicated to this task. In addition, activities such as online master classes, Collaborative Online International Learning (COIL) projects and mirror classes were promoted in collaboration with prestigious international universities: the Polytechnic University of Madrid, Perm State University in Russia, Da Vinci University in Guatemala and the Delhi Technological Institute. Research projects were also consolidated with institutions such as the University of Texas, the Catholic University of America (United States) and the Pontifical Catholic University of Peru (Peru).

It is worth noting that the School of Global Studies and the Anáhuac Business School were participants and winners of the 100,000 Strong in the Americas Innovation

Fund Grant with partners from the United States and Canada, for which each will receive US\$25,000 to implement bi- and trilateral projects on Climate and Inclusive Education, with their respective partners.

The University hosted the 12th International Conference of Ethics Education, where crucial issues were discussed with the participation of institutions from Latin America and Europe. In addition, our rector represented the University at the 6th International Meeting of Mexico-Japan Rectors and at the Mexico-Spain Rectors' Summit, strengthening bilateral international relations.

Regarding the participation of members of the University Community in international forums, in 2024 more than 100

full-time academics participated in international congresses and events, including the International Congress on Innovation and Entrepreneurship (Argentina), the 28th International Congress on Project Management and Engineering (Spain), the 11th LATAM Congress on Palliative Care (Colombia), the Annual Congress of the International Association for Shell and Spatial Structures (Switzerland), and the International Conference on Relationship Marketing (Ireland), among others. The University also hosted more than 30 international speakers who shared their knowledge with our community from universities and institutions such as Indiana University (USA), the APOPO Foundation (Tanzania), Instituto Marangoni (Italy) and the IE University (Spain), among others.

In terms of international collaboration, 40 new agreements were signed in countries such as Australia, Italy, Chile and the

United Kingdom, reaching a total of 308 agreements in 49 countries. These agreements strengthen academic offerings and provide new opportunities for dual degrees, research and mobility for students and professors.

In turn, the vision of our schools and faculties in relation to international collaboration was of great importance. The dual degree agreements of the Bachelor of Global Management program with the University of Technology Sydney (Australia), the Dominican University (United States) and the University of Hull (United Kingdom) are noteworthy. The School of Law also strengthened collaboration ties with St. Mary's University in Dallas (United States), opening up opportunities for joint research. The School of Engineering has worked to consolidate research opportunities and the organization of short courses with North Alabama University and Millersville



University (USA). Likewise, we welcomed more than 40 higher education institutions to promote the development of educational projects with an international focus.

This year's achievements are a reflection of the joint efforts of the University Community. The increase in student exchanges, the signing of international agreements, the diversification of short programs and participation in global events position Anáhuac Mexico University as an international point of reference. We are committed to continuing this growth and consolidating the Institution's presence in the global arena, promoting new opportunities for collaboration that will benefit the academic community.

Another central aspect of our educational proposal that contributes to the global proficiency of students is language learning and proficiency. In this respect, the Language Center aims to provide excellent language instruction for all members of the University Community. During 2024, 173 language courses (English, French and Italian) were offered, in which 3,098 students were enrolled. In addition, 1,111 placement tests for different languages and 3,051 placement tests for English were taken. The elective courses offered included 28 courses in French, Italian, German, Portuguese and

Mandarin Chinese, among others, which complement the students' education, either as part of their elective block or as part of one of the minors in these areas.

Apart from the undergraduate courses, the Language Center strengthened its offer with new courses aimed at teachers and administrative staff through the Teacher Training and Development Center (CEFAD), with conversation and advanced English courses aimed at postgraduate students, increasing online courses by 40%, adding Mandarin Chinese, Portuguese, Spanish for foreigners and Latin.

Meanwhile, in 2024, the Language Center continued with strategic actions to strengthen the academic quality of its courses. These include training teachers in the use of new technological tools, adapting the flipped classroom method to all courses, and updating teaching methods and the curriculum to encourage more meaningful learning linked to different degree courses and to improve language skills.

It should also be noted that this Center also contributes to the promotion of the University's identity and values, encouraging students to carry out research on topics such as positive action leadership, universal values or human rights in the final projects of each course.



Library

The Anáhuac Mexico University Library is focused on offering a personalized, quality service to support the academic and research development of the University Community. In addition to the central library on the North Campus, there is another important space located in Tower 3 on the South Campus and in the Architecture building on the North Campus.

Renovations began on the fifth floor of the department on the North Campus in order to create a suitable space for cultural activities. A facial recognition system was implemented on the first two floors to register the flow of users. A Public Service Registry System has also been established to measure the use of consultations and services and to help identify information requirements.

In 2024, the Library underwent a significant organizational restructuring. The Training Coordination Department was created to strengthen the Information Skills Development workshop program, ensuring continuous training for personnel and the community. In the last four years there has been significant growth in this area, increasing from 5,417 users in 2020 to 7,074 users in 2024. In terms of personalized service for schools and faculties, the number of librarians dedicated to this task increased from 16 to 26, with said librarians being specialists in the areas of knowledge offered at the University, in order to assist in the search and selection of the bibliographic collection required by academics.

The Library has a comprehensive collection of books covering the various subjects taught at the University. One of its strengths is its digital library, which includes international publishers and aggregators accessible from any device. Whereas in 2020 there were 117 databases, there are currently 176, with a total of 2,775,455 consultations in 2024, more than a million additional consultations compared to 2020. In 2024, a further five databases were incorporated into the digital library. In terms of interlibrary loans, 241 agreements were renewed and 2,926 articles requested by our community and by users of other libraries were obtained through RAPIDILL, the interlibrary loan system.

It is also a member of the Library Network of the Organization of Catholic Universities of Latin America and the Caribbean (ODUCAL). The 2024 meeting was held at the Pontifical Catholic University of Peru, and work focused on the review of the Global Compact on Education, which led to a series of commitments to implement the message promoted by Pope Francis through three key points: the promotion of the individual, listening attentively to the new generations and caring for our shared home; and, as part of the agreements, to organize activities in libraries that reflect these commitments. Likewise, a commitment is maintained regarding good practice in copyright and reproduction by means of a license with the Mexican Center for the Protection and Promotion of Copyright (CEMPRO), which allows the partial reproduction of digital and printed content.

As part of the Library's strategy to become a point of reference for university cultural life, this year the program of cultural activities, including promoting and encouraging reading, was strengthened. Some of the most noteworthy activities were the celebration of International Book Day: The role of the arts. The event was inaugurated with the exhibition «A look at Juan Rulfo», which was visited by the writer's biographer, Alberto Vital, accompanied by the cultural journalist Miguel de la Cruz and Alberto Peralta de Legarreta, who exhibited his personal library of works by Juan Rudolfo. Education expert Vidal Schmill also attended and gave a talk on «Intelligent Discipline». Likewise, book clubs with teachers, administrators and students have also continued without interruption. We continued to participate in the Book Donation Campaign



in different parts of Mexico City and, in collaboration with the Sports Department, the first human chess tournament was held, as well as workshops on creative writing, graphic novels, short comics and reading techniques. Anáhuac talent also continued to be promoted through the Anáhuac University Short Story Competition, which celebrated its third anniversary last year.

The Library seeks to become a strategic ally in the development of research generated at the University. With the use of new generation technologies, we will be able to be more efficient in less time and create a space without walls that, with the help of its librarians, will be present in academic environments wherever they are needed. Thus, the Library Committee will be consolidated with representatives from schools, faculties and academic departments. Basic services will be automated in order to allow librarians to focus on research and academic support. Comprehensive training will be offered to develop research skills, implementing a modular program that will allow users to manage information autonomously and encourage the involvement of a greater number of people from the university community in the world of literature and the arts.



SCHOOL OF ARCHITECTURE

- Inauguration of the Degree in Interior Architecture with 47 students and the participation of important figures from the sector, including the designer Sofía Aspe and the Interceramic group.
- Student Faruk Shedid was a finalist in the 2024 edition of the Mario Pan Architectural Composition Award, which recognizes emerging national talent. Faruk received an honorable mention for his innovative approach to integrating sustainable design principles.
- Establishment of an innovative pedagogical system for the subject of Projects, entitled Narrative Synergies, which connects students from different levels in the same learning process, promoting collaboration and constant feedback between them and with various teachers. This methodology not only improves the quality of academic work and promotes critical thinking but also prepares students for collaborative and multifaceted professional environments.
- The 2024 lecture was given by the renowned architect Michel Rojkind, who shared his vision and experience with students and professors at the School. Rojkind is a key figure in contemporary Mexican and international architecture, with a trajectory that combines innovation, sustainability and a humanistic approach to design.
- Agreement with the prestigious IE School of Architecture and Design in Madrid, Spain, for the Master's Degree in Architecture. This offers students the opportunity to enter the program from the ninth semester of their undergraduate studies, studying the first year of the Master's degree online and the second year on-site at the IE campus in Madrid. This program strengthens the international profile of our graduates and facilitates their integration into the European and global professional community.

SCHOOL OF ARTS

- Follow-up on the academic and promotional structure of the new PhD in Interdisciplinary Research in Arts, Design and Architecture, which will allow the School to make the transition to a Faculty, strengthening the academic offerings and promoting interdisciplinary collaboration in these areas.
- Thanks to the efforts made by the Coordination Department of the Bachelor's Degree in Theater and Acting, we obtained accreditation from the CIEES, which automatically endorses our three degree programs.
- Expansion of facilities. Four classrooms are currently being built: graphic, theoretical, dance and a forum with a capacity for 80 people. This expansion is in response to the growing number of

students, as well as the demand from artistic groups and companies, and allows for continuity in the quality of the academic and creative training of students.

- Support for the growth of the University Choir has resulted in several important performances, including the collaboration with the UNAM Philharmonic Orchestra (OFUNAM) in the Nezahualcóyotl Room, and Beethoven's 9th Symphony in the National Auditorium. This group has provided students with international experiences, such as the concert with Carleton University, Ottawa.



SCHOOL OF BIOETHICS

- Consolidation of the journal *Medicina & Ética*, which celebrated 34 years of uninterrupted publication. It is the first publication on bioethics in Mexico and is ranked among the top 50 bioethics journals worldwide by the Centre for Research Ethics & Bioethics (CRB) of Uppsala University.
- The largest and most international generation in the history of the PhD in Applied Bioethics was achieved. The program currently has students and professors from Colombia, Chile, Ecuador, Argentina, Peru, Panama, Puerto Rico, El Salvador, Spain, Italy and Mexico.
- Consolidation of the Bioethics Centers of the Anáhuac University Network, achieving the appointment of local coordinators on all the Network's campuses, as well as a national coordination office. Thanks to various work plans, our researchers and academics have strengthened the ties and profile of bioethics in the Anáhuac University Network and in the Regnum Christi International University Network.
- New offices for the Faculty of Bioethics, inaugurated in an event full of significance and commitment to the work of the members of the Faculty, in their mission to promote ethics in the fields of life and health, focusing on the person and on the development of global bioethics.
- Promotion of training in the bachelor's degree, strengthening of the relationship between the School of Bioethics and the School of Health Sciences by piloting "Ground Rounds". These are spaces for bioethical and clinical analysis between students, teachers and specialists, which make it possible to visualize the contribution of science in each clinical case, with the aim of highlighting the transversality of bioethics in each subject and its impact on the training of future health professionals.

SCHOOL OF ACTUARIAL SCIENCE

- Launch and inauguration of the new Bachelor's Degree in Data Science, in conjunction with the School of Engineering. This undergraduate degree, designed to meet the growing demand for professionals capable of analyzing and managing large volumes of information, represents a strategic step forward for the School. The new educational offer has been received with great enthusiasm by both students and partner institutions, positioning the University at the forefront in the training of experts in data management. The undergraduate degree has generated a great deal of interest among applicants nationwide.

- As part of the internationalization strategy, a trip was made to Toronto with visits to important companies such as Scotiabank, SAS Institute, Telus Mobile, Intact Insurance WISB (Workplace Safety and Insurance Board). These visits enabled closer relationships to be forged with key players in the financial, insurance and technology industries, with the aim of opening up spaces for future exchanges, collaborations and employability opportunities for the School's students. The result of this meeting is the distinction Universities and Colleges with an Actuarial Science Program-Advanced Curriculum (UCAP-AC) by the Society of Actuaries (SOA) for our Actuarial Science program, a recognition that highlights the academic excellence and depth of the curriculum. This achievement is a testimony to the School's commitment to the internationalization, updating and continuous improvement of its programs, ensuring that students receive training that meets the highest international standards in the actuarial profession and reinforces the ability of our graduates to face the complex challenges of the professional environment, expanding their job opportunities on a global level. Only two universities in Latin America have been awarded this recognition.
- In order to strengthen research, a researcher recognized by the National System of Researchers (SNII), level I, joined the faculty. Likewise, another of our researchers was promoted to level II. With 50% of the faculty in stable research groups, significant progress has been made in consolidating this strategic initiative, fostering the development of innovative studies in key areas such as data analysis, advanced actuarial models and risk management. This has allowed the School to expand its capabilities in terms of scientific production and links with high-impact research projects on a national and international level.



SCHOOL OF HEALTH SCIENCES

- Students of the Bachelor's degrees in Medical Surgery, Nutrition, and Physical Therapy and Rehabilitation distinguished themselves in national and international forums by achieving second place in the Ibero-American Anatomy Cup 2024; first and second place in the infographics competition at the Second International Nutrition Congress, and first place in the State Anatomy and Biomechanics Competition.
- The Anáhuac Clinical Simulation Center is consolidating its position as a center for training, education and skills assessment in the health sciences. It hosted the practical evaluation of 272 candidates from different states for the certification exam of the Mexican Council of Critical Care Medicine and organized the First International Congress of Clinical Simulation.
- Relocation of the Nutrition Clinic to provide better service areas for the University Community and to strengthen learning scenarios for students. Work also began on the extension of the Dentistry Clinic, which will allow for more adequate care to be provided to a greater number of patients, as well as opening up new spaces for student training.
- Signing of important collaboration agreements with prestigious organizations and institutions that will benefit students and graduates of the School's programs, including the Houston Medical Clerkship and Cedars-Sinai Medical Center, in Los Angeles, California.
- Reaccreditation of the Bachelor's Degree Program in Medical Surgery by the Mexican Council for the Accreditation of Medical Education (COMAEM) and the World Federation for Medical Education (WFME) as a result of our commitment to academic quality.
- Paul Alexis Bourgade Su, a student of the Bachelor's Degree in Medical Surgery and member of the Investiga Program, participated in the Third International Conference on Infectious Diseases held in Tokyo, Japan, with the research project entitled «In vitro evaluation of the bactericidal and amebicidal effect of toxins from the venom of the tarantula *Poecilotheria regalis*». Under the tutelage of Diego Alexander Rojas, associate researcher at the Center for Health Sciences Research (CICSA), this project won first place in the poster competition and the student was recognized as Eminent Speaker in his oral presentation. This is the first time that the prize has been awarded to a student, and a Mexican student at that. This research represents the innovative and social commitment of the Institution in the fight against

difficult-to-treat infections and is evidence of our scientific impact at an international level.

SCHOOL OF SPORT SCIENCES

- Consolidation of operations at the Motion Analysis Laboratory, an academic and research space equipped with state-of-the-art technology for the analysis of body composition, kinematics, kinetics and other physiological signals, where students in the Bachelor of Science in Sports Management, Nutrition and Physical Therapy students participated in research projects with people suffering from chronic degenerative diseases such as diabetes mellitus, arterial hypertension, spinal cord injuries, as well as with amateur and elite athletes on knee joint and related injuries, and with the publication of two articles in indexed journals, positioned itself as a benchmark for high quality research in sports science.
- Celebration of the 10th anniversary of the School of Sports Sciences with the participation of important guests in the framework of the 1st Congress on Sports Industry Management. Mauricio Sulaimán Saldívar, President of the World Boxing Council; Dorian Roldán Peña, Director of AAA Worldwide; Santiago Baños Reynaud, President of the América soccer club; Alejandro Barrón, Head of Sports Diplomacy, Public Affairs Section, US Embassy-Mexico, and other important guests attended the event.



- Signing of seven Corporate Chairs with international and national sports industry organizations: the Mexican Federal Soccer Association (FMF); the World Boxing Council (CMB); Club de Fútbol América S. A. de C.V.; Toluca Soccer Club; AAA Worldwide Wrestling; Cancún Soccer Club, and Capitanes CDMX (NBA G League). This will allow the School to continue to consolidate its position in the sports industry with its academic programs, including undergraduate, post-graduate and research degrees. It will also ensure strong business ties for various collaborations, job opportunities and internships to strengthen the profile of our graduates

SCHOOL OF COMMUNICATIONS

- Implementation of the Academic Quality Committee, an initiative aimed at strengthening and ensuring the standards and quality of the School's programs, where coordinators and academics are collectively involved in defining standards and identifying good practices.
- Launch of the Alternativa Anáhuac Radio channel, a digital streaming radio channel with a more experimental approach to its programming, aimed at providing members of the university community with a space to produce live radio programs. This platform will act as a pool of talent for the Anáhuac Radio AM frequency.
- The Applied Communication Research Center (CICA) has been a leading institution in Mexico and Latin America for 20 years, renowned for the quality of its research projects and publications and its PhD in Communication Research, recognized by the National Postgraduate System of the National Council for Science and Technology (CONAHCYT).
- Two academic activities were carried out with the Internationalization Department: Communication students took the Los Angeles Experience Film and Music Business Diploma, in partnership with the University of California Los Angeles (UCLA). The students met with experts in the music, audio-visual production and entertainment industries and visited places such as Warner Bros. Studio, Paramount Recording Studios, New York Film Academy (LA campus) and the Grammy Museum. Meanwhile, students of Entertainment Business Management passed the subject of Real Estate and Theme Park Management in Orlando, Florida. For two weeks, students had the opportunity to enjoy an immersive experience at the Disney and Universal Studios theme parks, complemented by in-person classes at Rosen College. In



addition, they received exclusive training from Disney imagineers and Universal Studios executives, who shared their knowledge and experiences to enrich the students' learning, giving them a unique perspective on the operation and management of large entertainment complexes.

- The Human & Nonhuman Communication Lab organized the Santander-Anáhuac Permanent Seminar on artificial intelligence, data and innovation. This is an academic forum designed to explore the impact and applications of artificial intelligence and technological innovations on society and on sectors such as communication and education. The inaugural session of the seminar was attended by more than 400 people including Salomón Amkie Cheirif and Arturo Cherbowski, director and executive director, respectively, of Santander Universities.

SCHOOL OF LAW

- In order to expand the range of fast, accessible mechanisms for justice, the Anáhuac Mediation and Conciliation Center was created in collaboration with the Judicial Branch of the State of Mexico. Private mediation benefits both our community and society in general by laying the foundations for the peaceful resolution of conflicts, as well as contributing to a culture of peace.
- Organization of the International Congress “The Centrality of the Person in the Teaching of Law”. The Training of the Jurist in the 21st Century, with the participation of distinguished speakers from our country and from the University of London (England), the International University of La Rioja (Spain), the University of Rondonia (Brazil), the University of Salento (Italy) and the University of Salamanca (Spain).
- Design of the Legal Tech Lab Program in order to prepare students for the use of cutting-edge technologies in their everyday practice, as well as knowledge of the law of new technologies, digital government and computer science applied to the intelligence function.
- Signing of various collaboration agreements on legal matters, including those with the Judicial Branch of the State of Mexico, the National Institute for Public Administration, seven renowned law firms and a foundation.



- Cataloging of the journal Iuris Tantum in Latindex (Catalog 2.0) and several publications generated by researchers from the School, some of them in journals indexed in the Scopus database.

SCHOOL OF DESIGN

- For the first time, one of our Fashion Design and Innovation graduates, Regina Guiot, presented her collection entitled Ubuntu at Mercedes Fashion Week, a landmark event in the fashion industry nationwide.
- At Wanted Design in New York, student Eduardo Sampson won the Best of Students 2024 award with the Lutum project, a three-dimensional representation of interpersonal relationships of human beings in modern society, which stood out among the projects from 24 international universities.
- Students Cristina Gómez Cabello, Daniela Ordoñana Gutiérrez, Melina Furman Schlam, Tania Hemsani Eskenazi and Covadonga Mier Hernández, under the tutelage of Luis Manuel Acosta Aguirre and Elisa Ramos Canales, won the Bronze Effie Award, the most important national recognition in the advertising world, for the campaign “Luz para el Futuro” for Unicef Mexico.
- Establishment of ties with leading companies in the industry for the benefit of students. Innovative fashion proposals inspired by Mexican culture were created with Shein, in the SHEIN x UniDesign challenge, an initiative that seeks to promote young talent. Together with Helvex and Oyosa, industrial, graphic and multimedia design students worked for 24 hours non-stop on The Raft project, generating ideas to help solve the problem of water stress in Mexico. And they also participated with Liverpool in the Fashion Innovation That's It project for the design of clothing for young people.
- Holding of the 21st International Design for Humanity Congress with the theme «The Future», featuring design experts such as Don Norman, Eduardo Danilo, Mindy Johnson, Marisol Centeno, Quique Ollervides and Spencer Nugent as keynote speakers; in addition to 12 discussion panels, 11 design talks and 47 workshops.

SCHOOL OF ECONOMICS AND BUSINESS

- The Bachelor's Degree programs in Financial Management and in Finance and Public Accounting were officially recognized by the CFA Institute as part of its prestigious University Affiliation Program (UAP). This achievement confirms that both programs cover more than 70% of the CFA® Program Candidate Body of Knowledge™ (CBOK), ensuring that their training is aligned with the highest international standards in the financial industry. In addition to giving our students an advantage in the labor market, the certification provides them with the following benefits: worldwide recognition, access to exclusive resources, scholarships for the CFA exam and a global network of contacts.
- The international Global Management program has finalized the signing of its four international strategic partners so that students can obtain a double degree. The partner institutions are the Brennan School of Business at the Dominican University of Chicago (United States), Rennes School of Business (Rennes, France), Hull School of Business (Yorkshire, United Kingdom), and the University of Technology Sydney (Sydney, Australia).
- In partnership with the Dominican University (United States) and St. Mary's University (Canada), a \$25,000 educational grant was obtained from Partners of the Americas/100,000 Strong. The aim of this joint initiative is to train a group of climate leaders from student communities that have historically experienced marginalization in the United States, Canada and Mexico.
- Launch of the Anáhuac Graduate School of Business (AGSB) in order to continue the activities that the Center for Economics and Business (CADEN) developed for almost 30 years, training professionals not only with technical skills, but also with a humanistic vision, leadership skills, critical thinking and teamwork.
- Publication of the first issue of The Anáhuac Journal, the School's scientific journal, entirely in English. It was a special issue on technology and finance, with a guest editor, and included 10 articles, three of which were international.

SCHOOL OF EDUCATION AND HUMANITIES

- Launch of the certification program for teachers and coordinators of the Semper Altius School Network. The objective is to accompany and provide pedagogical advice to the participants so that they can obtain a certificate that validates their teaching skills in the Anáhuac Baccalaureate and Prepa High School programs. This is a program aimed at approximately 1,000 teachers from schools throughout Mexico and seeks to ensure an integral formation of the highest quality.
- Organization of the Anáhuac International Congress on Educational Quality with the objective of promoting a space for reflection and analysis on research and practices related to educational quality, with special emphasis on the theme «Equity: rethinking person-centered education». The Congress was attended by seven keynote speakers and 58 speakers from various national and international institutions, bringing together more than 200 people committed to improving the quality of education.
- Integration of the Mexico campus of the John Paul II Pontifical Theological Institute into the School of Education and Humanities through the operation of two programs: 1) the Bachelor's Degree in Human and Family Development, which currently has four active generations, and 2) the Master's Degree in Family Sciences for Consultancy. Both professors and students are already part of the Anáhuac Mexico University.
- Commemoration of 500 years of early evangelization at the Congress entitled "1524: Five Hundred Years of Early Evangelization." The inauguration was carried out by Antonio Rubial García from the School of Philosophy and Literature at UNAM and a member of the Mexican Academy of History. The objective of the Congress was to encourage intercultural dialog through the participation of prominent researchers from various institutions, such as Jessica Ramírez Méndez (El Colegio de Mexico), Alfonso Miranda Márquez (Museo Soumaya), and Juan García Targa (Diputación de Barcelona), among others.

SCHOOL OF GLOBAL STUDIES

- Completion of the design of the new Global Development Bachelor's degree program, which will be taught mainly in English and will share a common base syllabus with the Bachelor's degree in International Relations. It is scheduled to be offered for the first time in August 2025.
- Based on the link between the School of Global Studies and the Wilson Center, undergraduate and postgraduate students will write the fact sheets used by U.S. congressmen to learn about relevant Mexican domestic policy issues that affect the relationship with the United States for their decision making.
- Implementation of the Anáhuac United Nations Model (UAMXMUN 2024) with the participation of 290 students from more than 40 high schools in different parts of Mexico. It was inaugurated by Ambassador Joel Hernández, Deputy Minister for Multilateral Affairs and Human Rights of the Ministry of Foreign Affairs. Likewise, a Panel of Ambassadors was held: G20: Global Priorities and Challenges for International Cooperation in 2024, with the participation of Beryl Rose Sisuluel, Ambassador of the Republic of South Africa in Mexico; Fernando E. Lins de Salvo Coimbra, Ambassador of the Republic of Brazil in Mexico; and Ambassador Hermann Aschentrupp, Director of the Matías Romero Institute of the SRE. Among other results, two 50% scholarships were awarded to the best delegates of the Model to study the Bachelor's Degree in International Relations at each of our campuses.
- \$25,000 funding obtained to develop the Bridging the Gap in Sustainable Climate Resiliency research: Interdisciplinary and Cultural Training for University Students in Mexico and the USA. They were awarded by the 100k Strong in the Americas innovation fund. The research will be conducted in conjunction with academics and students from the Catholic University of America.

SCHOOL OF ENGINEERING

- Definition of the Engineering 5.0 Vision, a project that began with the laying of the first stone of the Anáhuac LABS with six priority focal points: technological nodes, state-of-the-art infrastructure, active innovation in the entrepreneurial ecosystem, integral formation, talent committed to innovation, and hands-on experiences for students.
- The magazine +Ciencia, which began as a student publication in the Faculty of Engineering, has been publishing

science and technology articles for 12 years without interruption. To celebrate this anniversary, and within the framework of the 60th anniversary of Anáhuac Mexico University, the members of the magazine's Editorial Committee —made up of students of Industrial, Biomedical, Mechatronics and Environmental Engineering— published the special editions, Ciencia Phoenix and Fandango Científico, in conjunction with the Cuautitlán Izcalli Polytechnic University and Anáhuac Veracruz University.

- Every two years, the Editorial Committee of +Ciencia organizes the International Colloquium on the Importance of Chemistry, with a focus on Industry 5.0. The event, which was attended by leading national and international scientists, was aimed at updating teachers, students and chemistry professionals.
- The Engineering Management program is experiencing a historic moment with the graduation of its first class of students in December 2024. In addition, the agreement with the University of Victoria, Canada, has been renewed for



this degree, as well as for the international minors offered by the University.

- Expanded collaboration with the Council of Supply Chain Management Professionals (CSCMP) of the United States, through the signing of a Memorandum of Understanding to increase the certifications already achieved and to obtain new ones for our students, graduates and professors.
- Beginning of international collaboration in research and applied engineering in humanitarian logistics with the American Logistics Aid Network of the United States, with whom we worked on a simulation exercise for disaster management with the academic community. All of the above is vital for nearshoring, supply chain and social impact issues.
- Strengthening of postgraduate programs by expanding international collaborations and reaccreditation of the PhD in Industrial Engineering by the Inter-Institutional Committees for Higher Education (CIEES).

SCHOOL OF PSYCHOLOGY

- Signing of the Corporate Chair with Oceánica, a clinic that offers residential treatment for addictions and eating disorders.
- Academic and cultural trip to San Diego State University and the University of California San Diego (USA).
- Diploma and Congress on Mental Health and Environment within the framework of the 60th anniversary of the University and the 55th anniversary of the Juvenile Integration Centers. The Congress was attended by the Director General of the United Nations, the Ministry of Foreign Affairs, the United Nations Office on Drugs and Crime, the Ramón de la Fuente National Institute of Psychiatry (INP), the National Autonomous University of Mexico (UNAM) and the Director General of the Juvenile Integration Centers.
- Strengthening of integral formation, evangelization, social action in psychology, collaboration with graduates of the School, and work in the spirit of Expanded Reason. ASUA Psychology carried out 30 projects with the support of 150 volunteers, directly impacting 1,050 people; more than 20 evangelization activities were carried out, reaching 400 people; more than 27 activities were organized for graduates; undergraduate and postgraduate subjects were analyzed in terms of Expanded Reason and the Expanded Reason Community in Psychology was created.

SCHOOL OF SOCIAL RESPONSIBILITY

- Organization of the 17th Anáhuac International Congress on Social Responsibility entitled “Research in Social Responsibility and Sustainability: connecting actions with results.” More than 1,000 participants signed up for this edition of academic and research activities in both on-site and virtual formats.
- Participation of students in the project «Responding to tomorrow» in the First University Competition for Sustainable Projects, organized by the Imagen group. This contest gave national and international visibility to the Bachelor’s degree program in Social Responsibility and Sustainability.
- The winning venue for the 14th Regional Conference for Latin America and the Caribbean of the International Society for Third Sector Research (ISTR), to be held in July 2025, at the North Campus facilities.



SCHOOL OF TOURISM AND GASTRONOMY

- Inauguration of the School's new kitchens in partnership with Le Cordon Bleu. Induction stoves were incorporated to eliminate the use of gas and promote sustainability, thus complying with the highest standards in professional training. A solid team of academic instructors prepares students to measure up to the best universities in the world.
- Anáhuac Harvest to celebrate the signing of the Corporate Chair with the Cuna de Tierra winery, located in Dolores Hidalgo, Guanajuato, with the presence of the Minister for Tourism from the State of Guanajuato, wine producers from the region, University authorities and professors from the beverage department. Attendees toured the vineyards and winery and participated in the traditional grape crushing. The 60th Anniversary Edition of Anáhuac Wine was presented during the food and wine tasting.
- Professor José Ángel Díaz Rebolledo, the School's director, took over as director of the Anáhuac Center for Tourism Research and Competitiveness (CICOTUR), which has created a strategic alliance with the international consultancy firm McKinsey. The alliance will promote new lines of research and collaboration with the tourism sector that will contribute to the generation of knowledge to face the current challenges of tourism in Mexico and abroad.
- María del Carmen Lozano Arizmendi and Alberto Peralta de Legarreta received a favorable evaluation from the National System of Researchers (SNI) of the National Council of Science and Technology (CONAHCIT), which will allow them to continue their contribution to scientific research in Mexico.
- Publication of the National Tourist Price Index (INPT) with the support of Hazael Cerón Monroy and María del Carmen Lozano Arizmendi, and the International Travelers' Account Index (ICVI), which are part of the collaboration between the Ministry of Tourism and the School. The INPT and ICVI offer a clear, up-to-date vision of national and international tourism, published on a monthly basis on the DATATUR website.



See the full version of school and faculty achievements here.



Integral formation for all



STRATEGIC APPROACH

Integral formation for all

Achievements of the 2020-2024 Strategic Plan

Contribute to the university environment to the development of knowledge, habits and experiences of individuals in their abilities and talents, to achieve the process of full maturity in their relationships with themselves, with the community and with God.

Community of educators

- **40 departments** held sessions and experiences of reflection on institutional identity and mission
- Delivery of **6 Expanded Reason courses** to more than **130 professors** from **10 departments, schools and faculties**
- Training plan with institutional and elective courses that will train more than **80% of employees** each year (2020-2024)

Sports

- Relaunch of the Anáhuac Alumni Night Soccer League with more than **25 teams** and **800 alumni**
- **Top 3** in the overall **CONADEIP** ranking
- **11th place** in the National Universiade **medal table**
- **16 athletes** participated in the Tokyo 2020 Olympic Games
- **34 athletes** participated in the Paris 2024 Olympic Games

Pastoral Care

- Implementation of the following formative, apostolic and accompaniment activities:
 - **South Campus:**
 - **6,200 students**
 - **3,550 employees**
 - **6,000 participations** in spiritual activities
 - **North Campus:**
 - **15,300 students**
 - **6,700 employees**
 - **15,600 participations** in spiritual activities

Anáhuac Leadership

- **92.89 % retention** of students in the Leadership and Excellence Programs
- **Creation of the Coordination Office** for Services for the Disabled
- **350 students graduated** in the first 5 generations of the Diploma in Leadership and Team Management - FESAL
- More than **1,500 Student Society initiatives** for professional, intellectual, human, spiritual and social development



The University's mission is to provide integral education to the people who make up the University community. This is one of its strategic objectives and in order to achieve said goal, it has several teams that work with students, teachers and administrative staff.

In order to achieve this, the Academic Department for Integral Education (DAFI) seeks the integral development of the University Community to produce individuals with a vision based on ethical values; who, through dialogue, seek goodness and truth, a commitment to society, exercising leadership and recognizing the dignity of the human being with all the implications and demands of life, and applying these to their profession. In order to achieve this objective, it has six subjects and a workshop that are transversal in the formation of all students on all degree programs. These subjects make up the DNA of Anáhuac Education and contribute significantly to the achievement of the graduate profile and distinctive seal of our graduates.





The first strategic element for achieving a significant impact on the students' integral formation in these subjects is the teaching staff and academic team of this Department. Therefore, the development and training of the entire team and body of educators is of strategic importance. For this reason, the management team, the various academic coordinators, and the full-time and part-time lecturers received training on issues related to classroom support, intergenerational dialog, the Christian worldview and its impact on the Western world, expanded reason and methodologies for value-based education. These training activities included seminars, courses, and diploma programs offered in collaboration with the Francisco de Vitoria University in Madrid, Spain, the Regina Apostolorum Institute in Rome, Italy, academic meetings of the Anáhuac University Network, and participation in various humanities conferences and seminars of the Mexican Association of Christian-Inspired Institutions of Higher Education (AMIESIC). In addition, multiple teaching academies, educator meetings and courses on pedagogical methodologies, evaluation and development were held for part-time and full-time lecturers, totaling close to 150 hours of training and academic development in various formats, with an impact on 199 teachers and DAFI educators.

A second aspect is the coverage and scope of these DNA subjects in the University community, where the goal is for students to study and train in them from their first semester and throughout their studies, so that this humanistic and value-based education will accompany them in better understanding their profession and in building their personal life project. In the 2024 cycle, an average of 95% of the students expected to take the subjects in the Anáhuac Block (DNA subjects) based

on their ideal plan were covered in each semester. This represents an enrollment of 9,981 students for the January-May semester and an increase to 11,654 students for the August-December semester, distributed among the six DNA courses and one workshop. A total of 811 courses were developed in different subjects, involving 199 teachers. One of the main strategies was to carry out the timely consolidation of the workload of the first three subjects of the Anáhuac DNA (University Life, Anthropology, and Ethics), which in these first three semesters provide the foundation of skills, learning, and humanistic knowledge for the integral formation of the students. For this reason, an average course efficiency of 96% was sought and achieved by all students in the first three semesters. All students who graduated and successfully completed six DNA subjects and an Anáhuac Block workshop were awarded a Diploma in Humanities, Ethics and Leadership in recognition of their educational achievements and with

curricular value for their insertion into the professional world.

The third equally strategic aspect is academic projection, interdisciplinarity, research and educational innovation with the aim of searching for new forms, tools, programs and pedagogical resources that enrich the educational experience of the students. As a result, the first research group was officially set up in the field of integral formation, bringing together the work, efforts and endeavors of more than a dozen researchers from the University and the Anáhuac University Network itself. In order to achieve the best combination of training and collaboration between the DNA subjects and the different professional disciplines of each degree, an interdisciplinary case methodology was developed for the teaching of Humanities and Ethics, integrating a database of 62 cases linked to 42 degrees from the different schools. A key aspect is the integration of the Academic Department for Integral Formation into the



formation process, not only of its staff and teachers, but also the rest of the academic staff from the different schools and departments, seeking to train and accompany them in the understanding of the institutional mission and identity. For this reason, a series of experiences were carried out to reflect on institutional identity and mission through guided sessions in which 40 teams of employees from different schools, areas, departments and faculties participated, involving just over 400 participants in the process. Finally, this department has sought to provide experiences complementary to the classroom to encourage interaction between students and teachers. 25 educational experiences were offered to students, including conferences, workshops, Café Chesterton, as well as social action experiences and seminars in conjunction and collaboration with the other academic and integral education areas.

Through its Personalized Training Programs, Tutoring, HCP Mentoring, Coaching and the Anáhuac Center for Integral

Training (CAFI), Anáhuac Mexico University strives to create a culture of support and encourages opportunities for the members of the University Community to meet and grow together.

Students also have access to the Anáhuac Support Program, which guarantees students a safe space to meet with an academic committed to their integral formation.

Between 2020 and 2024, the number of students benefiting from tutoring, mentoring and coaching sessions increased. 2024 ended with 4,144 students being taught by 415 educators. In addition, these students received personalized support for their integral formation and life plan.

Spaces were made available for training sessions with 100% attendance on the North Campus. In 2025, there will be new space for in-person sessions on the South Campus.

In order to provide better support, in conjunction with the Department of Planning, Evaluation and Innovation, criteria



were established to identify students at risk of academic failure. The work between the two departments has made it possible to provide support to 734 students in the 2024 semester, reducing the dropout rate.

Committed to the idea that contact with graduates is essential for the continuous development of students and the institution, the Anáhuac Coaching program has been promoted and now includes more than 200 graduates. This initiative strengthens the sense of belonging and Anáhuac identity by sharing the experience of a challenging work environment with more than 800 students who have decided to participate in this program.

For its part, the Anáhuac Center for Integral Formation accompanies each co-worker

so that they may experience the hallmark of the University's identity and mission. 91% of the staff has participated in the first three institutional courses (Academic Integrity, Anáhuac Vision of the Person and We Are Anáhuac).

In 2024, as part of the University's 60th anniversary celebrations, the first International Accompaniment Seminar was held, in which 120 local and non-local educators participated for three days. In this training space, relevant topics such as artificial intelligence, mental health and social networks were addressed and were linked to accompaniment. Specialist speakers such as Fr. Alberto Carrara, L.C., Erika Benítez Camacho and Carlos Salinas Bermúdez attended.





University Pastoral Care

Rema, the Pastoral Care department of Anáhuac Mexico University, seeks to promote Catholic values, which are at the heart of the institution, among the university community, inviting students, teachers and administrative staff to deepen their relationship with Christ and with their community.

Within the framework of the 60th anniversary of our University, various initiatives and programs were organized that sought to accompany students and teaching and administrative staff in their formative process, thus creating an environment conducive to dialog, reflection and service to others.

More than 800 students participated in the Social Ministry Fairs, supporting a variety of social causes: care for migrants, care for the homeless, and medical assistance in underprivileged areas. The missions provide an encounter with God that manifests itself in service to others, giving a deeper and more transcendent respect to the social work carried out.

The traditional annual pilgrimage to the Basilica of Santa María de Guadalupe

brought together more than 1,200 people including students, teachers, administrators and family members. The University Community came together to give thanks for the 60th anniversary of the Institution and to place the activities of the current year in the hands of the Virgin Mary during the Mass officiated by the Apostolic Nuncio to Mexico, Monsignor Joseph Spiteri.

During Holy Week, the Mega Missions 2024 took place, in which more than 400 members of the University participated. Likewise, the Missionary and Medical Brigades, in conjunction with the Social Commitment Department and the Impulsa Social Commitment Leadership program, visited the community of Ejutla de Crespo, Oaxaca, to carry out missionary, construction and medical care work.

In 2024, training activities, masses, courses and retreats were also held, with the participation of more than 500 administrative personnel, directors and teachers. The first pilgrimage to Rome and the Camino de Santiago was also organized for University personnel.

Faith Fest brought together more than 1,200 people on the Central Esplanade of both campuses to pray and celebrate the joy of faith. Previously, workshops were organized to explore topics such as prayer, encounters with God and Christian identity, with the participation of more than 200 individuals. There were artistic performances by the Rema Choir, student societies, the School of Arts, and Mexican artist Pablo Lacadiere.

In turn, the South Campus Ministry carried out various activities in collaboration with different departments of the university: the Teletón support campaign, Mental Health Week with a talk on the role of spirituality in this area, and the International Volunteer Brigades, as well as on various activities organized by the student associations, such as Breast Cancer Awareness and the celebration of the Day of the Dead.

As usual, the weekly Eucharistic Hour is celebrated, as well as sacramental services through confession and daily masses. Liturgical seasons are particularly visible during Lent, with the active participation of around 500 people in the activities organized by the Pastoral Ministry.





Anáhuac Psychopedagogical Center

Mental health is and has been one of the most important issues in recent years, so it is important to address it strategically. In the interest of caring for the University Community and society, the Anáhuac Psycho-pedagogical Center promotes their well-being and integral development.

To achieve this, the students were trained and supported in the pedagogical, psychological, emotional and social spheres through the Student Support Programs (PAE), whose purpose is to provide support and training during their university studies.

In 2024, the Anáhuac Psychopedagogical Center achieved invaluable results: more than 6,700 users were served (5,425 in the North Campus and 1,327 in the South Campus) and two out of ten new students benefited from the Student Support Programs. In the academic and training areas, the program models were implemented through individual and group monitoring of students.

- The University Development Program (PDU), which seeks to strengthen academic skills, accompanied 246 students with an effective rate of 92%
- The Personal Development Program (PDP), which provides emotional and psychological support, accompanied 718 students with an effectiveness rate of 95%
- The Academic Follow-Up Program (PSA), the purpose of which is to support students whose academic performance is low, accompanied 198 students with an efficiency rate of 82%
- The Emotional Support Program (PAE) —which helps students emotionally by means of a brief psychotherapy process which is free of charge— accompanied 880 students.

Thanks to the work of 25 therapists and counselors, more than 150 academic counseling sessions and various services (emotional support, career counseling and career change assessment, psycho-educational study and individual academic support) were provided, resulting in eight out of ten academically at-risk students being able to successfully continue their studies.

To better support the University Community in caring for its overall well-being and mental health, several interdisciplinary initiatives were implemented, such as courses and workshops on Helping Skills for Educators, Counseling for Educators, Psychological First Aid, and Emotional Intelligence for Leaders, to name a few. All of them are supported by the School of Health Sciences, the School of Psychology, the Anáhuac Cenyeliztli Psychological Care Clinic, the Anáhuac Leadership and Excellence Department and the School of Economics and Business.

Furthermore, the first edition of Anáhuac Mental Health Week was organized with the goal of raising awareness of the importance of self-care, integral well-being, emotional intelligence, and mental health in the exercise of positive leadership through various presentations and activities of reflection and integration.



Anáhuac Cenyeliztli Psychological Care Clinic

The Anáhuac Cenyeliztli Psychological Care Clinic offers mental health services to the University Community and the general public. Its mission is to promote the integral wellbeing of people through professional and accessible psychological care. It has a highly qualified team of more than 40 professional psychotherapists and three contracted psychiatrists. Although they are external to the University, they all share the vision and values of the Institution, guaranteeing an approach that is consistent with the principles of Anáhuac Mexico University. Its wide range of therapeutic services includes individual, child, family and couples' therapy.

During 2024, the Clinic attended 1,422 people, with a total of 15,645 sessions given at three locations: North Campus, South Campus and in the Extremadura Insurgentes neighborhood, south of Mexico City.

Special attention was also given to psychoeducation and prevention, offering a series of workshops and conferences designed to meet the diverse needs of the community and the work team. These events covered a wide range of important topics, from the importance of family in emotional health and integral education, to managing work-related stress and dealing with suicidal thoughts. Relevant issues such as toxic relationships, effective communication, self-care and eating disorders, among others, were addressed. These activities not only provided valuable information but also promoted a space for reflection and personal growth for the participants, reaffirming the Clinic's commitment to the integral wellbeing of the University Community and the general public.



University Life

Anáhuac Leadership and Excellence Programs

The Leadership and Excellence Programs offered their own training models, successfully launching subjects and workshops, extending them into the summer and sharing them with other campuses in the Anáhuac University Network, thus contributing significantly to the leadership training of students. More than 120 groups were involved, reaching more than 1,300 students, which meant an increase in the efficiency of the department. In addition, the Leadership and Excellence department worked to consolidate the student leadership training model, which is reflected in the course offerings for the Federation of Student Societies and ASUA on both campuses, as well as the continuation of the Diploma in Sports Excellence for the Elite Program, which provides integral and academic training for elite athletes and Olympic and Paralympic medalists.



The academic quality of the programs and their educational offerings were improved with a professional, transversal, multidisciplinary and global vision of leadership and excellence. As a result, during 2024, the retention rate for the Leadership and Excellence Programs was 92.89%, which reflects the decrease in the dropout rate to 20.26%. With regard to the Pre-University Leadership Program, Pre A, 11 of the 22 active students decided to continue their undergraduate studies at Anáhuac Mexico University, obtaining a retention rate of 50%.

That same year, we had a very special graduation ceremony for the programs at the Anáhuac Mexiquense Cultural Center. Our 397 graduates were sponsored by Ms. Karen Goldberg Carrillo, CMO and Head of Mobile Marketing at Samsung Electronics Mexico, a graduate of Anáhuac Mexico University and the Anáhuac Vértice Excellence Program.

As part of our outreach work, we explored collaborations with other organizations and institutions, such as Harvard University, the Confederation of Industrial



Chambers (CONCAMIN), the Institutional Relations Office of the Business Coordinating Council and the Mexican Congress. Similarly, the Impulsa Social Engagement Leadership and Plastic Oceans Program provided an immersive experience to inspire and mobilize people to reduce plastic use and promote sustainable communities, among others.

As well as celebrating the University's 60th anniversary, we also celebrated the anniversaries of some of our programs. The Genera Business Leadership Program celebrated its 20th anniversary and as part of this event, our graduate, Rodrigo Herrera Aspra, president and founder of Genomma Lab, received the Entrepreneur of the Year Award. This award, one of the most significant within the Institution, recognized the outstanding career of Rodrigo Herrera, a leader and innovator in the pharmaceutical and personal care industry in Latin America. The event was also graced by the presence of several leaders, such as José Antonio Meade, Alberto Arellano Quintana, Priscila Barrantes, Mariana Serrano and Jorge Zarza Pineda, who participated in a panel discussion entitled «The Challenges

and Opportunities of Leadership in the Current Context». Finally, a networking session with leaders, alumni, administrators, and students provided a fitting end to the wonderful celebration. As part of the same celebration, 120 young people from the Anáhuac University Network gathered at the Impulsa National Congress, where they participated in activities such as conferences, workshops, collaborative workspaces, and networking.

Aware of the relevance of internationalization for the development of authentic leadership, in 2024 we updated our structure in this area in order to offer experiences both on and off campus. International initiatives include the meeting of Sinergia students with José María Aznar, former President of Spain, and the International Seminars, which encouraged students to take an interest in current affairs with a specialized focus in accordance with the profile of their program and a proposal with educational value. The Genera Business Leadership Program held its International Seminar in Japan, visiting Tokyo, Kyoto and Osaka. The aim was to provide students with an international



experience related to the world of technology and business. Companies such as Nissan and Yamato Transport passed on knowledge and a wealth of experience regarding the operation of their organizations. The visit to the University of Tokyo was an opportunity to expand our vision of the education they receive. The International Training Seminar for the Vertex Excellence Program included an immersion in the academic, professional and cultural world of three Latin American countries: Chile, Colombia and Argentina. Visits to companies such as Nestlé, Bimbo and River Plate allowed participants to learn about successful business practices in different industries and their management models. In addition, academic visits were made to prestigious institutions, such as the National University of Colombia and Finis Terrae University, which provided a comparative and enriching educational perspective with a focus on leadership and artificial intelligence. Complemented by cultural activities, the seminar strengthened the students' global vision and their ability to apply knowledge in a comprehensive manner, reinforcing the program's goal of developing leaders with an international and multidisciplinary perspective.



Student Relations

In 2024, Anáhuac Mexico University, through its 31 student societies on the North Campus and the 18 student societies on the South Campus, together with the Anáhuac Non-Local Students Association (ADEFA) and the Federation of Student Societies (FESAL), organized more than 400 events and projects for the benefit of the University Community. More than 10,000 students took part in these initiatives, strengthening their respect for the Federation and contributing significantly to the four pillars of education that characterize it: personal development, community integration, professional and intellectual growth, and spiritual formation. Each of these events was designed to offer students opportunities for integral development, from workshops and lectures to recreational and personal development activities. This coordinated effort reaffirmed our commitment to the integral formation of our students.

This year, a total of 3,084 new students were welcomed at the University's Integral University Welcome Events (BIU); 711 at the South Campus and 2,373 at the North Campus. As with every





new semester, the Student Relations' Office, together with the Federation of Societies and the Association of Non-Local Students organized this great welcome for new students for the purpose of sharing with them the spirit of our University and the opportunities they need to develop in the academic field and in their integral formation with the support of all areas of university life. The Student Societies helped create an atmosphere of integration for new students, opening the doors to their new stage of university life.

In 2024, the electoral campaigns to elect the student representatives of the Student Societies, ADEFA and FESAL were held. For three days, the university was painted in the colors of the respective coalitions, achieving record student participation in the elections with a total of 1,316 votes cast, representing 43% of the undergraduate population on the South Campus, while on the North Campus, more than 45 teams made up of students committed to student leadership participated and

managed to convince more than 4,500 students to vote, demonstrating a high level of involvement and social responsibility. This election process not only allowed for the renewal of the student body, but also promoted the development of leadership skills, teamwork, and participation in decision-making, fundamental pillars in the education of our future leaders. The process culminated in a swearing-in ceremony in which more than 300 students pledged to fulfill their responsibilities as president, executive board member, or team member of their respective societies.

In 2024, thanks to the work of FESAL South Campus, the first two Coparmex-Anáhuac Chapters were formed. This collaboration, in which 30 students participated, included joint projects with affiliated companies that enriched academic learning with practical experience and insight into the current job market. The collaboration with the Employers' Confederation of the Mexican Republic (Coparmex) represents a gateway to the development of a network of



professional contacts, which will be valuable both for the insertion of our graduates into the labor market, as well as for the growth of the academic and business community as a whole.

FESAL, the Genera Business Leadership Program and the Coparmex-Anáhuac Chapter of the South Campus offered an inspiring «Fail Up Night», in which seven outstanding speakers shared their stories of how they transformed failure into success. The event was attended by business leaders such as Sara Silva, Head of Marketing and Communications at JAC Mexico; María Mendizábal Nava, Director of Institutional Relations and Sustainability at Volaris; H. C. Anabel León, President of Young University



Students at Coparmex, and Marisa Bustillos, Senior Vice-president Payroll CIB at BBVA. That night was a reminder that every failure is an opportunity for personal and professional growth and that teamwork yields better results. This event was also an opportunity to put into action FESAL's links with other areas of the University and other sectors that strengthen students' education. A total of 150 students took advantage of this training space.

An important aspect in the training of our FESAL students is personalized counseling with graduates, who, in addition to having held leadership positions in Student Societies, work professionally, keeping us up to date on the needs and skills required in the workplace, which enriches the profile of our students.

2024 represented a special year for the University's Non-Local students due to the 15th anniversary of the Anáhuac Non-Local Students Association, which, since its founding, has offered educational opportunities for students who have decided to leave their places of origin to pursue their dreams.

The First Inter-University Meeting «Foraneada» was organized, bringing together students from institutions such as the Autonomous Technological Institute of Mexico (ITAM), the Technological Institute of Monterrey, the National Autonomous University of Mexico, the Ibero-American University and the Pan-American University. The program included workshops on personal finance, wine tasting, mixology, spaces for introspection, as well as moments to share best practices and experiences among the different profiles of the university students. Likewise, thanks to the attendance of more than 30 companies, various activities of common interest were carried out in alliance with brands committed to a variety of causes. These collaborations contributed to fostering a sense of social responsibility and expanding opportunities for student participation and development.

Sports

In terms of sports, we made an outstanding contribution to various university sports: the National Student Sports Commission of Private Institutions (CONADEIP), the National Council for Sports in Education (CONDDE), the Student Basketball Association (ABE), the National Student American Football Organization (ONEFA) and the International University Sports Federation (FISU). Our 23 teams representing the North Campus and 18 from the South Campus made the University proud.

In the CONADEIP national ranking, the South Campus ranked 11th in the table with the following results:

- 1st place in the 2023 National Swimming Championships in the men's division
- 1st place at the 2024 National Rugby Championships
- 2nd place in the 2024 National University Tennis Tour
- 3rd place in men's first division Taekwondo
- Promotion to Division I in Acrobatic Cheerleading at the National Cheerleading Championships

The North Campus came 3rd with the following results:

- 2nd place at the 2024 National Climbing Championships
- 2nd place at the 2024 National Esport Championships
- 4th place at the 2024 National Track and Field Championships
- 4th place at the 2024 National Chess Championships

In the National Universiade, a sporting event in which all of the country's public and private universities participated, we placed 11th and 22nd on the medal table. The North Campus won 15 medals: seven gold, four silver and four bronze, while the South Campus won eight medals: three gold, three silver and two bronze. As a result of the high level of participation, 11 students from our University were selected to participate at the FISU America Games 2024, a Pan American university event to be held in Cali, Colombia.

On the international stage, the Anáhuac was represented by our Taekwondo team, which participated in the Pan American Championships in Brazil and the Canadian Open.

At the Olympic Games, Osmar Olvera Ibarra won silver and bronze medals in synchronized diving and three-meter springboard, respectively. Meanwhile, at the Paralympic Games, Luis Mario Nájera Vleeschower won the silver medal in taekwondo.

To highlight the effort and dedication of our Anáhuac Lions and Lionesses, an emotional acknowledgement ceremony was held in the presence of athletes, university and sports authorities and the University Community, where they were thanked for their participation. The University's commitment to support its athletes through the Elite Sports Excellence Program was reaffirmed.



Felicidades, Leones y Leonas, por su participación en la Universiada 2024 ¡Vamos por más!

10 MEDALLAS DE ORO



Cecilia Meza
Esgrima, espada femenil



Christopher May
Atletismo, carrera con obstáculos 3,000 m



Diana Laura Álvarez
Taekwondo, Welter - 67 Kg



Luis Eduardo López
Feather, 68 kg



Robin Jara
Judo, categoría open y Judo, 73 kg



Omar Medina
Ajedrez, rápido varonil



Rogelio Gómez
Atletismo, salto con pértiga



Uzziel Valderrabano
Triatlón



Equipo de Rugby
Rugby

7 MEDALLAS DE PLATA



Álvaro Padilla y Antonio López
Pádel, dobles varonil



Ana Sofía Calderón, Valeria Suárez y Cecilia Meza
Esgrima, florete por equipos femenil



Carlos López
Esgrima, florete varonil



Marisa Arellano y Anthony Gómez
Poomsae, mixto



Christopher May
Atletismo, 1,500 m planos



Arantza Fernández
Escalada



María Concepción Cruz
Triatlón

11 MEDALLAS DE BRONCE



Alberto Valdez
Karatedo, kata



Ana Sofía Calderón
Esgrima, florete individual



Aylin Arias
Tenis



Andrea Guajardo
Atletismo, 200 m y 400 m



Paula Lozoya y Arturo Martínez
Bádminton, mixtos



Nahui Vargas
Atletismo, 1,500 m planos



Nahui Vargas, Sofia McKinney, Andrea Guajardo y Ursula Crisanto
Atletismo, relevo 4x400



Jimena García y Valeria Alonso
Tenis, dobles femenil



Gabriela Antonio, Zelziñ Silva, Diana Álvarez y Valeria Delgadillo
TK-3 femenil



Zyanya Hernández
Taekwondo, 46 kg



Likewise, 30 of our Anáhuac athletes stood out in the Paris 2024 Olympic and Paralympic Games in 10 disciplines:

TRACK AND FIELD:

Alejandra Ortega Solís
 Ever Jair Palma Olivares
 José Luis Doctor Morales
 Margarita Hernandez Flores
 Noel Alí Chama Almazán

DIVING:

Ángel Jahir Ocampo Marroquín
 Osmar Olvera Ibarra
 Randal Willars Valdez

RHYTHMIC GYMNASTICS:

Adirem Tejeda Amaro
 Ana Sofia Flores Valdez
 Dalia de Jesús Alcocer Piña
 Kimberly Salazar López

JUDO:

Paulina Lizeth Martínez Claro

ARTISTIC SWIMMING:

Nuria Lidón Diosdado García
 Pamela Nuzhet Toscano Millán

MODERN PENTATHLON:

Carmen Mayan Oliver Lara
 Duilio Jared Carrillo González
 Mariana Arceo Gutierrez

TAEKWONDO:

Carlos Adrián Sansores Acevedo
 Daniela Paola Souza Naranjo

PARA-ATHLETICS:

Daniela Eugenia Velasco
 Maldonado
 José Rodolfo Chessani García

PARA-SWIMMING:

Diego López Díaz
 Fabiola Ramirez Martinez
 Gustavo Ramón Sánchez Martínez
 Naomi Sonellera Mandujano
 Nely Edith Miranda Herrera

PARA-TAEKWONDO:

Fernanda Vargas Fernandez
 Jessica Berenice García Quijano
 Luis Mario Nájera Vleeschawer



SOUTH CAMPUS



NORTH CAMPUS

CONADEIP Ranking:

11th place

National Universiade Medal Ranking

22nd place

Representative teams:

18

Students in the Interschool
 Tournament:

224 per semester

Participants in internal tournaments
 and recreational activities:

460
 people per semester

CONADEIP Ranking:

3rd place

National Universiade Medals Table:

11th place

Representative teams:

23

Students in the Interschool
 Tournament:

260
 per semester

Participants in internal
 tournaments:

1,478
 people per semester

Users of sports facilities:
2,800
 per semester

Night League participants:
760
 per season

Innovation and digital transformation



UNIVERSIDAD ANÁHUAC MEXICO
VINCE IN BONO MALUM
MEXICO

STRATEGIC APPROACH

Innovation and Digital Transformation

Achievements of the 2020-2024 Strategic Plan

Promote a university culture of continuous innovation centered on the person, with a vision that is creative, collaborative, proactive and open to change, using digital technologies in a strategic, responsible, streamlined manner.

Online Programs

172

online

@prende subjects

20

MOOC courses on MiríadaX and edX

52

online subjects for postgraduate programs

Data governance

Development of

30

boards

consulted by

254

collaborators on an ongoing basis

Achievement of advanced level in Data

Governance Model and Metadata Management

Digital innovation

Development of the Innovation and Digital Transformation Model

12

areas

with innovation and transformation projects

26

digital technology adoption and support projects

Digital Culture Conference with

43

events and

2,837

participants

Digital

culture events:

36 webinars and conferences
15 workshops

Cyber-resilient institution

Implementation of 80%

of the 15 capabilities and 93 controls in the ISO 27001:2022 standard for technology operations

Standardization and approval of all technological tools

Development of the cybersecurity incident response protocol based on the ISO 27001:2022 standard



In 2019, the 2020-2024 strategic planning process began and is now coming to a close. During this time, we reflected on the technological advances on the horizon and the changes that would occur in the way we understand the world, relate to each other, learn, and grow.

From that moment onward, we became aware of the speed with which these transformations would occur and of the need to focus our efforts on taking advantage of technology and adding value to our processes through continuous improvement. This meant doing things differently, changing the way we see the world and relate to others, innovating in all areas, adapting quickly to the pace of change, applying various digital capabilities to the processes, products and services offered, and minimizing the risks inherent in digital development.

A strategic approach to Innovation and Digital Transformation was proposed with the aim of enabling the University, with its focus on the individual, to constantly reinvent itself through innovation. With a disruptive, consensual, proactive vision, digital technologies have been used in a strategic, streamlined, prioritized manner to lead all its members to meet global performance standards.

The 2020-2024 Strategic Plan defined a strategic approach dedicated to innovation and digital transformation, with the goal of increasing the value we provide to the entire University community. Along these lines, we planned to develop a new culture that would allow us to consolidate a responsible digital community in favor of human beings. At that time, there was no glimpse of what a few months later would cause us to accelerate the work planned in this area.

Faced with the challenges presented by the COVID-19 pandemic, Anáhuac Mexico University demonstrated a quick, committed response. Through its comprehensive academic continuity plan, the Institution not only managed to maintain educational quality during the health crisis but also took advantage of the opportunity to modernize its technological infrastructure, strengthen the digital skills of its teaching staff and diversify its teaching formats.

In the last four years, educational innovation and digital culture have been promoted in the Anáhuac Community through national and international events that have publicized, both internally and externally, the progress and projects related to innovation and educational technology, as well as the technological proposals that support the daily work of the institution.

In addition, the use of emerging technologies was promoted with the Multimedia Space for Digital Innovation (EMID), through training in cutting-edge technologies applied to education.

These actions have laid the groundwork for offering a more flexible and innovative education, thus preparing the University to face the future challenges of higher education in an increasingly digitalized world.



Technology for education

One of the fundamental aspects of university work is teaching and the transmission of knowledge. Anáhuac Mexico University has sought to take important steps towards becoming a point of reference among modern universities, capable of designing, developing and operating its online content, courses, subjects and programs in accordance with international quality standards or those established by the Anáhuac University Network, allowing for academic transition between different forms of content delivery.

The Anáhuac 2025 Educational Model establishes that each student must take at least five @prende subjects online per program, with a total of 213 subjects to be developed. Currently, 90% of the project has been completed and the goal is to finish the design of the rest by 2025.

Since 2020, a total of approximately 228 teachers and 15,391 students in 509 groups have been taught each semester on the D2L Brightspace platform for @prende online subjects.

In order to ensure the quality of the @prende online courses, the Department of Innovation in Educational Technology worked with the international organization Quality Matters (QM) for the certification of these courses, which is expected to be obtained in the first semester of 2025, starting with the Social Responsibility and Sustainability course offered to the entire student community of the Anáhuac University Network.

From 2020 to 2024, 20 MOOC courses were published on the MiríadaX and edX platforms, with a total enrollment of 29,968 students.

This year, the program had a broader reach and strengthened its alliance with the Coursera platform. The goal of this alliance is to encourage the adaptation of teaching methods to digital formats, to promote pedagogical innovation, and to provide an opportunity to share the University's academic quality on an international level and to access content from the world's leading universities.



Technological operation

Computer technology. Teaching and learning practices were addressed with the creation and start-up of the following: the new Trading Room on the North Campus, which is a specialized room for financial and stock market practices; the equipping of the Medical Simulation Center on the South Campus; the renovation of the specialized Manufacturing and Robotics laboratories in the School of Engineering; and the installation of state-of-the-art computer technology in teaching rooms on both campuses. In terms of technological support at the administrative level, about half of the staff has been equipped with laptops and the technological equipment for the streaming service has been updated.

Software platforms. There are 180 software titles and digital platforms with approximately 54,200 licenses available. Coverage of virtual software applications was also expanded to 20 additional titles.

Cybersecurity. 35 ISO 27001 information security management system controls are in operation, covering seven of the 15 operational capabilities included in the standard. Training and awareness processes have been developed on cybersecurity aspects (on the SintonizanDOTe radio program, at the Integral University Welcome event, through specific courses and workshops, during the Digital Culture Week, with the permanent Cybersecurity campaign), achieving a reach of approximately 3,000 people and more than 30,000 digital views or visits. Furthermore, it has the capacity to support 28 million simultaneous Internet requests, with state-of-the-art protection against malicious intrusions and threat detection.

Interconnectivity and infrastructure. It has 500 terabytes of data storage capacity and 376 logical processors, representing a growth capacity of 50%. This infrastructure is competitive for the private education sector in Mexico, positioning itself at a medium-high level. Nearly 1,000 Wi-Fi antennas have also been installed on both campuses, connecting an average of 15,000 wireless devices (laptops, tablets, cell phones, watches, screens) on a daily basis. In addition, there are approximately 180 intercom devices between buildings, doubling the connectivity between





campuses. Around 40 biometric devices were installed to streamline the digital operation of the two campuses and two infrastructure monitoring centers were set up, one on each campus.

Technological support in teaching spaces. The installation of technological equipment in the North Campus Postgraduate Degree Room was completed; professional audio equipment was installed in the San Juan Pablo II Room; technological equipment (wireless audio and video) was installed in the various conference rooms of the Library; and approximately 19 meeting rooms have been equipped with technology for hybrid meetings. In addition, state-of-the-art equipment and technology were installed in the Gesell Chamber and the Neuroscience Laboratory in the North Campus School of Psychology. Technological equipment to support the teaching process was installed in three classrooms and two kitchens in Le Cordon Bleu North Campus. Over the past few years, wireless audio and video connectivity equipment has been installed in all classrooms (more than 300 classrooms).



Digital culture and adoption of technology

Digital transformation is not just a trend, but a necessity to remain competitive and offer services in a globalized world.

The development of a mature digital culture among employees is essential in order to face the challenges of the 21st century as it allows them to adapt to new technologies and take full advantage of them to improve daily tasks.

Process automation is one of the main advantages of a mature digital culture. By implementing advanced digital tools, repetitive tasks can be automated, resulting in significant savings in time and resources. This allows employees to focus on higher value-added activities, such as personalized attention. The adoption of digital technologies not only optimizes processes but also reduces operating costs and improves sustainability by reducing the use of paper and other physical resources. A mature digital culture allows us to provide faster, more accurate responses to queries from students, professors and other members of the University Community, with a more agile and efficient service, which translates into a better experience for everyone.



The strategies employed in 2024 to achieve the above have been as follows:

- **Support and guidance:** personalized consultations, webinars, technology demonstrations, and workshops were offered, in which each participant ended up with a product ready to use in their area or to share with others to improve collaboration and optimize processes.
- **Digital Culture Conference:** for the third consecutive year, the University Community participated in seven conferences and webinars, three workshops, two technology demonstrations and two events to recognize 71 new Anáhuac 2024 Technology Adoption Leaders.
- **Ethics and social responsibility:** a collaboration with the School of Social Responsibility was carried out, offering six webinars that addressed topics such as ethics in digital culture, the carbon footprint, socially responsible technological entrepreneurship, artificial intelligence, search and discrimination of valuable information and academic networking.
- **Technology courses:** two courses were designed and taught which focused on the approach to technology and the adoption of digital tools: «Connecting with technology: computing from zero to the cloud» and «Practical introduction to Microsoft: the ABCs of your Microsoft 365 portal.» These actions benefited 852 employees and 58 people who graduated from our new courses.

Innovation and Digital Transformation

Since its creation in 2021, the Digital Innovation and Transformation Department has worked to promote innovation and digital culture at the University, achieving a total of 2,039 employees who have benefited from digital culture and adoption and 208 Anáhuac Mexico Technology Adoption Leaders.

During 2024, the institutional innovation portfolio was significantly strengthened under the Anáhuac Innovation and Digital Transformation Model. Within this framework, 38 new initiatives were completed, representing an increase of 77% compared to 2023. This progress resulted in a cumulative total of 49 completed projects and 22 in progress, covering 33 departments, schools and faculties. Of these initiatives, 11 focused on innovation and 12 on digital transformation.

Some of the most outstanding projects, both for their impact within the University and in the external community, are the initiatives of the Continuing Education Center, which integrated the eCommerce service to facilitate the promotion of its educational offerings and achieve greater national and international reach. In coordination with the Anáhuac University Network (RUA) and the Postgraduate Department, we coordinated the automation of the admissions process using the Bonitasoft process orchestration platform. This initiative also prompted the adoption of the

Learn more here.



innovation model by the Executive Office of the Network of Anáhuac Universities (SERUA). Likewise, the implementation of the Institutional Regulatory Library of the General Secretary's Office was completed. This is a digital library supported by the Microsoft 365 SharePoint infrastructure.

The operations of the Legal Department have also been modernized through the implementation of a comprehensive contract management and electronic signature system in compliance with the requirements of Mexican Official Standard 151 (NOM-151). This transformation optimizes processes and reduces contract signing times, improving efficiency and security in document management.

In the context of promoting a culture of responsiveness at the University, it is important to highlight the key initiative of the Anáhuac Center for Strategic Development in Bioethics (CADEBI), which integrates methodological and collaborative mechanisms to ensure that the scope of development is properly defined. The objective of this initiative is to consolidate the Institution as a regional reference in the field of bioethics through strategic collaboration schemes.

Business intelligence and data governance

Continuing with the work in the field of business intelligence, various dashboards have been generated for the School Administration and Regulations Department (certificates, qualifications, tax deductions, records, subjects enrolled), the Internationalization Department (international agreements, global campus, academic performance, incoming and outgoing students, short programs) and the Legal Department.

To improve the quality of information, especially in the student sector, 40 data sentinels were generated and automated. In addition, key people from different areas have been trained in the development of dashboards, thus promoting autonomy and the use of business intelligence tools in the Institution.

One issue that has received a great deal of attention is information security. We collaborated with Human Capital, the Legal Department, and the Technology Operations and Systems Departments to provide access to the 254 users to the institutional Dashboard reports, which has more than 30 Power BI dashboards. Thus, users are guaranteed that the information presented on these boards is used exclusively by authorized people, in order to provide a better service to the entire community.

Hola

UNIVERSIDAD ANÁHUAC MÉXICO

Dirección de Internacionalización

LÍDERES QUE MUEVEN
al mundo

INCOMING OUTGOING PROGRAMAS CORTOS RENDIMIENTO ACADÉMICO CONVENIOS INTERNACIONALES CAMPUS GLOBAL

12/3/2024
Fecha de actualización

Dirección de Administración Escolar y Normatividad

UNIVERSIDAD ANÁHUAC MÉXICO

PLATAFORMA DE TITULACIÓN
Indicadores estratégicos

Índice y descripción del contenido Resumen Listado

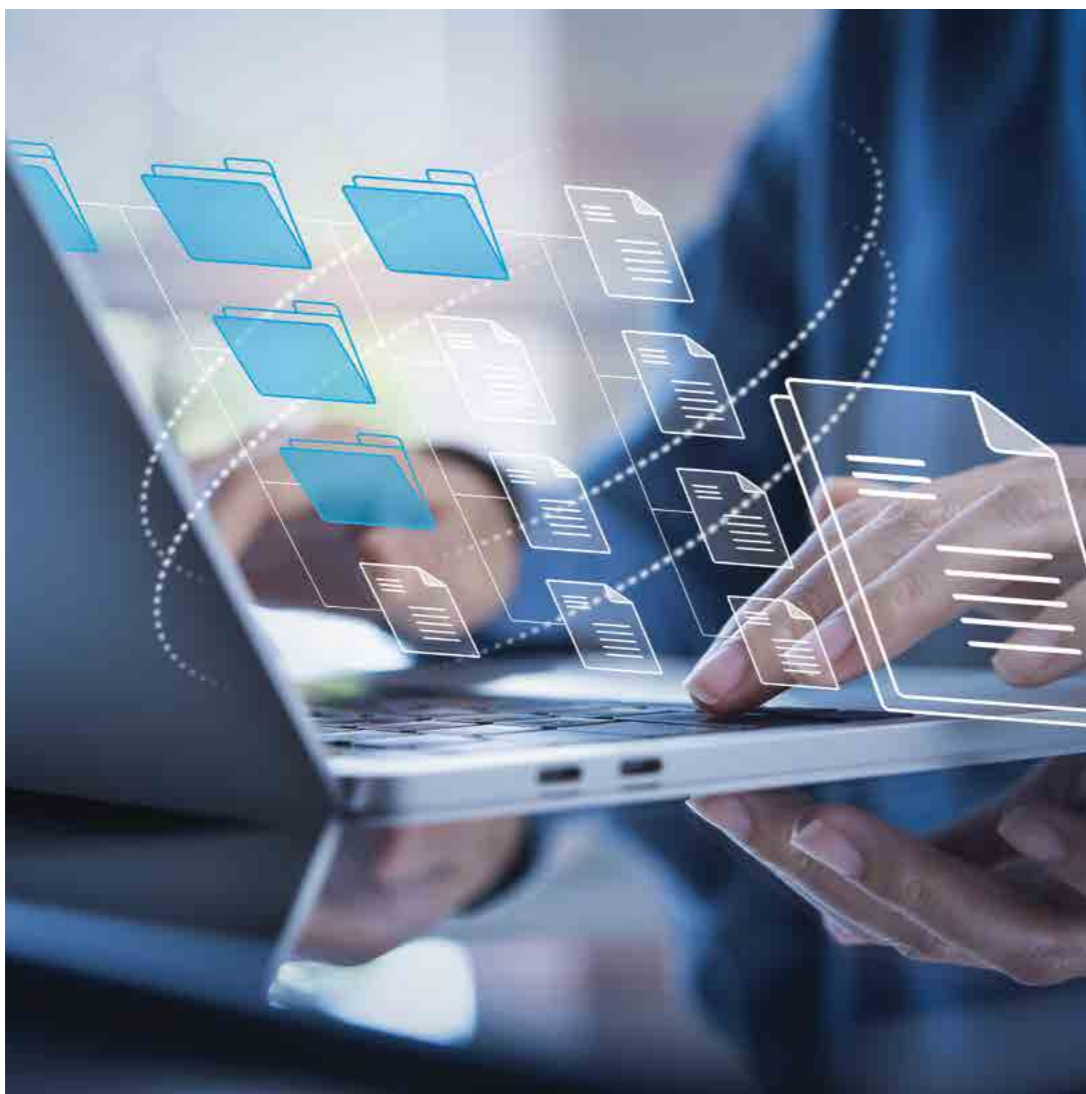
ANÁHUAC

Coordinación de Inteligencia Analítica y Gobernanza de Datos

Systems development

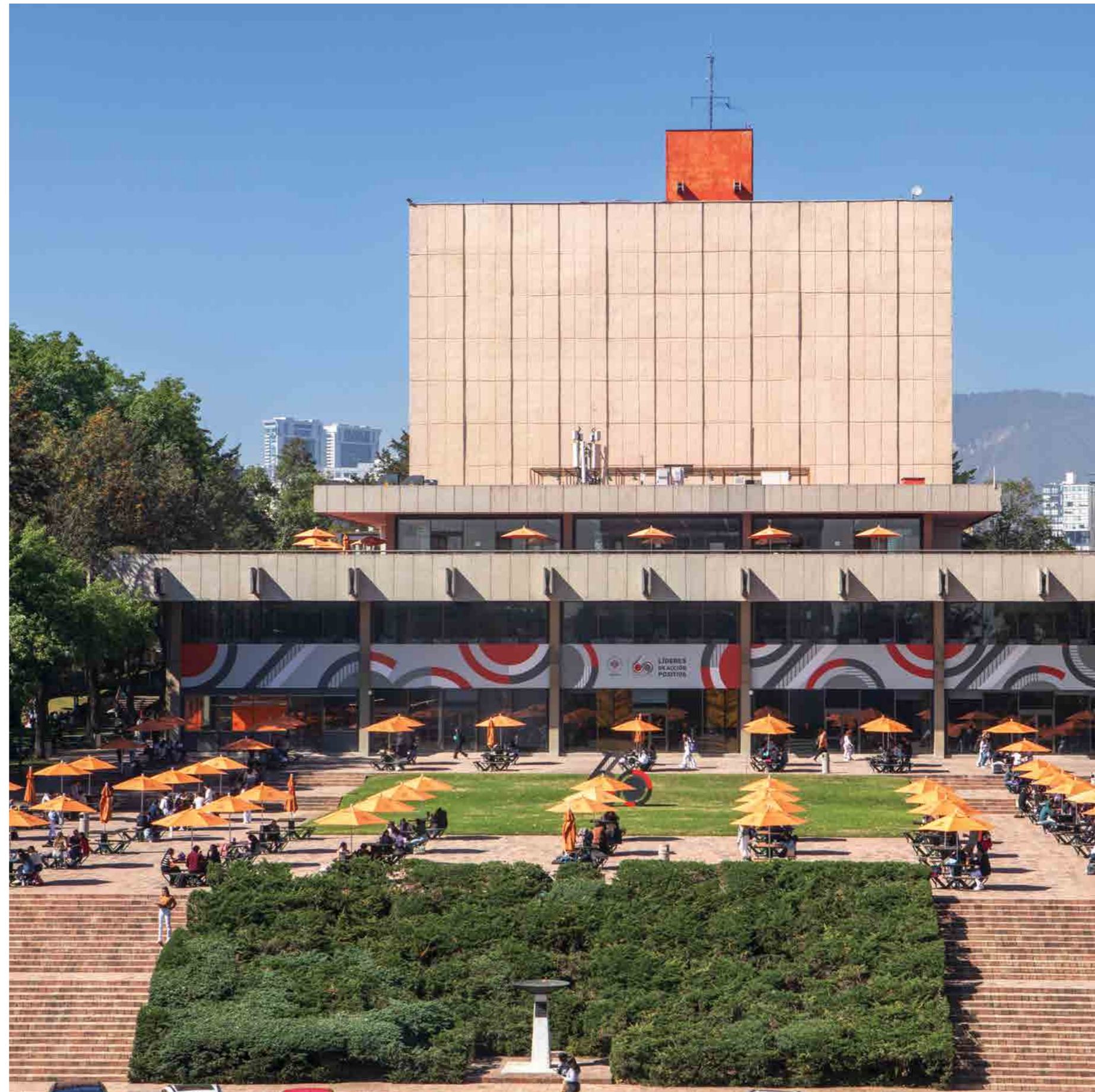
In order to support the university community and to simplify the various institutional processes, a number of systems have been developed over the years, during which time technology has advanced at a rapid pace:

- **Function directory:** the digital directory is used to facilitate the location of personnel, both academic and administrative, who perform various functions within the University. The aim is to optimize communication and collaboration among team members, ensuring that relevant information about each employee is easily accessible.



- **Latin American Bioethics Network Observatory (ORIBI):** in collaboration with the Anáhuac Center for Strategic Development in Bioethics (CADEBI), a system has been developed whose objective is to map and compile information on the institutional development of bioethics in Latin America, strengthening the region through the establishment of strategic links and the exchange of knowledge and experiences. As of the end of 2024, more than 500 research centers, training centers, federations, institutions and national and state bioethics commissions have been identified.
- **Medical Simulation Attendance:** verifies attendance in the subject of Medical Simulation, ensuring that both students and teachers enter the classroom at their established times and are duly registered, contributing to punctuality and responsibility in the educational environment.

- **Personal Web System:** in addition to its original functions, the new version of the web system integrates the capabilities of the executable system (SUAS.exe) to manage staff recruitment. This update allows for the recording and management of key information such as personal data, contact details, address, bank details, Human Capital information, start dates, incorporation into the payroll, start of vacation, as well as academic and research data.
- **Teacher Attendance:** a project led by the Human Capital Department, the objective of which is to manage attendance for teachers according to their academic schedules, allowing them to request class justifications and rescheduling, as well as to generate attendance reports.
- **Library flow:** two Biopads were installed to control flow in the area, one on the first floor (audiovisual study room) and the other on the second floor (collaborative study room). To date, a total of 1,680 students have registered.
- **Sí te Atiendo (Here to Help You) Platform:** Throughout the year, this system, which was created as a result of the COVID-19 pandemic, has been updated. A new security section was implemented to strengthen the protection of user information and ensure compliance with regulations. The aim was to optimize classroom support, simplifying the support process and improving the user experience. The Technological Operations Department section was customized with specific messages for cases in which tickets are not satisfactorily resolved, improving communication with users. A new section was added to allow users to request equipment needed for live transmissions, facilitating the management of this type of request. In 2024, 3,740 tickets have been received: 786 from South Campus and 2,954 from North Campus.



Community at the Service of Mexico



STRATEGIC APPROACH

Community at the service of Mexico

Achievements of the 2020-2024 Strategic Plan

To consolidate a community that has an impact on the sustainable development of the country, through its leadership and values in social commitment and responsibility, and its links to the service of Mexico, with various participants in national life.

Employability

Consolidation and implementation of the **8-action** employability model

Top 3 in employability for recent graduates, nationwide

Social Responsibility

Implementation of the **University Social Responsibility Model** with **118** indicators in **9** areas: Institutional Commitment, Education, Research, Extension, Institutional Ethics, Institutional Quality of Life, Environment and Sustainability, Accessibility and Inclusion, and Responsible Marketing and Communication

40 departments, schools and faculties with RSU action plans

Annual renewal of the **ESR Distinction** granted by Cemefi for the **13th consecutive year**

Awarded the **«Waste Responsible Management Institution»** Distinction by ENACTUS

Updating and diffusion of the **Code of Ethics and RSU** with **10 training sessions** for University personnel

Annual participation in the **«Times Higher Education (THE) Impact Ranking»**, achieving **9th place** nationally and **3rd place** among private universities in the country

Collaboration

More than **85 projects** with government between the 3 levels: municipal (or mayor's office), state and federal

Visit by **24 candidates** for different positions: presidency of the republic, governorship of the State of Mexico and Mexico City, and mayoral and municipal offices

More than **30 projects** with the Archdiocese of Mexico, the Archdiocese of Tlalnepantla and other ecclesiastical institutions

New **Development Chairs** program

Creation of the **Anáhuac Business Collaboration** microsite

Implementation of the **Business Collaboration Platform**

196 Corporate Chairs

32 agreements with chambers and business organizations

1,597 outreach activities

7 editions of the Anáhuac Business Forum

Winner of the **National Quality Award in 2024**



In line with its mission to train leaders to take positive action, Anáhuac Mexico University presents the work carried out in the area of social commitment to instill in its students an ethical and collaborative spirit and thus build a fairer and more united Mexico. Strategic alliances with government institutions, the Catholic Church, the Jewish Community and other churches strengthen joint projects with a social impact.

Business collaborations and the promotion of employability reinforce the commitment to innovation and the economic development of the country. And finally, ties with former students, which are an essential component in building a collaborative and supportive community that benefits the university community and society.

Social commitment and responsibility

In 2024, 2,100 volunteers actively participated on both campuses of Anáhuac Mexico University. With dedication and commitment, they worked on 269 University Social Action projects, focused on our institutional concerns: children, the elderly, employees, people with disabilities, the environment, migrants, education and decent housing.

The Social Action embassies were reactivated on the South Campus with 14 ASUA ambassadors, adding to the 31 teams on the North Campus, which, in collaboration with schools and faculties, developed social action projects focused on service to people and society, applying their professional knowledge. In addition, the project was supported by social action coordinators who accompanied the students in their projects and promoted their integral development.

As a result of these efforts, student-led institutional social action projects were consolidated, such as Accessible Anáhuac, Recipe for Inclusion and the new Anáhuac Center for Forced Migration (CAMIF).

We worked on behalf of the people affected by Hurricane Otis, in Guerrero, with the Vamos x 5 (Going for 5) campaign, which aimed to rebuild five homes in the affected area. Thanks to internal and external donors, 35 volunteers helped to build the houses, raising \$1,700,000.00. In addition, three more homes were built in the State of Mexico.

The first students of Prepa x los Nuestrs (High School for Our Own) have graduated. Prepa x los Nuestrs is a project that helps our employees complete their studies, in partnership with Prepa In and internal donors.

In addition, 84 students from two generations graduated from the Social Action Diploma course, strengthening their knowledge applied to social projects and making a positive impact in their areas of professional development.

In the National Missionary Brigade in Ejutla de Crespo, Oaxaca, 66 volunteers built two rooms and a dry toilet and accompanied families in the community during Holy Week. Two international brigades were also organized: in Brazil, where seven students worked with Mano Amiga on sustainability projects; and in Peru, where 11 students participated in educational, environmental, and construction projects.

We were honored to be part of the jury for the National Award for Voluntary and Solidarity Action 2024, organized by the General Department for Welfare and Social Cohesion, part of the federal government's Ministry of Welfare.

During 2024, the implementation of the Integrated Management Model for University Social Responsibility (MGIRSU) continued, achieving average progress of 87.8% according to the action plans for all departments, schools and faculties, with more than 490 actions executed in the nine core areas of the model.

The first Anáhuac University Social Responsibility Day was held, organized by the University Social Responsibility and Sustainability Committee to promote the issue and raise awareness of good practices in different departments, schools and faculties.

At the national level, the #AnáhuacPorElAgua (Anáhuac for Water) campaign was launched to raise awareness about water conservation and proper use on campus in light of water shortages in several regions of the country. Also, with the support of a postgraduate student and researchers from the School of Engineering, the first estimate of the carbon footprint of the North Campus was carried out, which will be key to establishing future commitments to reduce greenhouse gas emissions.



This year we also participated in the Times Higher Education (THE) Impact Ranking 2024, which evaluated the contribution of 2,152 universities to the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda, ranking us 9th nationally and 3rd among private universities in the country. This achievement, together with our social responsibility practices, allowed the Mexican Center for Philanthropy (Cemefi) to renew the ESR (Socially Responsible Company) Distinction for its 13th consecutive year, recognizing our commitment to social responsibility, sustainable development and continuous improvement in university management.

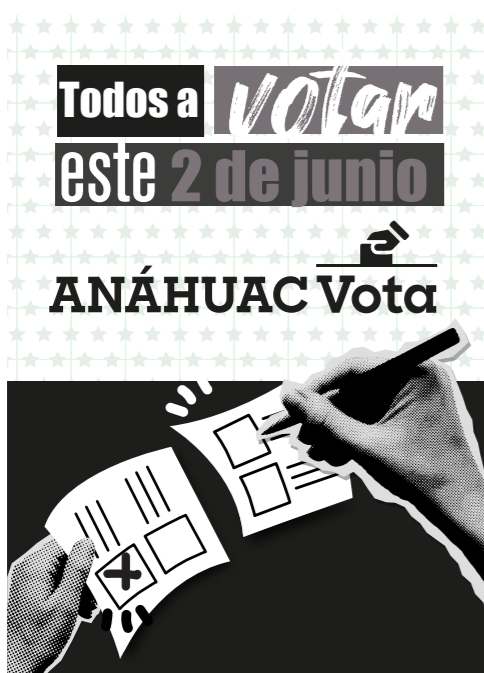
And in 2024, to finish this section, 2,242 students began their social service and 1,700 completed it, reaffirming their commitment and that of the University to society.

Strategic alliances

Elections 2024. The year 2024 was historic for democracy in Mexico. The largest federal, state and municipal elections in the history of our country took place. Anáhuac Mexico University, aware of its responsibility as a social force and educator of citizens, undertook a formal, structured project to reflect on democracy and the importance of voting and participating in these elections.

First, the #AnáhuacVota campaign was launched, with printed and digital materials that invited the community to exercise their right to vote. The INE Forum was organized as part of this campaign: Importance of Voting for Young People, which became a key platform for promoting democratic culture and electoral participation among young people. In this forum, electoral experts addressed topics such as democratic rights, the importance of voting in an informed manner and the electoral process in Mexico. In addition, a practical guide to voting was included, highlighting tools such as INE's Locate your polling station. The forum concluded with a question-and-answer session in which students clarified their doubts about the electoral process, thus underlining the importance of civic education in strengthening democracy.

We also carried out a voter registration campaign with an INE (National Statistics Institute) module on campus that facilitated the obtaining of the voter registration card for the University Community. At the same time, we participated in the #MeVeó campaign, organized by the Federation of Mexican Private Higher Education Institutions (FIMPES) and hosted the INE-FISEL training course, which was attended by more than 169 state officials.



Likewise, thanks to the Synergy Public Administration Leadership Program, the University played a fundamental role in the organization of the forum «Let's talk Mexico: Elections 2024. The Future We Want» as part of its First National Congress, which provided an essential space for academic reflection on the quality of Mexican democracy, as well as the «Meet Your Candidate» project in preparation for the elections, which featured the following candidates:

Presidency of the Republic:

- Jorge Álvarez Máynez, for Movimiento Ciudadano (Citizens' Movement)
- Xóchitl Gálvez, for the Frente Amplio por Mexico (Coalition for Mexico)

Mexico City's Chief of Staff:

- Santiago Taboada, for the Frente Amplio por Mexico Coalition
- Salomón Chertorivski, for Movimiento Ciudadano

Álvaro Obregón:

- Javier López Casarín, for the Movimiento de Regeneración Nacional (National Regeneration Movement Party - Morena)
- Esther Mejía, for Movimiento Ciudadano
- Lía Limón, for the Frente Amplio por Mexico Coalition

Huixquilucan:

- Enrique Garduño Figueroa, for Movimiento Ciudadano
- Romina Vargas, for the Frente Amplio por Mexico Coalition
- Jorge Álvarez Bringas, for Movimiento de Regeneración Nacional (Morena)
- Claudia Reyes Montiel, for the Democratic Revolution Party (PRD)
- Francisco Campos Morales, for the Partido Verde Ecologista (Green Ecology Party)

All candidates were invited to promote a space for inclusive and pluralistic participation, reaffirming the commitment to being a university where all voices and political forces are heard, promoting constructive and respectful dialog. With the participation of more than 4,500 students, these spaces allowed for the sharing of proposals, responding to the concerns of the university community and discussing issues crucial to the future of Mexico.

In addition, as a university we participated in the Women's Meeting with Claudia Sheinbaum and in the Meeting of Women in Science and Academia with Clara Brugada. We also participated in the National Coordination, the National Council and in the role of spokesperson for Science and Academia organized by the Movimiento de Regeneración Nacional, Morena Party.

These meetings, in addition to promoting political dialog, established a framework for future collaborations in educational and community projects, strengthening our mission of forming leaders of positive action. Sessions were also held to analyze the presidential debates, where students discussed and evaluated the candidates' proposals, encouraging critical thinking and citizen engagement.

Finally, in this context, a meeting was held with Ernestina Godoy Ramos, legal advisor to the Presidential Office of Claudia Sheinbaum, in which students were able to learn first-hand about the legal challenges and proposals for reforms that seek to strengthen democracy in Mexico

Links with the government of the State of Mexico. Throughout the year, working ties were strengthened with the government of the State of Mexico through various strategic initiatives in collaboration with the main state departments, consolidating projects that had a positive impact on the social development of the state where our North Campus is located.

Collaboration work was carried out with the Ministry for Economic Development, the Ministry for the Environment, the Ministry for Education, the Ministry for Culture and Tourism, the Ministry for Health and the Ministry for Labor.

As part of the relationship with the Ministry for Economic Development, Anáhuac Mexico University participated in the Invest Edomex Business Roundtable for the Data Center Industry and Tech Companies, where the University's commitment to innovation and economic development of the state was reflected.

A collaboration agreement was signed with the Ministry for the Environment and Sustainable Development in relation to sustainable impact projects in reforestation, sustainability and care of the environment.

We participated in the International Book Fair of the State of Mexico (FILEM), organized by the Ministry for Culture and Tourism, and we welcomed artisans and artists to the campus to exhibit their work and contribute to the promotion of the heritage, cultural and gastronomic wealth of the State of Mexico.

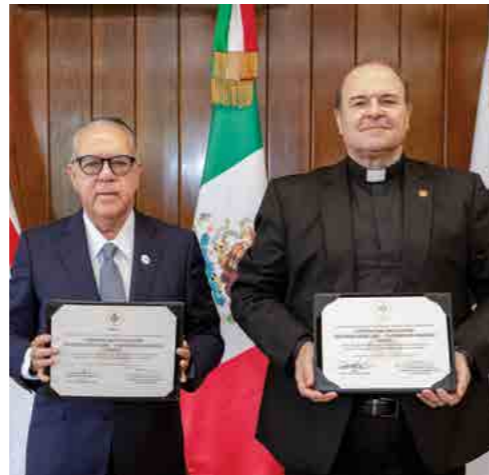
We initiated collaboration agreements with the state government, which will allow us to develop projects in areas such as research, artificial intelligence, social commitment and culture. In collaboration with the Department for High School and Normal Education, we also implemented continuing education courses with public universities in the state, aimed at remote communities to help reduce the educational gap and inequality.



Huixquilucan. We also maintained a close working relationship with this community, led by Romina Contreras. We are active members of the Municipal Council and the Municipal Development Planning Committee. As part of the agreements signed, six healthcare day sessions were held, benefiting more than 500 patients in 2024. In collaboration with ASUA and the municipality, we carried out three reforestation projects and 26 scholarships were awarded to students from low-income areas of Huixquilucan so that they can study for their degrees at the University, thus promoting social mobility, as well as local, high-impact work with DIF Huixquilucan.

Collaboration with the government of Mexico City. In Mexico City, where our South Campus is located, we continue with initiatives linked to the ECOS Network, through the Safe Path Project.

Álvaro Obregón. We also strengthened our working relationship with the Álvaro Obregón municipal government during the term of Lía Limón as mayoress, with whom we organized important activities such as job



fairs, workshops and medical and psychological sessions and brigades in vulnerable communities. With the arrival of the new mayor, Javier Joaquín López Casarín, we have started work meetings to plan joint actions during his term of office. As a first action, a meeting was held between rectors and the mayor's office to develop an academic hub for the development of talent in the region.

In terms of institutional ties, collaboration agreements were signed with The American Society of Mexico and the Mexican Red Cross, reaffirming the commitment of both institutions to social welfare and integral education.

Church. As a Catholic university, pastoral work with the Church in Mexico is fundamental. To this end, agreements were signed with the National Commission of Sacred Art, A.C., and the Mexican Association of the Order of Malta, A.C., among others. Specific agreements were also signed with the Archdiocese of Tlalnepantla for the Multicomponent Psychoeducational Intervention to Improve the Quality of Life of Informal Caregivers of the Elderly, and with the Archdiocese of Primada de Mexico for the development of a clinic for priests.

We also actively collaborated with the Archdioceses of Mexico and Tlalnepantla through physical and psychological healthcare days, providing advice and support in various specialties such as medicine, physiotherapy, nutrition, dentistry and psychology.

Jewish Community. For the University, dialog, respect and constant collaboration with the Jewish community of Mexico is part of our identity. Our relationship is guided by the clear vision of the Central Committee of the Jewish Community in



Mexico headed by its representative, Elias Achar Levy, and a solid team that includes Mauricio Lulka, Alberto Romano and Renee Shabot.

We would also like to highlight the closeness and support of the Ambassador of Israel in Mexico, Einat Kranz, with whom we have established an important friendship and relationship, always open to collaboration and work for the benefit of society.

In this regard, we hosted the ILAN (Israel Latin America Networks) Award for university innovation, presided over by Isaac Assa, president of the ILAN Foundation, and the ambassador of Israel, Einat Kranz, as judges for the Award.

Finally, as part of the dialogue and ties between the two religions, Adolfo Roitman, curator of the Dead Sea Scrolls, gave a lecture entitled “Mary Magdalene, from history to myth”.

Employability. The University’s employability activities link the talent of Anáhuac students and graduates with leading national and international companies and institutions through our eight-action employability model.

In 2024, 11 job fairs were organized, both in-person and virtual, 58 meetings were held to promote the exchange of places and talent with companies and universities, 46 employability days were held in which various companies and institutions carried out special recruitment drives and offered talks that enriched the employability of our students, three weeks of consultancy and work sessions were held, and 15 networking events took place. The new job portal was launched with the company Reqlut, which manages intelligent contact between the employer and our students and graduates. This positions us as one of the country’s top universities in terms of our graduates finding employment within a year of completing their studies.

The University also reaffirmed its commitment to employability and business networking by organizing the Annual Job Fair, an event attended by 120 companies and more than 3,000 participants. This fair created a space for students and companies to meet, encouraging the creation of professional development opportunities and strengthening ties with the productive sector of the state.

Business collaboration

Business collaboration work continued through the programs of the Business Collaboration Department: Corporate Chairs, Research and Development Chairs, and collaboration agreements with chambers of commerce and business organizations, achieving 816 collaboration activities with leading national and international companies.

National Quality Award 2024. Anáhuac Mexico University was awarded the National Quality Award 2024, which is the highest distinction given to companies and institutions that challenge convention and redefine standards of excellence to catalyze profound change in Mexico. This award, promoted by the Business Coordination Council (CCE) and the Institute for the Promotion of Quality and the Communication Council, promotes and recognizes the Corporate Social Dimension in Mexico.

To obtain this recognition, the University underwent a rigorous evaluation process that involved the vice-rectors’ offices, schools, faculties and strategic areas of the Institution.



The National Quality Award was awarded to only six pioneering and prosperity-generating companies and institutions that represent the resilient and vibrant character of our country, among them Anáhuac Mexico University.

Corporate Chairs. 20 new agreements were added to the Corporate Chair program, bringing the total to 196. The new chairs include Grupo Imagen, Fox Sports, Boston Scientific, Nokia, AIG Seguros, UPS, Mobility ADO, BLM Forbes, Royal Caribbean, Cuna de Tierra, Oceánica, PPG/Comex, Xcaret, Mercedes Benz, World Boxing Council, Saint Gobain, Novo Nordisk, Formula E, Sanofi and Warner Music.

In addition, 16 agreements were renewed with companies such as La Costeña, Kimberly Clark, Ford, Orbia, Holcim, Grupo Bolsa Mexicana de Valores, Federación Mexicana de Fútbol, Mondelez, AT&T, Seguros Monterrey, General Motors, EY, 3M, Instituto Panamericano de Geografía e Historia, Huawei, Adecco Group and Danone.

Among the highlights of this business collaboration program were the participation of companies such as Silanes, Sanofi, Boehringer Ingelheim, Bayer, Nestlé and Grupo Modelo in the tenth anniversary of ALPHA (Leadership in Medicine Program). The first two generations of the mentoring program were carried out with 3M, AWS and Bayer. The Women in Energy 2024 event was held in collaboration with Shell and Repsol. As part of the collaboration with Banco Santander, Santander's second generation of scholarship holders was selected. This program supports students with academic excellence with scholarships and a plan for job placement.

Research and Development Chairs. With eight active Research Chairs and two Development Chairs, the following activities are particularly noteworthy:

- Signing of the Chair of Development in Nutrition with Nestlé for the creation of products that meet the nutritional needs of the Mexican population.
- Publication of eight articles in peer-reviewed scientific journals on marketing topics by the José Cuervo Research Chair.
- Launch of the first free financial inclusion course on the Coursera platform, conducted by the Bank of America-Anáhuac Financial Education Center.



- The A.G. Chair. Leventis-Anáhuac in Cyprus Studies, in collaboration with the National Museum of World Cultures, organized an exhibition to commemorate the 50th anniversary of diplomatic relations between Mexico and Cyprus.
- Organization of the Congress on Mental Health and the Environment, organized by the Jesús Kumate Rodríguez Research Chair in Addictions and the Juvenile Integration Centers.
- Participation of the Carlos Slim Helú Research Chair for the Integral Development of the Indigenous Peoples of Mexico in the Summer School 2024 in Trento, Italy, exploring the reciprocal relationships in social and economic spheres that have given rise to the concept of civil economy.

Collaboration with chambers of commerce and business organizations. During 2024, more than 70 activities were carried out with chambers of commerce and business organizations and seven new agreements were signed with the National Association of the Chemical Industry (ANIQ), the British Chamber of Commerce in Mexico (BritCham), the Mexican Association of the Information Technology Industry (AMITI), the Mexico Israel Chamber (CMI), the National Chamber of the Mexican Publishing Industry (CANIEM), Coparmex Metropolitano and Coparmex CDMX. In addition, six agreements were renewed with the Mexican Association of Pharmaceutical Research Industries (AMIIF), the Mexican Association of Female Heads



of Business (AMMJE), the National Chamber of the Clothing Industry (CANAIIVE), the National Chamber of the Restaurant and Seasoned Food Industry (CANIRAC), the Mexican Chamber of the Construction Industry (CMIC) and Coparmex Nacional, for a total of 32 collaboration agreements signed.

Highlights included the second generation of the Coparmex-Anáhuac Youth Chapter, in collaboration with the students of Student Relations, and the hosting of the General Assembly of the Mexican Association of the Information Technology Industry (AMITI), where leaders in technology and innovation from Mexico were in attendance.

The University actively participated in four of the most relevant commissions in the country: the Education Commission of

the Business Coordination Council (CCE), AMITI, the Mexican Employers' Confederation (Coparmex) and the Social Responsibility Commission of the American Chamber of Commerce of Mexico (AmCham).

2024 Anáhuac Business Summit. For the seventh consecutive year, the Anáhuac 2024 Business Meeting was held, where the importance of linking industry and academia from a business perspective was discussed. The event was opened by José Antonio Abugaber Andonie, president of the Confederation of Mexican Chambers of Industry (CONCAMIN), who gave a talk entitled "The positive impact of links between companies and universities for the benefit of Mexico".

Anáhuac Collaboration Centers

In 2024, the Anáhuac Center for Strategic Development in Bioethics (CADEBI) has strengthened the commitment of the Anáhuac Mexico University to bioethics through projects, events and publications.

Among the key projects is the Ibero-American Bioethics Network Observatory (ORIBI), with the development of the Interactive Atlas for Ibero-America, which facilitates communication, collaboration and networking among bioethics institutions in the region. The «Bioethics for All» project has published 15 manuals and nine podcast episodes, promoting the integration of bioethics into everyday life. In addition, the BINCA Group has held six academic sessions, promoting research projects in clinical bioethics and neuroethics with students.

This year, the following companies and institutions were recognized for their work and collaboration with the University:

- Corporate Category, Business-Academia Collaboration: CISCO Corporate Chair, with Isidro Quintana, General Director of CISCO, as the recipient of the award.
- Outreach Chair Category: Mexican Bar Association, with Víctor Oléa Peláez, president of the Mexican Bar Association, as the recipient of the award.
- Employability Category: KPMG, with Arturo Graue, Director of Resources at KPMG Mexico, as the recipient of the award.
- Research Chair Category: Carlos Slim Foundation, for the Research Chair for the Integral Development of the Indigenous Peoples of Mexico. The award was received by Patrick Slim Domit, vice-president of Grupo Carso and benefactor of the Chair.



Alumni community

The University, through the Alumni Department, strengthened ties with its community of 72,422 alumni, offering targeted activities that achieved increased attendance, participation and interaction with their alma mater.

First, we highlight and celebrate the achievements of 143 Anáhuac graduates who were recognized in important national and international rankings, such as «The 100 Most Powerful Women in Business» by Expansión; «30 Promising People 2024» by Forbes; «30 Promising People in Business» by Expansión; «High-flying Women 2024» by Informa BTL; «100 most powerful women in Mexico» by Forbes; «The 300 most influential leaders in Mexico» by Líderes Mexicanos; «The best doctors in Mexico 2024», «10 female senior executives», «The List Marketing Leaders» by Merca 2.0; and «100 most important businessmen and women in Mexico» by Expansión.

ANÁHUAC MÉXICO ANIVERSARIO

100 LAS MUJERES MÁS PODEROSAS DE LOS NEGOCIOS 2024
Fuente: Revista Expansión

MELANIE DEVLYN GÓMEZ
(Administración de Empresas, gen. '91)
Presidenta del Consejo y Directora General de Devlyn Holdings

MARÍA TERESA CABRERA GUZMÁN
(Doctorado en Derecho de la Empresa, gen. '13)
Directora de Jurídico, de Cumplimiento y de Enteros Normativos de Grupo Coppel

ALEJANDRA VÁZQUEZ LANGE
(Maestría en Responsabilidad Social, gen. '17)
Directora Global de Sustentabilidad de Grupo Bimbo

PATRICIA RAQUEL HEVIA COTO
(Administración de Empresas, gen. '92)
Directora de Operaciones de la Región Metropolitana de América Móvil

NINFA CLARA SALINAS SADA
(Mercadotecnia, gen. '03)
Vicepresidenta del Comité Ejecutivo de Grupo Salinas

DANIELA LECUONA TORRAS
(Economía, gen. '09)
Directora de Relaciones con Inversoristas y Sustentabilidad de América Móvil

¡MUCHAS FELICIDADES! LÍDERES DE ACCIÓN POSITIVA

ANÁHUAC MÉXICO ANIVERSARIO

FELICITAMOS a nuestras egresadas consideradas en la lista

85 MARKETING WOMEN 2024

Maria Fernanda Garbajosa Fernández
(Derecho, gen. '01)
Subdirectora de Mercadotecnia en México y Centroamérica en Walmart México y Supercenter

Ana Karen Jiménez de la Huerta
(Mercadotecnia, gen. '11)
Senior Brand Director en Procter & Gamble

Ana Catalina Ramírez Robles
(Maestría en Mercadotecnia Integral, gen. '18)
Directora de Asesoría de Comunicación en Wotors México

Karla O'Farril Álvarez
(Comunicación, gen. '14)
@Manager en CPMO

Jessica Paola Montenegro Peña
(Administración de Empresas, gen. '99)
Marketing VP en Grupo Pólvora

Maria del Carmen Balbín Gutiérrez
(Mercadotecnia, gen. '02)
Directora de Marketing en Grupo Grifol

Lorelayn Maldonado Razo
(Doctorado en Comunicación y Mercadotecnia Estratégica, gen. '24)
Fundadora y Directora General en Ego Comunicación

Claudia Ángel Fernández
(Maestría en Planeación Estratégica en México, gen. '99)
Head of Women en Catera Dize

Valeria Acevedo Herrera
(Comunicación, gen. '21)
Directora de Marketing y Relaciones Públicas en BICentral México

EGRESADOS ANÁHUAC MÉXICO
publicada por la **revista Merca 2.0**

LÍDERES DE ACCIÓN POSITIVA

Mujeres 20 de Altura 24

Beatriz de la Borbolla Pinchetti

Fernanda Márquez Portilla

Amal Mohamed Rashad

María Fernanda Garbajosa Fernández

Odetta Paola Pérez Ángeles

Karen Goldberg Carrillo

Alix Durnhofer Oberwager

Daniela Loera García

Rebeca Cañón Reyes

Montserrat Muniloch Noguera

FELICITAMOS a nuestros egresados incluidos en las 30 Promesas 2024 que publica la Revista Forbes México

Santiago González Baqué
(Negocios Internacionales, gen. '09)
Cofounder y COO de Spakio

Marcos Suárez Martínez
(Ingeniería en Sistemas y Tecnología de la Información, gen. '11)
Cofounder y CTO de Spakio

FELICITAMOS a nuestros egresados por ser reconocidos como unas de las 30 Promesas en los Negocios que publica la revista Expansión

Daniela Calleja Martínez
(Economía, gen. '09)
Directora de Nueva Empresa y Emprendimiento DIVA MX

Ana Karen Esteban Jiménez
(Mercadotecnia, gen. '15)
Directora general Orla México, Pólvora

Federico David Muñoz Rivero
(Maestría en Responsabilidad Social, gen. '14)
Co-fundador y Director Abanjabarro

ANÁHUAC MÉXICO ANIVERSARIO

FELICITAMOS a nuestras egresadas consideradas en la lista los **100 empresarios importantes** de México 2024, publicado por la revista **Expansión**

Egresados Anáhuac **EXPANSION** **LÍDERES DE ACCIÓN POSITIVA**

ANÁHUAC MÉXICO ANIVERSARIO

Las **100 MUJERES** más PODEROSAS de **MÉXICO 2024** publicado por la revista **Forbes**

EGRESADOS ANÁHUAC MÉXICO

ANÁHUAC MÉXICO ANIVERSARIO

Felicidades a nuestros egresados considerados en la lista de **LOS MEJORES MÉDICOS DE MÉXICO 2024** de la revista **Líderes Mexicanos**

EGRESADOS ANÁHUAC MÉXICO **LÍDERES DE ACCIÓN POSITIVA**

ANÁHUAC MÉXICO ANIVERSARIO

EGRESADOS ANÁHUAC

Los **300 líderes** más influyentes de México

In order to maintain an active alumni community, the following activities were organized:

- The third edition of the Anáhuac Mexico Golf Tournament brought together 160 players with the support of more than 20 brands, including Lincoln, Coca-Cola, Sorteo Anáhuac, the Anáhuac Senior Management Institute, Scappino, Telcel, Ostar Grupo Hotelero and Tizoncito.
- Cultural activities designed to strengthen the bonds between our graduates, creating a community of fellowship and coexistence through shared experiences. In addition, these activities offered participants the opportunity to explore and appreciate the cultural and patrimonial richness of our country. In 2024, eight visits were made, with highlights including the Museum of Anthropology, the Basilica of Guadalupe, Chapultepec Castle, the Arena Mexico, the Cuna de Tierra vineyard, the Palace of Fine Arts, the Palace of Mines, as well as visits to the magical cities of Zacatlán and Chignahuapan.
- With webinars covering a variety of topics and designed to provide valuable content, these digital sessions offered our graduates the opportunity to continue their personal and professional growth through an accessible, flexible format.



We know that the Anáhuac seal knows no geographical limits. For this reason, members continued to join the international alumni chapters, which today bring together 1,200 alumni in 24 chapters. In what has become a tradition, Alumni Around the World Week 2024, a series of events organized by and for alumni living abroad, was held in order to strengthen the connection between the alumni community outside of Mexico City and creating support and collaboration networks.

The Alumni Office implemented the Enlace Program, designed specifically for future graduates who have completed more than 70% of their studies. The program seeks to establish a link with upcoming graduates during their last years of academic training, promoting a continuous and lasting relationship after graduation. The initiative

promotes the professional development of students through various activities, including events, talks and conferences given by experts on topics relevant to future graduates. Among the most noteworthy activities were the talk with Paul Forat, Head of Amazon Music for Mexico; the visit to Liverpool's Fashion Fest; the Radio Disney experience with Diego Torres and Edgar Puentes; the showcase with Juan Solo; the talk about AI opportunities in the labor market with Samsung; a session on copyright with Adolfo Tapia; the talk "First Women Ambassadors of the Mexico GP" with Tatiana Calderón and Ivanna Richards; attendance at the "Proud to be Lebanese" Congress; and a guided tour of the Roberto Cantoral Cultural Center; among others.

As part of the benefits for the alumni community, discounts and preferential prices were published each week in collaboration with well-known brands, giving graduates the opportunity to take advantage of special promotions. In 2024, 37 brands participated, offering a wide variety of options and benefits.

One way of guiding the Institution in the fulfillment of its mission is through the Advisory Councils. In 2024, 18 Advisory Councils were active in schools, faculties and departments, in which more than 250 graduates and prominent professionals from various industries take part each year.

The Alumni Department, committed to strengthening the ties between the University and its community, made strategic use of four main social networks: Facebook, Instagram, Twitter and a private group on LinkedIn. These platforms have become key tools for maintaining graduates informed about events and news, in addition to creating a space for interaction and collaboration. The Department recognized and celebrated the achievements of its alumni, reinforcing their respect for the University and highlighting their impact on both the University and society. Last year a WhatsApp Business account was also set up to improve support and communication with graduates.

In 2024, our graduates continued to excel in various fields, and the work of the Alumni Office was fundamental in encouraging their participation and maintaining strong ties with the University. With a focus on updating data and strengthening the community, significant results were achieved that are reflected in the growth and recognition of our graduates.



Finally, to inspire the University Community, the Young Leadership campaign continued. This campaign shares the stories of alumni under the age of 40 who have defined a life purpose, work in teams, lead with a vision of community, and create a positive social impact. In 2024, it was the turn of the following graduates:

- Luis Pascual Bruce, Brand and Partnership for Warner Brothers Spain
- Luis Manuel Bravo Murrieta, CEO of BZPAY
- Miguel Ángel Espinosa Galetto, Associate in Investment, BBVA
- Francisco Escalante Ruiz, CEO & Founder of Smasher Training System
- Elisa Ceñal Vallines, nutritionist for the Premier League
- Fernando García Meneses, General Manager Clipper Mexico
- David Fortoul Solórzano, Director of Economic Affairs for North America at the Ministry of Foreign Affairs
- Victoria Rivera Torre Álvarez, Attorney at Eagle Strategy
- Julio Uribe Curn, Director of La Hacienda Zotoluca
- Emilio Antún Mejía, co-founder and CEO of Kodda
- Alejandro Palacios Audirac, Lead Trade Marketing for Celebrity Cruises
- Octavio Fernández Zacarías, Revenue Manager for the Presidente group
- Adriana Trapero Mata, Service Excellence Trainer Disney Wish
- Emmanuel Balseca Montoro, Director of Alliances for Interprotección
- Christiane Garza Mondragón, Panregional Marketing Manager at A+E Networks Latin America
- Regina Sanchez Rosete, Sales Operations and Deal Desk Manager for TigerConnect
- Tania Carmona Prieto, ultramarathon runner
- Alina Vásquez Salinas, SHE Specialist at Nespresso
- Francesca D'Amico Barrañón, CFO and co-founder of Binmaake S.A. de C.V.
- Sofia Reynaud Calanche, Strategic Planning and Marketing Director, Medical Corporation Group
- Carlos García Cancino, presenter, announcer and commercial voice-over
- Santiago Treviño Berlanga, Disaster Response Corps, World Central Kitchen
- Daniel Marrufo Puentes, Brand partnerships manager, TikTok Mexico
- Héctor Ignacio Serrano Treviño, Coordinator of Current Series at Disney Animation
- Xelha Limón Mercado, publicist
- Ana Pamela Aridjis Muñoz, South America Marketing Manager, inDrive
- Emilio Guerra Romera, Director of Romera College
- Raoul Ortiz de Larracochea, reporter and host at Fox Sports Mexico
- María José Talayero Schettino, researcher in environmental health and consultant for the United Nations Environmental Program (UNEP)
- Carmen María Bezaury Rengel, entrepreneur and director of Academia de Flamenco
- Valentina Artigas Rovira, Senior Public Relations Manager at Grupo Salinas / Caminos de la Libertad
- Fernando Perdomo Arvizu, Manager of International Tax and Transactions in Tax and Legal Services of EY Abogados
- Jacqueline Gómez Madrigal, Associate Director Global Marketing, Merck
- Sthephanya León Moratilla, Senior Marketing Analyst, American Express
- Rodrigo Ruiz Allende, Project Director at Coraza
- José Luis León Urbina, Commercial Excellence Business Unit Head at Siegfried Rhein
- Stephanie Egry Rasetti, Neuromarketing Consultant and Language Teacher
- Michelle Hidalgo Murillo, Head of the Center for Innovation in Neuro-Robotic Rehabilitation APAC
- Ludwig Villanueva Lugardo, Director of Finance at the House of Representatives
- Jesús Valdez Soto, Editor-in-Chief, Claro Sports
- Santiago Zubikarai Gonzalez Mariscal, Partner at Basham, Ringe y Correa
- Félix Leguizamón Domínguez, Director at Lockton Companies
- Regina Cervantes Castillo, owner of Regina Guiót
- José David Suárez de la Cruz, Architectural Director at Broissin Architects

Likewise, stories were shared of 15 graduates who are leaders in their fields and occupy positions of leadership. Through interviews, we were able to learn about their careers, experiences and challenges, and highlight the impact of their university education. The following participated in this campaign:

- Diana Pérez Ballantyne, General Director of La Roche Posay and Cerave Mexico [Learn more here.](#)
- Sergio Pérez Bernal, Marketing Director of Walmart Mexico and Central America
- Arturo Monroy Ballesteros, Deputy General Manager of Investment Banking and Structured Finance at Grupo Banorte
- César Nieto Dávila, General Manager and Head of The Human Pharma for Southern Africa
- Gustavo Pérez Berlanga, Director of Social Responsibility at Grupo Restaurantero Gigante
- Jorge Miguel Fabre Mendoza, director of the Instituto de Alta Dirección Anáhuac (IADA)
- Miguel Mallet Cárdenas, Director of Regional Marketing at Universal Pictures
- María Fernanda Chain Fajer, Chief Executive Officer at Grupo Avándaro
- María Teresa Cabrera Guzmán, legal director at Grupo Coppel
- Francisco Zinser Cieslik, Vice-President of the Board of Grupo Hotelero Santa Fe
- Joshua David Mintz Kletzel, Chief Content Officer (CCO), Dori Media Group
- Carlos Arellano Quintana, General Director of Médica Sur Hospital
- Emilio Fandiño Margalef, Director of Wealth Management at Grupo Bal
- Paulina Grande Flores, CEO of Grande Studios
- Ena Belinda Torres Melgoza, VP Human People Mercado Libre



As is now tradition, various graduates participated as honorary witnesses in the graduation and awards ceremonies. This year we were honored with the presence of:

- Carlos Arellano Quintana, General Director of Médica Sur Hospital
- Emilio Fandiño Margalef, Director of Wealth Management at Grupo Bal
- Alejandra Vázquez Langle, VP for Sustainability, Bimbo
- Evodio Sánchez Rodríguez, President of CEMEFI
- Enrique Guillermo Prieto, Chief Executive Officer at Key Capital
- Eduardo Durán Pineda, General Director of Frsko
- Yoani Rodríguez Villegas, Rector of Anáhuac Oaxaca University
- Nuria Lidón Diosdado García, Olympic athlete
- Eric Osio Cerón, General Director of Risk Management at CONSAR
- Mónica García de Luca, director of Colegios Semper Altius
- Juan Carlos Perez Rocha, Chief Executive Officer, HSBC
- Paulina Grande Flores, CEO of Grande Studios

Congreso CASE
América Latina 2024

Temática Institucional: Ideas concretas, aplicación real
30 de abril 2024
Tijuana, Baja California

The Reputation Journ



STRATEGIC APPROACH

Institutional Development

Achievements of the 2020-2024 Strategic Plan

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

The Angel and Tere Losada Theater at the Anáhuac Mexiquense Cultural Center

●
Venue for 245 events:

118 academic,
101 artistic and cultural,
17 corporate
and 9 religious

More than
154,000 attendees

Facilities

●
Remodeling of 5 spaces
on the South Campus
and 28 spaces
on the North Campus

Postgraduate

●
Optimization
of operational and promotional
processes in a global system

●
293 agreements
with public and private institutions
to strengthen alliances and
broaden academic and professional
opportunities

●
Total enrollment of
8,790 students

●
Presentation of the
Anáhuac Center for
Continuing Education



Anáhuac Mexico University is constantly seeking to improve its facilities and equipment in order to provide a high-quality education. However, financial resources are always limited, and many talented students lack the financial means to study.

The Anáhuac Social Foundation is responsible for raising funds for scholarships and educational infrastructure projects, such as Anáhuac LABS, the new center for technological innovation in engineering that requires an investment of 400 million pesos.

The various actions carried out by the Anáhuac Social Foundation lead to donations to the University from companies, graduates and other allies. In addition, it leads the ANUIES National Network for the Generation of Resources for Higher Education, as well as the CASE Latin America Regional Committee, which are initiatives to ensure alternative sources of funding in national and international networks of higher education institutions. On the occasion of its 60th anniversary, Anáhuac Mexico University reaffirmed its commitment to promote quality higher education in the country, thanking its benefactors and allies for their support.



Anáhuac Mexiquense Cultural Center

During its fourth year of operations, the Anáhuac Mexiquense Cultural Center stood out for its dynamism, organizing 74 events that consolidated its position as an important academic, cultural and corporate space. The Angel and Tere Losada Theater stands out as the best performing arts venue on any campus in western Mexico City.

Among the most important events were chamber concerts during the Meeting of Rectors of the Federation of Mexican Private Higher Education Institutions (FIMPES) and the Assembly of the Mexican Association of Higher Education Institutions of Christian Inspiration (AMIESIC), as well as congresses and events organized by companies such as Quálitas, Instituto Newman, Black & Orange, the Maguén David Community, the Real Estate Forum of the

State of Mexico and the KPTA Congress on Educational Marketing, among others.

On the cultural front, the Cultural Center hosted concerts such as Vivaldi's Gloria and Fauré's Requiem, the presentation of the Carleton Choir from the University of Ottawa, concerts by the State of Mexico Symphony Orchestra, as well as the 60th Anniversary Gala Symphony Concert, conducted by Maestro Rodrigo Macías. There were also dance shows by the production company Internacional Fever and the play "Aguántame que estoy rezando."

It has also hosted graduation ceremonies, school and faculty conferences, sports events, and religious services, reinforcing its role as a multidisciplinary educational space, a beacon of art and culture in the west of the Mexico City metropolitan area.





Pre-university support

2024 was a year of great achievements, goals reached, and projects realized. Among them, high school students continue to choose to be part of this great community, which seeks to uniquely intertwine culture, creativity, diversity and talent. In total, 3,265 new students, from 586 different high schools, decided to choose the University as their place of study. Compared to last year, there was a 10.35% increase in the number of secondary schools supplying our students.

The New Admissions and Promotion Department succeeded in establishing a prominent position for itself in both local and non-local schools. The federal states in which the educational model, academic development, university life and facilities of our University have had a positive impact on students this year are the states of Mexico (Toluca and Metepec), Morelos, Hidalgo, Guerrero, Tabasco and Baja California Sur, as well as some foreign countries. This allowed for a sustained increase of 20.68% compared to 2023, and 29.62% compared to 2022 in the number of non-local students enrolling at the South Campus.

The University is committed to encouraging and promoting more talented young people to explore their potential in an institution that gives them access to a first-class education.



New admissions and promotion

The New Admissions and Promotion Department aims to provide a service in which schools, their students and their families are the priority. For this reason, we listened to their concerns and interests in order to offer them tailor-made activities and solutions. As part of this effort, in 2024 the frequency of entrance exams was changed from every two weeks to every week. To date, 4,920 high school students have taken the entrance exam, an increase of 2.5% over the number of pre-university students who took the exam in 2023.

The 28th edition of the Pre-University Competitions was held, aimed at identifying outstanding young people in various fields of knowledge. The call for entries was

launched for 19 different competitions, representing an increase of 11.76% in the number of competitions offered compared to 2023. More than 1,860 students participated this year, and 76 of them received scholarships ranging from 30% to 100%.

In addition, the first Vive Anáhuac was held at the South Campus. The objective was for pre-university students to learn about the facilities, academic offerings and university life at Anáhuac Mexico University, helping them to make an informed decision about their professional future. The event included 20 conferences and more than 50 workshops attended by 2,500 students and 161 teachers from more than 40 high schools.



Infrastructure

As part of the Anáhuac 5.0 project, the University is committed to modernizing its campuses. Accordingly, the offices and classrooms were remodeled with new finishes and furniture. Works under construction include the following.

North Campus

Work began on Anáhuac LABS and the Anáhuac Virtual Hospital. Likewise, other construction works are in progress: A new entrance to the campus through Barranca del Negro; the expansion of the facilities of the School of Arts and the expansion of the dental offices in the School of Dentistry.

Projects completed in 2024 include the kitchens of Le Cordon Bleu and the St. John Paul II Hall. In the Faculty of Psychology, the renovation of the Gesell Chamber and the Neurosciences Laboratory.

In the field of sports, the racquetball courts were completely renovated. There is new lighting in the stadium and the stadium cafeteria was renovated and reopened.

Ramps were installed in various buildings and areas of the campus to facilitate mobility and lighting was improved.

In the Parking Lot, the availability of parking spaces was improved thanks to the efforts made by the Academic Operations Office and the schools and faculties to optimize academic scheduling, making uniform use of the infrastructure and enabling payment for parking through the «KIGO» application, which allows payment to be made by cell phone charged to a credit card.



South Campus

Progress has been made on the project in terms of obtaining regulatory approvals for major works such as the new building for the Faculty of Health Sciences and the covered areas for student socializing.

To improve traffic flow, the reversible express lane was enabled, with a schedule from 1:00 to 4:00 p.m., reducing the departure time by 90% for those who use this service.



Sustainability

- **Environment:** the University made significant investments in taking care of the vegetation on campus. A census was taken of all the trees on both campuses and a diagnosis of pests and diseases was carried out. Work was carried out to control mistletoe and measures were applied to mitigate the damage caused by the bark beetle, in order to prolong the life of the trees.
- **Hydraulic system:** water treatment plants and biodigesters at the discharge points ensured that wastewater was safely discharged into the drainage system. The total production of treated water was used for irrigation.
- **Energy:** we continued with the replacement of lighting fixtures with LED technology. For example, the North Campus stadium reduced its electricity consumption by 75%.





STRATEGIC APPROACH

Governance

Achievements of the 2020-2024 Strategic Plan

Ensure the conditions to direct and manage the regulatory, academic-administrative, financial, operational and human capital departments in a co-responsible, effective and institutional manner.

Regulations

- Creation of the **Institutional Regulatory Library**
- **98.4 %** regulatory compliance
- Process map with **210 processes** identified, **123 reviewed** and **70 documented**
- Establishment of a new **Anáhuac Contigo Retirement Plan** for all full-time staff
- Induction courses for **489 new employees**
- Application of **Organizational Climate Surveys** to contribute to a healthy work environment
- Launch of the **OnBoarding** program for the integration of new employees

Human Capital

- Coverage of **580 vacancies**
- Training provided to **7,318 employees** covering work, personal, sports/nutrition and technology-related issues
- Training for **145 emergency response brigade members**
- Training seminars held with the participation of **3,250 members of staff**
- Creation of the **ConectAnáhuac** platform to reinforce recognition and communication with colleagues
- Launch of the **e-learning training** module to promote the personal and professional development of employees
- Implementation of two life and career plan programs: **Training for Anáhuac Directors** and **Integral Training for Management and Executive Potential**



This highlights the importance of the fundamental pillars in the institutional management of the Anáhuac Mexico University, such as institutional governance and organizational structure, human capital management, regulatory compliance, continuous process improvement and the promotion of healthy coexistence based on a culture of peace and human rights.

Throughout the strategic planning for the period 2020-2024, relevant objectives were achieved to contribute to strengthening the institution and creating an environment that favored the personal, academic and professional development of the University Community.

Institutional Governance

Institutional governance is essential for the development and functioning of any institution. The Internal Regulations of Anáhuac Mexico University establish the guidelines and principles that regulate the governance of the University, guaranteeing an environment of order, transparency and efficiency in decision-making. It also identifies the structures and processes that will allow the achievement of the institutional objectives that are part of its educational mission, in order to comply with current legislation and internal regulations, in accordance with the principles of the Anáhuac Universities Network.

In accordance with the provisions of Article 65 of the Regulations, in 2024, the Board of Directors, the governing body of Anáhuac Mexico University, held three ordinary sessions in the months of April, June and November.

The Rector's Committee, which serves as an advisory body to the rector, met weekly, with a total of 30 meetings throughout the year.

The Governing Body, composed of the directors of the various departments, schools and faculties of the institution, met in 11 scheduled monthly meetings, chaired by the Rector, to present and agree on the strategic and priority issues of the University in a collegial and interdisciplinary manner.

Organizational structure

One of the objectives of the Strategic Plan 2020-2024 states that there should be a suitable integrated organizational structure to facilitate effective management and reinforce institutional identity. During this period, the University demonstrated its dynamism and functionality by responding to the changing needs of the Institution and the society in which it is immersed, with a renewed management team.

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

- José Alberto Castilla Barajas, director of the School of Bioethics
- Almendra Ortiz de Zárate Béjar, interim director of the School of Global Studies
- Brenda María Retana Blanco, Deputy Executive Director, School of Engineering
- Rebeca Iliana Arevalo Martinez, Research Director
- Herzel García Márquez, Director of the newly appointed Academic Quality Department (formerly Academic Development and Management Department)



New members of the Vice Rector's Office for Integral Formation:

- Spencer Omar Montes Quiroz, Head of the Academic Department for Integral Formation
- María Fernanda Bravo Córdova, Director of Student Relations, South Campus
- Iván Torres Orduña, Director of Social Commitment, Both campuses
- Agustín Marbán Landa, Director of Sports, South Campus
- Pablo Villalvazo Hernández, coordinator of the Anáhuac Elite Sports Excellence Program



The following appointments were made in the departments of the Rector's Office:

- Carlos Andrés Salinas Bermúdez, Executive Director of Digital Communication
- Giselle Escalante Castillo, Alumni Director
- Brenda Aidee Díaz Alvite, Director of Strategic Alliances

The Department of Planning, Evaluation and Innovation was restructured at the end of 2024, giving rise to the Department of Planning and Strategic Analysis, an area specializing in institutional planning and strategic data analysis, with the purpose of promoting institutional development, which was assumed by Fabián Márquez Rueda

A new strategic area was also created: the Technological Innovation Department, which is the result of the integration of four existing areas, three of which became subdivisions: Technological Operations, Systems and Educational Technology, to which the Digital Culture Department was added. José Manuel Santiago Muñoz will be in charge of this department, which will promote an integrated vision of technological development and digital transformation that our university will require in the coming years and will report to the Office of the Vice President for Academic Affairs, headed by Jose Rodrigo Pozón López.

We are grateful for and recognize the work of all those leaders and staff who have moved on to new roles within the University, as well as those who have taken other paths.

The Rectoral Committee thanked Luz del Carmen Dávalos for her five years of service and collaboration as an advisor to the Committee and welcomed two new members:

- Erika Benítez Camacho, Director of the School of Psychology.
- Salvador Bueno Valenzuela, Director of the School of Health Sciences.



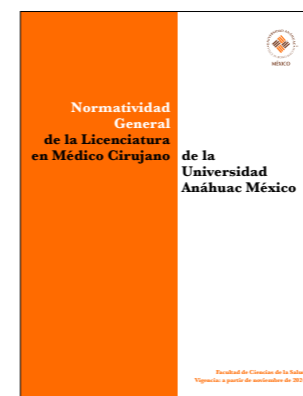
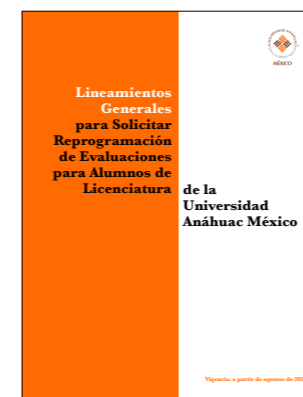
Regulations

Thanks to its regulations and standards, Anáhuac Mexico University ensures orderly and coherent management, encourages responsible participation by the University Community and prevents conflicts arising from ambiguity or lack of regulation. In this respect, governance is also reflected in a set of rules and processes that allow the Institution to fulfill its mission in an effective, sustainable manner.

In the Strategic Plan 2020-2024, the General Secretary's Office, through the Regulations and Standards Department, continued to implement various measures aimed at ensuring that all institutional operations are carried out in strict compliance with the policies, standards, criteria and procedures established by the University's internal and external bodies.

In 2024, the following relevant regulatory documents were drawn up:

- Academic Statutes of Anáhuac Mexico University
- Criteria for the Awarding of Scholarships and Educational Financing for Undergraduate Students at Anáhuac Mexico University
- General Guidelines for Requesting the Rescheduling of Evaluations for Undergraduate Students of Anáhuac Mexico University



In collaboration with the School of Health Sciences, the General Regulations for the Bachelor's Degree in Medical Surgery were updated. In addition, Anáhuac Mexico University's Catalog for Classification and Validity of Documents was developed. This initiative marked the start of the implementation of a methodology aimed at improving the management of documents, photographs, objects and other materials that make up the archives of the schools, faculties and departments of the University, as well as the general and historical archive of the Institution.

Meanwhile, the Regulations and Standards Department provided advice and guidance to various areas of the University on issues related to the application, development, review or updating of regulatory instruments.

Process improvement

The Practices and Processes Committee continued its work to incorporate advanced tools for monitoring and controlling the tasks performed. There are 103 registered processes, of which 88 % (91 processes) have been documented, while 12 are in the process of being documented.

Furthermore, we are collaborating with the Anáhuac University Network to begin work on the standardization of some of these processes, which will allow us to align ourselves with the best institutional practices and standards.

Various procedures were evaluated, starting with their documentation and ending with their entering into operation, focusing on improving certain critical inter-departmental processes. These improvements seek to optimize operational efficiency and guarantee the quality of the services offered to the entire University Community. Activities continued to be meticulously documented, with new processes in different areas being identified, with the aim of providing the community with certainty and transparency about the way we work.

A clear example is the School Administration and Regulations Department (DAEN), which has played a fundamental role in the digital transformation of our Institution. Through the implementation of innovative technological solutions and the optimization of processes —as indicated in Strategic Planning 2020-2024—, this Department has significantly improved the quality of the services offered to the student community, reducing response times and providing timely solutions to their needs.

These were the results obtained with respect to the certification and degree processes:

Level		Graduates	
Bachelor's Degree		1,988	
Online bachelor's degree		1	
Posgraduate	In Person	Specialty	111
		Master's Degree	395
		PhD	72
	Online	Specialty	266
		Master's Degree	1,110
Total		3,994	

The transformation strategy has led to an increase in student satisfaction, which is reflected in the overall increase in this item in the student opinion survey.

Likewise, the DAEN website has become an indispensable tool for the University Community. The number of visits to the website has registered significant growth from 170,000 in 2023 to 192,000 in 2024: an increase of 12.94 %, which demonstrates the growing confidence of users in this service channel.



Institutional ceremonies

The General Secretary's office has updated the protocols corresponding to institutional events, in accordance with their specific requirements. The general guidelines that must be applied to all activities and events carried out by the respective areas of the different departments, schools and faculties of the Institution are also being prepared, providing advice for their execution.

In February 2024, a special ceremony was held to mark the publication of the 2023 Rector's Report, which also marked the beginning of the University's 60th anniversary celebrations.

10 bachelor's degree graduation ceremonies were held, as well as five ceremonies

for the graduation and investiture of doctors and 10 ceremonies for awards for excellence, four of which were held on the South Campus.

The Teacher's Day ceremony included the presentation of a new recognition entitled Anáhuac Academic Emeritus, which is awarded to highly-regarded teachers, researchers and administrators of the University who, after a long career of at least 20 years in our institution, are unanimously recognized for their value, having taught at the highest level or having made an outstanding contribution to the development of academia or research at Anáhuac Mexico University.

In August, Leonardo Lomelí Vanegas, Rector of the National Autonomous University of Mexico, gave the inaugural lecture at the Opening Ceremony of the 2024-2025 Academic Year.

Likewise, during its 60th anniversary celebrations, Anáhuac Mexico University awarded honorary doctorates to two distinguished personalities:



The Anáhuac Emeritus Academic Award was presented to the following people:



Bernardo Gómez Pimienta, former director of the School of Architecture.



Wojciech Szatzschneider Smigielska, academic of the Faculty of Actuarial Sciences, posthumously.



Irene Limón Boyce, lecturer at the Language Center, South Campus.





Carlos Slim Helú, for his outstanding business career, his deep social commitment and humanitarian work, and his valuable contribution to culture, education and science.



Antonio del Valle Ruiz, for his outstanding international business career in the banking sector and the chemical industry, as well as for his promotion of art, culture and higher education.

The Anáhuac Leadership Medal (for graduates) and the Anáhuac Medal (for non-graduates) were also awarded to five distinguished personalities in their professional fields, who have left a significant mark as leaders of positive action:



Anáhuac Leadership Medal in Engineering to Alberto Alfredo Arellano García, for his leadership and professional trajectory in the financial field.



Salvador Villalobos Gómez, for his leadership and professional trajectory in the field of business communication with a social focus.

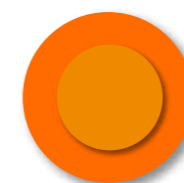


Anáhuac Leadership in Communication Medal to Carmen Larios Laris, for her leadership and professional trajectory in the field of communication.



Anáhuac Medal in Design to Beatriz Calles Torres, for her leadership and professional career in the Mexican fashion industry.

Learn more here





Anáhuac Medal in Health Sciences to Gerardo Jiménez Sánchez, for his leadership and professional career in the field of human genetics and molecular biology at a national and international level.

In addition, this year saw the inauguration of the St. John Paul II Hall, renaming the old Exhibition Hall, which was also remodeled.

Finally, with the support of the Institutional Communication Department and the School of Design, the General Secretary's Office coordinated the 60th anniversary exhibition of Anáhuac Mexico University, which was set up on both campuses, displaying a comparison of the "before" and "now" of different environments and settings on our North and South Campuses.

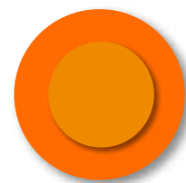
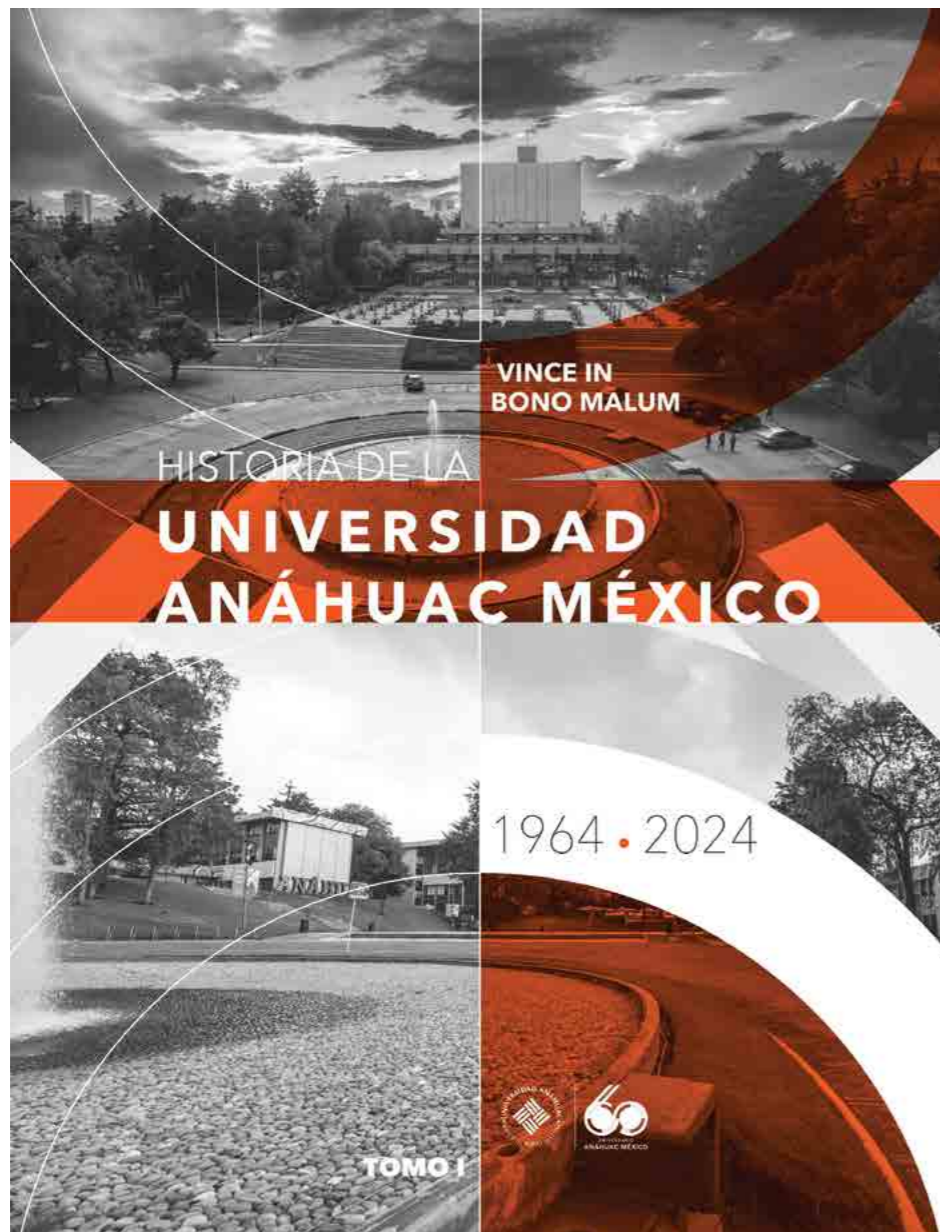
General and Historical Archives

The General Archive, which reports to the General Secretary's Office, is responsible for organizing and sharing the historical heritage of Anáhuac Mexico University, which forms part of our institutional heritage.

In 2024, it was responsible for training all those areas that required support to improve their archive management practices. In particular, it advised and provided training to the Nutrition Clinic, the University Dental Clinic, the Physical Therapy and Rehabilitation Clinic and the Institutional Evaluation Office to carry out the process of document disposal of inactive files and documents.

Throughout the year, historical information and photographs were sought from the archives in order to support and contribute historical information to the commemorative book marking 60 years of the history of the Anáhuac Mexico University, as well as the 60th anniversary exhibition. At the same time, a general and analytical record was compiled of historical information in order to establish the location and type of material stored in the General Institutional Archive.





You can read the book here



Programs for Healthy Coexistence

Office for the Advocacy of University Rights. The Anáhuac Office for the Advocacy of University Rights, in collaboration with the Advisory and Disciplinary Commission, has implemented the necessary mechanisms to prevent, attend to, investigate, sanction and eradicate any type of violence, both in virtual and physical spaces, whether or not they are managed by the University.

In May of last year, the Code of Ethics and University Social Responsibility came into force, with the objective of strengthening the regulatory framework and guaranteeing spaces in accordance with the values of Christian humanism. In order to increase awareness, the Office for the Advocacy of University Rights participated in refresher seminars, training 929 people, of which 560 were administrative and 369 academic.

Similarly, as a training and refresher activity for administrative and academic staff, 718 regular staff members completed the No + Violence course delivered by the User Centered Learning Experience. A total of 1,440 students took this course as part of the activities of the Ethics course, corresponding to the Anáhuac Route.

Within the framework of the actions of the Office for the Advocacy of University Rights aimed at promoting a culture of peace among the university community, an interdisciplinary team was created called "Training and Culture of Peace". Its aim is to promote the dignity and human rights of all people, contributing to healthy coexistence among all members of the University Community through different mechanisms that promote mutual respect and peaceful conflict resolution, and that foster empathy and mutual understanding.

The team's first activity was carried out on September 21 to commemorate the International Day of Peace, followed by a campaign related to the different personalities who have received the Nobel Peace Prize over the years, in order to encourage reflection: What are you doing for peace today at your university?

In June 2024, we participated in the 4th Meeting of Offices for the Advocacy of University Rights of the Anáhuac University Network, hosted by Anáhuac Puebla University.



In addition, the University strengthens its links with the offices for the advocacy of university rights of various institutions, thus consolidating its active participation in the University Rights Advocacy Network (REDDUU). Within this framework, we attended the 21st Meeting of the Network of University Rights Advocacy Organizations, held at the Autonomous University of Aguascalientes, as well as the 2nd Seminar on University Justice, organized by the Autonomous University of Baja California Sur, through the University Rights Defense Office, in collaboration with REDDUU and the UNESCO Chair (United Nations Educational, Scientific and Cultural Organization) and the National Autonomous University of Mexico. These initiatives contribute significantly to the exchange of best practices and the development of strategies for the protection and promotion of university rights.

Advisory and Disciplinary Commission. The Advisory and Disciplinary Commission —a collegiate body made up of two chambers, each consisting of three distinguished members of our community — handled a total of 68 disciplinary cases during 2024, arising from breaches of the Rules for Healthy Coexistence and Discipline. In each

procedure, unrestricted respect for due process and the protection of whistleblowers has been guaranteed, ensuring immediate, dignified and timely attention, with a zero-tolerance policy towards any form of violence. The active participation of the University Community has been fundamental to providing timely attention to more than 200 consultations.

The University has implemented significant efforts to eradicate and punish any manifestation of violence, fostering a culture of responsible reporting and guaranteeing, at all times, unrestricted respect for the rights of all persons. The Advisory and Disciplinary Commission has met 105 times to conduct 157 hearings. It has also carried out 15 training workshops on Healthy Coexistence in schools, faculties and administrative departments that requested them.



Human Capital

In 2024, to mark the end of the Strategic Plan 2020-2024, strategic actions have been finalized that have enabled the University Community to progress.

One of the objectives within the scope of Governance is to achieve a culture of integral and collaborative management among the staff of Anáhuac Mexico University, in order to contribute to the strengthening of its identity, as well as the delivery of standardized quality services. This goal was achieved 100%, institutionalizing the performance evaluation process in Performance & Goals on the Global Talent platform, ensuring comprehensive management and collaborative operation.

In addition, the institution has continuously observed and monitored the evaluation of administrative and academic staff to assess their performance and effectiveness, all insofar as performance is interpreted as a step toward fulfilling the institutional mission. To this end, the Human Capital Department carries out the performance evaluation process for administrative staff, the results of which provide an objective basis for generating interventions to improve staff development.

As the years have passed and we have taken stock of what has been accomplished, we have taken steps to integrate payroll under a single corporate name, equalize benefits for employees on both campuses, use the intranet as a single communication tool, adopt a single leave policy, a single bicampus orientation course, and standardize the academic grading system, among other things.

In addition, in order to continue to seek improvements for employees in a healthy and positive environment based on respect, cooperation and harmony, in compliance with institutional policies and in an effort to guarantee the personal and professional development of each individual, the Organizational Climate Survey was conducted twice with two new dimensions: Collaboration and Efficiency and Effectiveness. In 2024, a comparison was made of the results obtained in 2020 and 2022, as well as those



from the 360° evaluation carried out in 2021, to be shared with collaborators with the aim of contributing to the improvement and maintenance of our organizational environment.

During this period, other actions were also implemented, such as the development of the Intranet, in collaboration with the IT Department, to provide employees with the content commonly used by that department, where they can consult internal policies and guidelines, services and benefits, among others.

In this context, training and integration seminars continue to be held for directors, academic coordinators and administrative staff in order to strengthen the recognition of collaborators and their work. In 2024, 1,160 employees participated.



Attracting talent

With regard to the actions carried out in the processes for Attracting Human Talent, to fill vacancies or promote personnel, in 2024, 164 vacancies were filled and approximately 515 candidates were contacted, with the aim of continuing to provide a better service to the University Community.

One of the objectives of the Strategic Plan was to strengthen and develop talent at different organizational levels, for the growth, promotion and recognition of individuals. In order to achieve this, two important goals were established:

1. Provide 100% of managers with training in management skills. As a result, the first generation was launched and concluded with the participation of 23 directors, and in September the second generation was launched with the remaining 28 directors.
2. To develop a training model for leading managers and thus build high-performance teams, strengthening their management skills. To achieve this, 100% of the



directors and staff to be developed into managerial or executive positions were “profiled”. As a result, the first generation of this program concluded with 36 participants.

The OnBoarding program was launched, the objective of which is to guarantee the integration and induction of new employees so that they can familiarize themselves with the philosophy of Anahuac Mexico University by accompanying them from day one, motivating them to give their best to ensure their transcendence as part of our Anahuac Community. Improvements to this integration process have a positive impact on all employees and work teams at the University. Employees have the support of a new figure called the “Anáhuac Colleague” (Partner), who is the person who accompanies them in their integration process during their trial period, helping them to get to know their job, the area in which they work and the University in general, as well as advising them on how to access work tools and systems.

Likewise, the Trial Period module was developed, which is a tool or indicator to fulfill the objective of contributing to the hiring and retention of personnel who share the institutional philosophy and who are aligned with the OnBoarding process.

Reddin's team reports for directors were updated, concluding 31 reports. This resulted in 28 individual feedback sessions on the results and 22 group sessions for employees per department.



Training and education

In terms of staff training and development, in 2024, courses were offered focusing on the use of technology, work-related topics, staff development, sports and nutrition, in which 1,862 members of staff participated, covering a total of 11,966 hours of training. In addition, 127 new employees took part in the monthly induction course.

It is worth mentioning that courses were provided to train brigade members. 145 employees took part in courses on topics such as evacuation, search and rescue, firefighting and fire prevention, communication and first aid, and internal civil protection units.

Talks were offered on topics such as prostate cancer prevention; well-being in the office; tools for taking care of mental health; women who lead; strategies for achieving success; well-being in the office as part of the activities that contribute to NOM-035; disability policies and work schedules; cutting the line, in order to reduce plastic pollution and promote sustainable communities; major medical insurance; lasting healthy habits; the importance of a will and the new major medical expense insurance benefit with AXA Keraltly.

In 2024, the Summer School for employees' children, which had been suspended due to the COVID-19 pandemic, was reactivated. To this end, 23 monitors were evaluated for participation as staff. 71 children attended the North Campus, and 24 children attended the South Campus for three weeks.

Eight employees from the North Campus and eight from the South Campus who finished high school, with the Prepa In program and the ASUA department, were interviewed by the Department for Attracting Talent in order to identify their personal and professional interests, and to develop a career plan for future promotions.

The development of the e-learning Training module was completed, which aims to provide employees with a learning space that offers them access to courses, activities and resources in order to promote their personal and professional development, enhance their skills and improve their work performance.

In addition, in order to support the psychological and emotional well-being of our employees and in compliance with NOM-035, in 2024 we launched several courses: Occupational Ergonomics, Impact of Psychosocial Risks on Workplace Well-Being, Time Administration and Management, and Effective Management of Workplace Stress, to name a few.

As part of the ConectAnáhuac platform --created to strengthen recognition and communication among employees-- a recognition program was launched for the «Orgullo León» staff. A total of 32 contributors who had completed some kind of course of study in the last three years were nominated on this platform and, subsequently, awards were given in recognition of their effort and dedication. 55 awards were given to 27 recipients. At the end of the platform's first year, there were 1,700 active collaborators; 303 users generated 1,080 discount codes in the Benefits section and 97 publications were published on various topics.

As is the case every year, the 2024 University Salaries and Wages Survey was created, which allows us to carry out a comparison with other private universities to observe market levels in terms of salaries and benefits, allowing us to adopt an objective approach in these areas offered by the University.



Discount agreements have been signed with insurance companies, travel agencies, and health clubs, among others, to help employees with their finances.

In order to remain at the forefront of human capital best practices and to learn about new trends in human resources in major companies and institutions, we participated in various activities: FIMPES Annual Human Capital Seminar; participation in the HR Evolution Latam 2024 Summit, to learn about new trends in talent acquisition and management processes using artificial intelligence; the Human Capital Seminar of the Executive Office of the Anáhuac University Network, held at the Anáhuac University of Querétaro, where the integration of the network's institutions was promoted and best practices were shared; The Job Fair at the Álvaro Obregón City Hall in Mexico City; the Anáhuac Job Fair organized by the Employability Department at the North Campus; the Women's Job Fair at the Álvaro Obregón City Hall; the Anáhuac Inclusive Virtual Fair; the Job Fair organized by the Employability Department at the South Campus; and the AMEDIRH International Human Resources Congress.

With these and other actions carried out during the last four years, we are proud and satisfied to contribute to the achievement of strategic planning objectives, reaffirming our commitment to continue implementing actions for the benefit of the University Community.





60 YEARS OF EDUCATING POSITIVE ACTION LEADERS

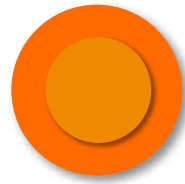
Every success story begins with an illusion, whose tenacity, drive and hard work allow the dream to materialize. The love, support and commitment of those who share the same project breathe life into each of the activities organized.

Six decades have passed since 1964 when the Congregation of the Legionaries of Christ founded the Anáhuac University with the aim of elevating the human and social condition through men and women with a solid, integral education.

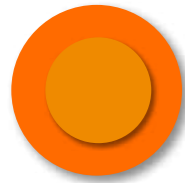
48 students were the first characters in a story that began in a house in Ahumada Villagrán in Lomas Virreyes. Today, 60 years later, Anáhuac Mexico University has more than 66,000 graduates. It is thanks to benefactors, managers, academics, students, administrative staff and friends that our institution has earned such a distinguished place, not only in the field of higher education in our country, but also as a benchmark in terms of social commitment and the common good in Mexico and the world.

Throughout 2024, thanks to the unity of those who make up its schools, faculties and departments, a series of commemorative activities were organized to celebrate this anniversary, in which the entire Anáhuac community participated, while preparing the University for the years to come. The most important ones are listed below, in chronological order:

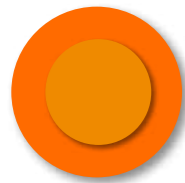




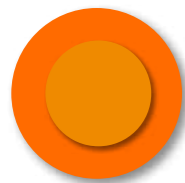
60th anniversary thanksgiving mass. The ceremony was presided over by Archbishop José Antonio Fernández, Archbishop of Tlalnepantla, who provided a space to reflect on the legacy of the University and its renewal with a commitment to its values.



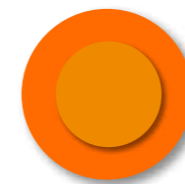
Beginning of the 60th anniversary celebrations with a show of lights, dance and music at the Anáhuac Mexiquense Cultural Center. The artistic event was the work of students, alumni and staff who encouraged the audience to remember the beginnings of the institution to which they belong. At the same event, the anniversary plaque was unveiled by the president of the Board of Directors of the Anáhuac University Network, Fr. Alberto Simán Dada, L.C., and the rector, Cipriano Sánchez García, L.C. Witnessing this historic moment were members of the University Community, students, special guests, benefactors, friends and alumni.



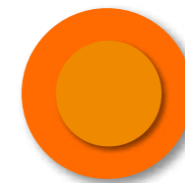
One of the highlights of the anniversary was a commemorative concert for alumni featuring the group Matute. Around 4,000 attendees turned out for this event with a cause that sought to create a space to reminisce about university days to the rhythm of iconic hits from the eighties and nineties.



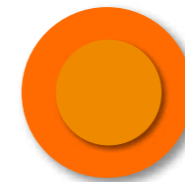
Thank you dinner. Recognition of benefactors and founding alumni with a gala dinner where they were reminded of how important they are to this house of learning. In gratitude for their trust, generosity and closeness, the lobby of the Angel and Tere Losada Theater of the Anáhuac Mexiquense Cultural Center welcomed nearly 150 attendees, who exchanged anecdotes and experiences of the last 60 years.



40th Annual Assembly of Rectors of the Mexican Association of Institutions of Higher Education of Christian Inspiration, A.C. (AMIESIC). The North Campus opened its doors to the rectors of member universities and their pastoral staff, whose shared commitment is to promote an education that encourages human, spiritual and ethical values. The Holy Mass was presided over by the Archbishop Primate of Mexico, Cardinal Carlos Aguiar Retes, and a chamber concert was held at the Anáhuac Mexiquense Cultural Center to inaugurate the work of the Assembly.

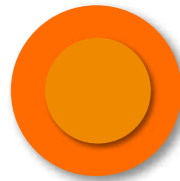


Pilgrimage to the Basilica of Guadalupe. Every year we organize a moment of spirituality that unites the community around the Virgin of Guadalupe. As part of this expression of thanks, reference was made to the 60th anniversary of the founding of Anáhuac Mexico University and the institution's present and future activities were entrusted to the Virgin Mary, seeking her protection and her motherly love. His Eminence, the Apostolic Nuncio to Mexico, Monsignor Joseph Spiteri, honored us by celebrating mass for all the pilgrims.

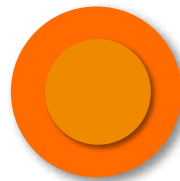


Anáhuac LABS Groundbreaking Ceremony. This initiative represents a commitment to the training of world-class engineers, consolidating a 5.0 educational infrastructure project. The first stone of Anáhuac LABS symbolizes the union of efforts and the construction of a promising future. The ceremony was attended by Carlos Peralta, Romina Contreras and Germán Jalil, among other leading entrepreneurs of the region.

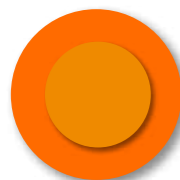




Teacher's Day Ceremony 2024 included the presentation of a new distinction known as **Anáhuac Academic Emeritus**. This recognition is given to academics who have excelled and contributed to positioning Anáhuac as an institution of teaching and scientific development at the highest level. On this occasion the winners were Bernardo Gómez Pimienta, former director of the Faculty of Architecture; Irene Limón Boyce, lecturer at the Language Center on the South Campus and, posthumously, Wojciech Szatzschneider Smigielska, lecturer at the School of Actuarial Sciences.



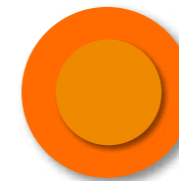
Anáhuac Mexico Golf Tournament. The third edition of the tournament was held, bringing together more than 20 brands and 160 players, who came together to enjoy golf and support the University's scholarship fundraising efforts. In the framework of its 60th anniversary, this important event was presented by Lincoln and organized by the Alumni Office, whose participants gathered at the Bosque Real Country Club.



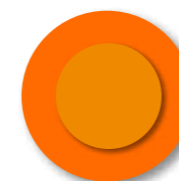
86th FIMPES General Assembly. Under the title «Higher Education: The Future of Mexico,» more than 140 rectors and representatives of the country's higher education institutions gathered for several conferences and panels attended by national and international figures, as well as cultural activities such as the symphony concert at the Anáhuac Mexiquense Cultural Center and a private tour and meeting at Chapultepec Castle.



First Meeting of Directors of the Regnum Christi International Network of Universities (RIU). With the participation of more than 130 directors from the 15 RIU institutions, they met to discuss and reflect on the future of higher education in the context of Regnum Christi.



Anniversary gala choral symphony concert. Under the direction of Rodrigo Macías González, the State of Mexico Symphony Orchestra, together with the choir of Anáhuac Mexico University, the German School and Gradus ad Parnassum, gave a concert that included the fourth movement of Symphony No. 9 in D minor, Op. 125, by Ludwig van Beethoven. It was a night of culture and celebration at the Angel and Tere Losada Theatre.



Launch of the Anáhuac Senior Program. Committed to the promotion of lifelong learning, this important project was presented by Anahuac Mexico University. It seeks to contribute to the development and integral growth of the elderly through academic programs of continuing education and cultural, social, personal and spiritual development.



2024 Lidera Award. Prepa Anáhuac Cumbres Mexico Campus and the University opened its doors to receive more than 3,000 participants from high schools of the Semper Altius Network of Colleges from all over Mexico in more than 40 academic competitions.

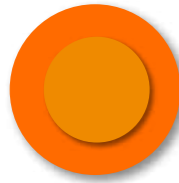


Presentation of Anáhuac Graduate School of Business. The evolution of the Center for Advanced Management in Economics and Business (CADEN) gave way to a new project that seeks to train people in humanistic, international, socially responsible leadership based on business ethics.

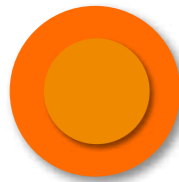




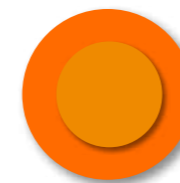
Presentation of the National Quality Award 2024. This award, given in the category of Private Education Institution, was presented to our institution by the Business Coordination Council (CCE) and the Institute for the Promotion of Quality. This is the highest distinction that recognizes companies and institutions that defy convention and redefine standards of excellence.



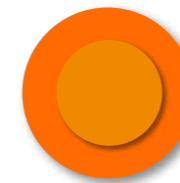
Alliance with Cuna de Tierra. During the 2024 Grape Harvest festivities, the Anáhuac presented the Cuna de Tierra winery to its corporate chair and launched a commemorative 60th anniversary wine blended by students from the university. This alliance allows us to strengthen the knowledge of the gastronomic and enological culture of our students in the School of Tourism and Gastronomy.



2024-2025 Anáhuac Academic Year begins. At the ceremony that marked the start of a new cycle of learning and integral formation, Leonardo Lomelí Vanegas, rector of the National Autonomous University of Mexico (UNAM) and our rector Cipriano Sánchez García, L.C., reflected on the importance of education, reaffirming the institution's commitment to quality education and the formation of leaders with a deep respect for human values.

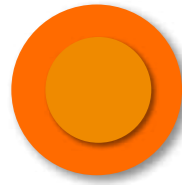


Celebration of the 58th Ordinary Session of CUPRIA at Anáhuac Mexico University under the direction of the Executive Secretary General of the National Association of Universities and Institutions of Higher Education (ANUIES), Luis Armando González Placencia, and federal and state government authorities. During the session held at the Institution on the occasion of its 60th anniversary, relevant topics for higher education in Mexico were discussed, highlighting artificial intelligence (AI), educational quality and trends in education for life. Thus, thanks to these and other activities, we celebrate the joy of being part of an institution as important as Anáhuac Mexico University, which thanks to 60 years of hard work has managed to become a beacon of light, whose men and women promote the development of human beings and society.

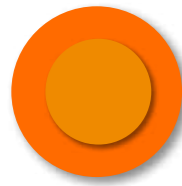


Meeting of the members of the Organization of Catholic Universities of Latin America and the Caribbean for the Mexico, Central America and Caribbean subregion (ODUCAL). With the 500th anniversary of the beginning of the evangelization of the Americas as a frame of reference, this event was held in the presence of rectors, academics and experts from all over the region and other countries who reflected on the role of Catholic universities in the evangelization and leadership of young people. It also included a private visit to the Metropolitan Cathedral of Mexico City and a special mass at the Altar of the Kings.

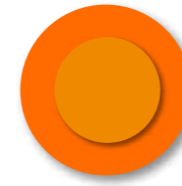




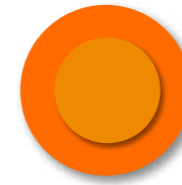
Commemoration of the International Day of Peace. With the launch of the “Training and Culture of Peace” team, the commemoration of this day was organized for the purpose of raising awareness of the importance of building unity, which is an important step towards building a culture that promotes peace and the common good. One of the most special moments was the interreligious prayer for peace, which brought together leaders of different religions, such as Rabbi Marcelo Rittner, Father Archimandrite Filareto, a prominent religious leader of the Orthodox Church in Mexico, and Monsignor Lizardo Estrada Herrera, auxiliary bishop of the Archdiocese of Cusco and general secretary of CELAM.



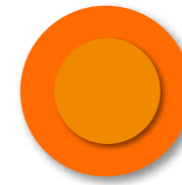
Awarding of the CENEVAL Excellence Performance Award-EGEL 2024 with the participation of 4,000 attendees from 102 public and private higher education institutions throughout the country. Our North Campus was the venue for this event that recognizes students with the best results in the EGEL PLUS exam, and on this occasion, the Anáhuac Mexico University came second for the most award winners in the entire country. A total of 208 Anáhuac graduates received the CENEVAL Excellence-EGEL Performance Award in a ceremony held to highlight the academic and human commitment of our community. The ceremony was attended by authorities from federal and state governments, and the Ministry of Culture and Tourism for the State of Mexico.



Historical photographic exhibition. Anáhuac Mexico University celebrated its 60th anniversary with this exhibition that commemorates six decades of history and growth through images, objects, photographs and documents that connect the past and present of the University.

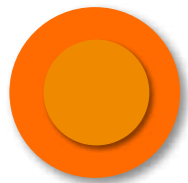


Honorary Doctorate for Carlos Slim Helú. The award was presented in an emotional ceremony that highlighted his business career, his deep social commitment and his outstanding contribution to culture, education and science. The event was highly emotional as it highlighted the award winner’s remarkable career and his commitment to social development, education, health, culture, employment and social responsibility in Mexico.

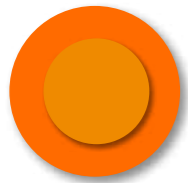


Anáhuac Leadership Medals and Anáhuac Medals 2024. The University recognized the impact of alumni and professionals acknowledged for their leadership, commitment and exemplary track record for the benefit of society. Anáhuac Leadership Medals were awarded to Alberto A. Arellano García (Industrial Engineering, gen. <95), corporate director of Administration and Finance at Grupo Lala; to Carmen Larios Laris (Communication, gen. <95), executive consultant at LAR Media Consulting, and to Salvador Villalobos Gómez (Business Administration, gen. <90), executive president of the Communication Council, while Anáhuac Medals were awarded to Beatriz Calles Torres, general director of Mercedes-Benz Fashion Week Mexico, and Gerardo Jiménez Sánchez, CEO of Genómica Médica.

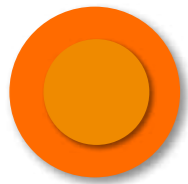




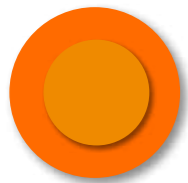
Honorary Doctorate for Antonio del Valle Ruiz. We presented the award to the prominent businessman in the financial sector for his legacy of more than six decades of work promoting the economic, social, educational and cultural development of Mexico, where his social commitment and business leadership were recognized. The investiture ceremony took place in a very special, emotional atmosphere surrounded by the University Community and special guests of the honoree.



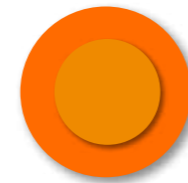
Graduation gala dinner. During a very special night full of memories, reunions, music and dancing, 400 alumni gathered to celebrate the 60th anniversary of the University at a dinner that included a concert by the group OK and many more surprises.



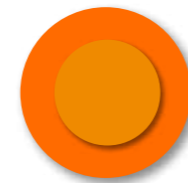
60th anniversary logo and identity. From a project by the Faculty of Design, under the direction of Blanche Toffel Quiñones and coordinated by Maricarmen Razo, Rogelio Cuevas, Marifer Azuara, Mónica Solórzano, Lucy Banegas and Edzná Sánchez, students Andrea Castañeda Ruiz and José Antonio Del Río Del Toro created the winning proposal that identified the 60 years of life of the University. A vibrant logo that evokes the future, highlights the Anáhuac identity and offers a versatile image with plectrums, textures, shapes and colors full of movement. An identity that was present throughout the year, spectacularly adorning the campus and conveying a powerful image.



Closing Mass for the year of celebration. On December 12th, together with the commemoration of the Virgin of Guadalupe, we marked the end of the anniversary with a holy mass presided over by Father Alberto Simán Dada, L.C., president of the Board of Directors of the University, with the participation of 900 people.




Presentation of the book on the history of the University and closing ceremony. José Antonio Gea, who coordinated the 60th anniversary activities, offered an emotional closing ceremony, with an account of the activities carried out, future projects and the presentation of the book on the history of the University. During the presentation, Sonia Barnetche Frías, editorial director of the publication, presented volume I, composed of more than 800 pages that offer a journey through time with testimonies, documents, anecdotes and photographs.



Letter from the Holy Pope Francis. With an inspiring message on the occasion of our 60th anniversary, he invited us to courageously face the great educational challenges of our time and to continue to promote education according to the values of the Gospel, in order to promote the integral and harmonious development of human beings.





In 2024 we celebrated the joy of being part of an institution as important as Anáhuac Mexico University, which in 60 years of hard work has managed to become a beacon of light, whose men and women promote the development of human beings and society.



Undergraduate student population 2024

School	Ist semester 2024*	2nd semester 2024**	Annual 2024***	Ist semester 2024* AOL	2nd semester 2024** AOL	Annual 2024 AOL
School of Arts	278	309	335			
School of Sport Sciences	129	129	151			
School of Architecture	622	688	782			
School of Actuarial Sciences	306	322	385			
School of Health Sciences*	2,696	2,863	3,209	48	42	53
School of Communications	1,174	1,251	1,442			
School of Law	617	641	764			
School of Design	908	920	1,074			
School of Economics and Business	2,701	2,989	3,439			
School of Education And Humanities	355	359	420			
School of Global Studies	213	207	255			
School of Engineering	1,053	1,178	1,328			
School of Psychology	535	565	657			
School of Social Responsibility	99	93	104			
School of Tourism and Gastronomy	556	594	667			
Overall total	12,242	13,108	15,012	48	42	53

*Excluding 357 CS first semester social service students.

**Excluding 405 CS second semester social service students.

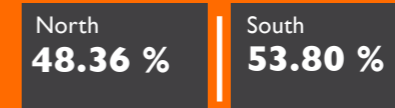
***Excluding 370 students whose only activity during the year was CS social service.



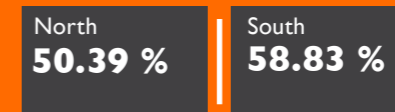
Percentage of students with scholarships

Total recipients of scholarships

Ist semester (January-May)



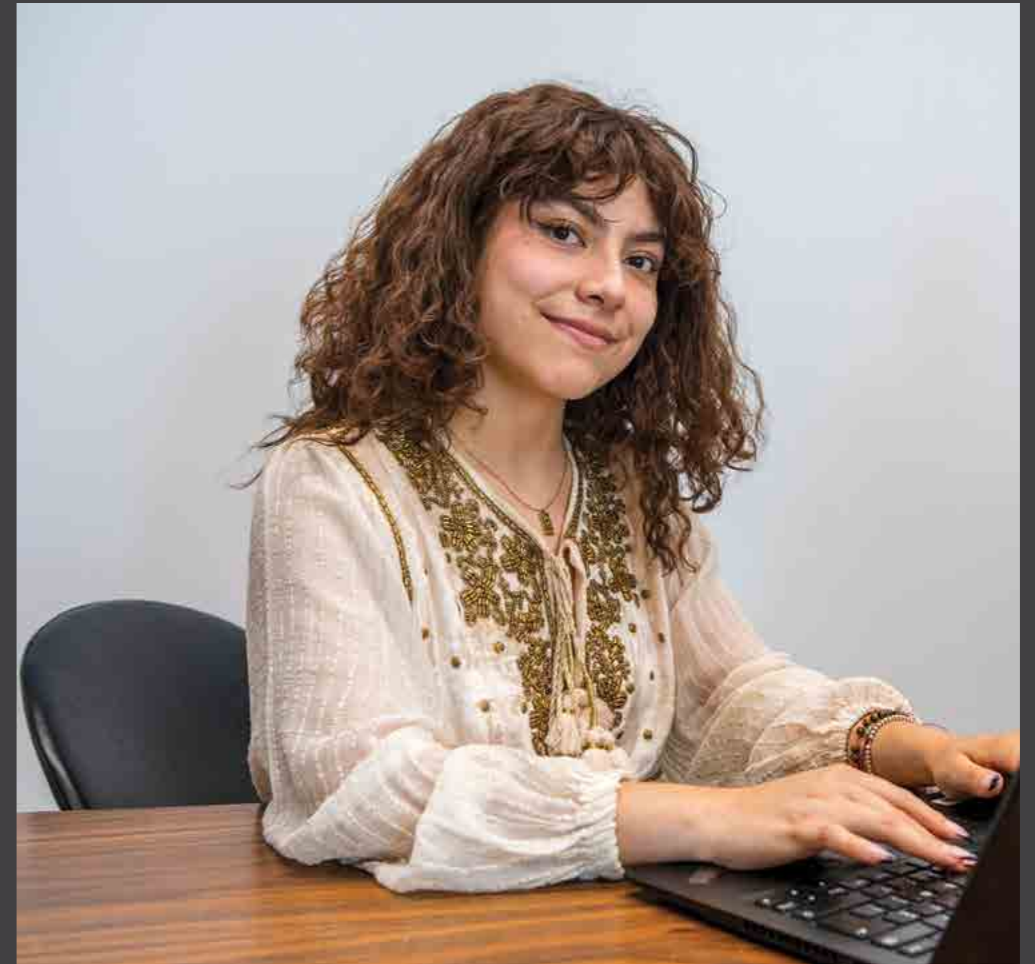
2nd semester (August-December)



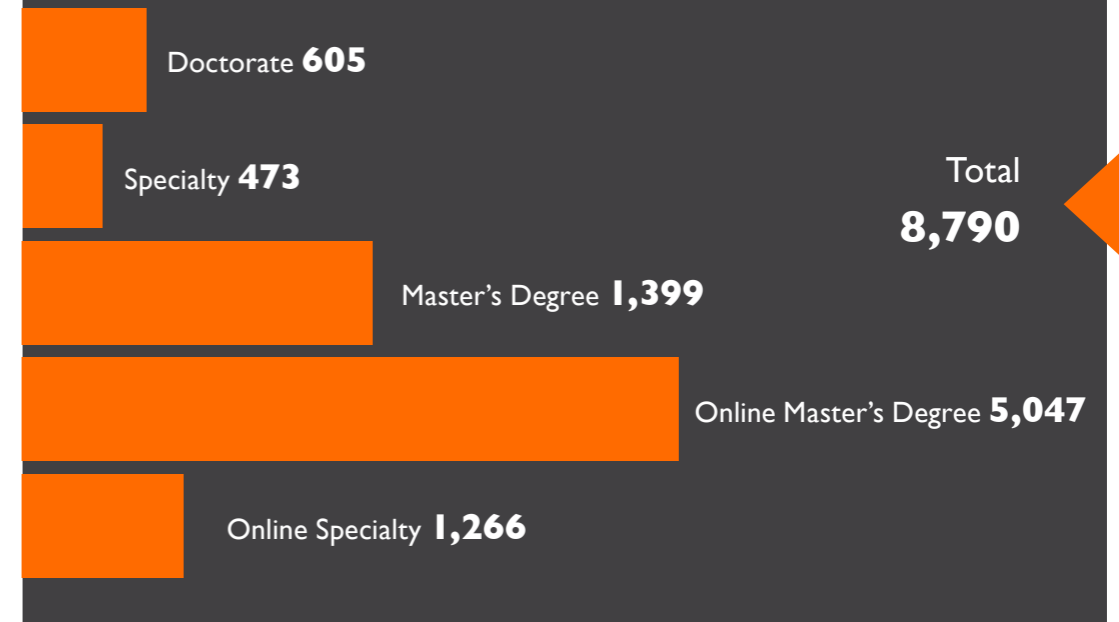
Postgraduate student population 2024

School	PhD	Specialty	Master's Degree	Online Master's Degree	Online Specialty	Overall total
School of Actuarial Science	12		77			89
School of Architecture		39	33			72
School of Bioethics	34	7	8	143		192
School of Communications	98	91	79			268
School of Health Sciences	96	111	132	647	937	1,923
School of Law	61	67	71	367		566
School of Sport Sciences		33	27			60
School of Design		9	6			15
School of Economics and Business			494			3,228
School of Education And Humanities	149	64	161	1,046	293	1,713
School of Engineering	47		184			231
School of Psychology			74			74
School of Global Studies	26	14	10			50
School of Social Responsibility	56	38	23			117
School Of Tourism and Gastronomy	26		20	110	36	192
Anáhuac Online				2,734		
Overall total	605	473	1,399	5,047	1,266	8,790

*Annualized data January - December 2024.



Students by type of postgraduate program



Number of teachers per school or faculty according to their academic level

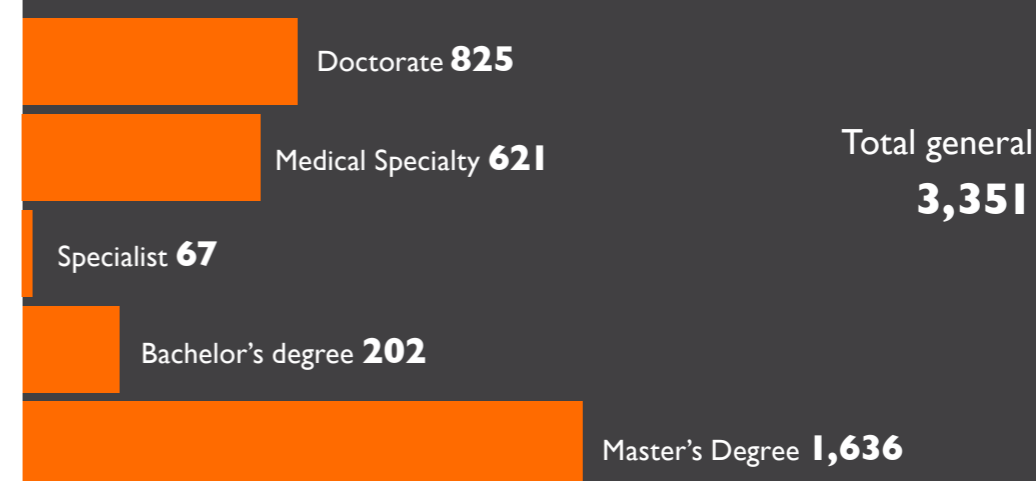
From January 1 to December 31, 2024

School/Faculty	PhD	Medical Specialty	Specialist	Bachelor's Degree	Master's Degree	Overall total
Actuarial Sciences	31			2	34	67
Architecture	29		7	15	94	145
Arts	25		4	8	60	97
Bioethics	18	5		2	22	47
Communication Sciences	73		6	10	112	201
Health Sciences	119	614	25	34	284	1,076
Law	103		9	13	128	253
Sports Management and Administration	16		2	11	34	63
Design	19		4	39	128	190
Business and Economics	203		9	13	336	561
Education and Humanities	91	1	2	9	89	192
Integral formation	8		1	5	23	37
Humanities	49		3	3	121	176
Engineering	96			11	141	248
Languages				15	18	33
Leadership programs	5	1		9	24	39
Psychology	40	1	2	2	67	112
International Relations	20		1	1	48	70
Social Responsibility	36			1	72	109
Tourism	28		1	14	55	98

*Includes teachers from Anáhuac Online in each of the schools where they taught.



Professors by academic level



Infrastructure and services

NORTH CAMPUS

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

SOUTH CAMPUS

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

Directory*

SCHOOLS AND FACULTIES

- Gerardo Broissin Covarrubias
SCHOOL OF ARCHITECTURE
- Gonzalo Alberto Ortega Ugarte
SCHOOL OF ARTS
- José Alberto Castilla Barajas
SCHOOL OF BIOETHICS
- Lourdes Díez Gutiérrez Igartua
SCHOOL OF ACTUARIAL SCIENCE
- Salvador Bueno Valenzuela
SCHOOL OF HEALTH SCIENCES
- Héctor Igor Rubio Sosa
SCHOOL OF SPORT SCIENCES
- Josu Garritz Alcalá
SCHOOL OF COMMUNICATIONS
- Alfredo Dagdug Kalife
SCHOOL OF LAW
- Blanche Helen Toffel Quiñones
SCHOOL OF DESIGN
- Edgar González Olea
SCHOOL OF ECONOMICS AND BUSINESS
- Francesca Munda Magill
SCHOOL OF EDUCATION AND HUMANITIES
- Almendra Ortiz de Zárate Béjar
SCHOOL OF GLOBAL STUDIES
- Mario Buenrostro Perdomo
SCHOOL OF ENGINEERING
- Petra Gwinner Briechle
LANGUAGES CENTER
- Érika Benítez Camacho
SCHOOL OF PSYCHOLOGY
- Carlos Ramos Cárdenas Artigas
SCHOOL OF SOCIAL RESPONSIBILITY
- José Ángel Díaz Rebolledo
SCHOOL OF TOURISM AND GASTRONOMY

ACADEMIC VICE RECTORS

- Alma Elizabeth Cazares Ruiz
LIBRARY DEPARTMENT
- Juan Carlos Tirado Becerril
CONTINUING EDUCATION CENTER
- Herzel García Márquez
ACADEMIC QUALITY DEPARTMENT
- José Honorio Cárdenas Vidaurri
ANÁHUAC INSTITUTE OF SENIOR MANAGEMENT
- Patricia Eugenia Ruiz Ortega
INTERNATIONALIZATION DEPARTMENT
- Rebeca Iliana Arevalo Martínez
RESEARCH DEPARTMENT
- Maria Covadonga Sanchez Victorero
ACADEMIC OPERATIONS DEPARTMENT
- Ingrid Angelica Garcia Solis
POSTGRADUATE DEPARTMENT

VICE RECTORS OF INTEGRAL FORMATION

- Spencer Omar Montes Quiroz
ACADEMIC INTEGRAL FORMATION DEPARTMENT
- Adriana Hernández Lacroix
ANÁHUAC PSYCHOPEDAGOGICAL CENTER
- José María Landiribar
PSYCHOLOGICAL CLINIC ANÁHUAC-CENYELIZTLI
- Iván Torres Orduña
SOCIAL COMMITMENT DEPARTMENT
- Marco Antonio Villalvazo Hernandez
SPORTS DEPARTMENT NORTH CAMPUS
- Agustín Marbán Landa
SPORTS DEPARTMENT SOUTH CAMPUS
- María Consolación Caballero Martínez
Anáhuac ACADEMIC LEADERSHIP AND EXCELLENCE DEPARTMENT
- Father Lucas Tenier Machado, L.C.
UNIVERSITY PASTORAL CARE DEPARTMENT NORTH CAMPUS
- Elisa Ruiz Ladrón de Guevara, Esq
UNIVERSITY PASTORAL CARE DEPARTMENT SOUTH CAMPUS
- Ana María García López
PERSONALIZED FORMATION PROGRAM DEPARTMENT
- Fernanda Alviso Figueroa
STUDENT RELATIONS DEPARTMENT NORTH CAMPUS
- Maria Fernanda Bravo Cordova
STUDENT RELATIONS DEPARTMENT SOUTH CAMPUS

FINANCE AND ADMINISTRATION

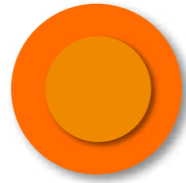
- Alfredo Nava Govela
GENERAL FINANCE AND ADMINISTRATION DEPARTMENT
- Sylvia Virginia Villaseñor Barragan
ADMINISTRATION DEPARTMENT
- Carlos Avila Alarcón
PHYSICAL INFRASTRUCTURE AND FACILITIES DEPARTMENT
- María Antonieta Lanz Oliver
FINANCE AND COMPTROLLERSHIP DEPARTMENT

DEPARTMENTS

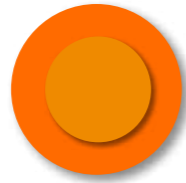
- José Luis Tadeo Rivas Martínez
ACADEMIC ADMINISTRATION AND REGULATIONS DEPARTMENT
- Luz Elena Zelayarán Carriles
HUMAN CAPITAL DEPARTMENT
- Abelardo Somuano Rojas
INSTITUTIONAL COMMUNICATIONS DEPARTMENT
- José Antonio Gea Guinovart
INSTITUTIONAL DEVELOPMENT DEPARTMENT
- Sonia Barnette Frías
GENERAL SECRETARY
- Germán Campos Valle
ANÁHUAC SOCIAL FOUNDATION DEPARTMENT
- Nabila Iskra Hampl Garcia
NEW ADMISSIONS AND PROMOTION DEPARTMENT
- José Manuel Santiago Muñoz
TECHNOLOGICAL INNOVATION DEPARTMENT
- Oliva Sánchez García
PLANNING, EVALUATION AND INNOVATION DEPARTMENT

* By December 2024.

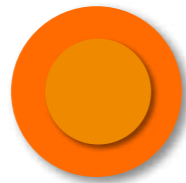
The following QR codes will take you to the multimedia content of the ceremony for the 2024 Report of the
RECTOR TO THE UNIVERSITY COMMUNITY



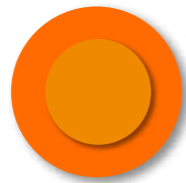
Video 1
Statistics



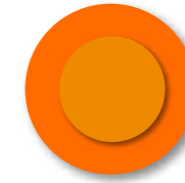
Video 2
Academic Excellence
and Integral Formation



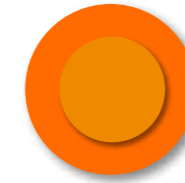
Video 3
Innovation and Digital
Transformation and Community
in the Service of Mexico



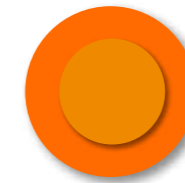
Video 4
Institutional Development
and Governance



Video 5
60th anniversary of Anáhuac
Mexico University



Video 6
2024 Rector's
Report Ceremony



Video 7
Multimedia version
of the 2024 Rector's
Report

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Institutional Communications Department: Abelardo Somuano Rojas; Institutional Publications Coordinator: Iran Gutiérrez Méndez;
Design and composition: VLA; Photographs: Anneth García Castillo, Coordination of Communication
Technologies: Alejandro Jiménez Hernández

