

STRATEGIC PLAN

2020



Innovation, with a purpose in life.

OUR STRATEGIC PLAN

The **Strategic Plan 2020** describes our evolution as a University. It guides us, it keeps us focused and on track in accomplishing the vision of Universidad Tecmilenio.

This is a living, working document. It is a reference for decision-making, and a map for achieving our goals and aspirations.

Many different University leaders, teams and Board Members from Tecmilenio made key contributions to our Strategic Plan. It was designed to build purpose and meaning into the lives of our students, who in turn will define the future of Mexico.



Discover and participate in the discussion at:
www.tecmilenio.mx/planestrategico2020

Here you will find updates and feedback
about our 2020 initiatives.

VISION

**TO PREPARE PEOPLE
WITH A **PURPOSE IN LIFE**
AND THE **COMPETENCIES**
TO ACHIEVE IT.**

WHAT IS TECMILENIO?

Universidad Tecmilenio is an innovation of Tecnológico de Monterrey. Our education framework is based on delivering the **best return over educational investment.**

Today we are **world leaders** in **Positive Education**, which focuses on:

- Make our graduates positive leaders who flourish as the best version of themselves and help others to transform themselves.
- Assuring that our graduates can compete and flourish in a global economy.
- Promoting happiness and wellbeing, and providing them with the tools for achieving them, amongst our community members.

The **Science of Positive Psychology** * and the best practices of **positive organizations** are the foundations that Universidad Tecmilenio builds upon.



- Ciudad Obregón
- Hermosillo
- Culiacán
- Los Mochis
- Mazatlán
- Durango
- Guadalajara
- Zapopan
- Chihuahua
- Ciudad Juárez
- Laguna
- Cumbres
- Guadalupe
- Las Torres
- Nuevo Laredo
- Reynosa
- San Luis Potosí
- Cuernavaca
- Veracruz
- Puebla
- Ferrería
- Cuautitlán
- Toluca
- Villahermosa
- San Nicolás
- Cancún
- Mérida
- Querétaro
- Tecmilenio Online

**+ 51,000
STUDENTS**



**+ 59,000
ALUMNI**

**Positive Psychology studies the foundations for happiness and psychological well-being as well as human strengths and virtues. – Martin Seligman, 1998.*



+ 4,500
PROFESSORS

46 PARTNERSHIPS
WITH UNIVERSITIES, HIGH SCHOOLS,
AND NATIONAL EDUCATION PROGRAMS.




+ 1,600
STAFF MEMBERS

Tecmilenio University has shown leadership in Positive Education on the global stage through its participation in the most influential forums on the theme.



The Ecosystem of
Happiness and Well-being



The United Nations



International Positive
Psychology Association



The Organization for Economic
Co-operation and Development



International Positive
Education Network



The Forum on the
Science of Happiness

INSTITUTIONAL VALUES

The five Values of our Institution are part of the DNA of the community members of Tecnológico de Monterrey (ITESM), and have long been the characteristics that have represented us and what we stand for. Each member of our faculty and staff should be a living example of our Values. It's vital that we embrace and hold to them.



INNOVATION

We create opportunities. We are entrepreneurs. We make ideas become reality, and support those who generate change.



TEAMWORK

We foster collaborative, multidisciplinary work. We always strive for collective success above and beyond that of the individual



GLOBAL VISION

We are globally competitive. We are continually updating our knowledge and skills to be on the leading edge. We foster diversity and appreciate different cultures.



HUMAN OUTLOOK

We respect and care for the integrity and the dignity of each person. We work in solidarity to solve the problems of our country.

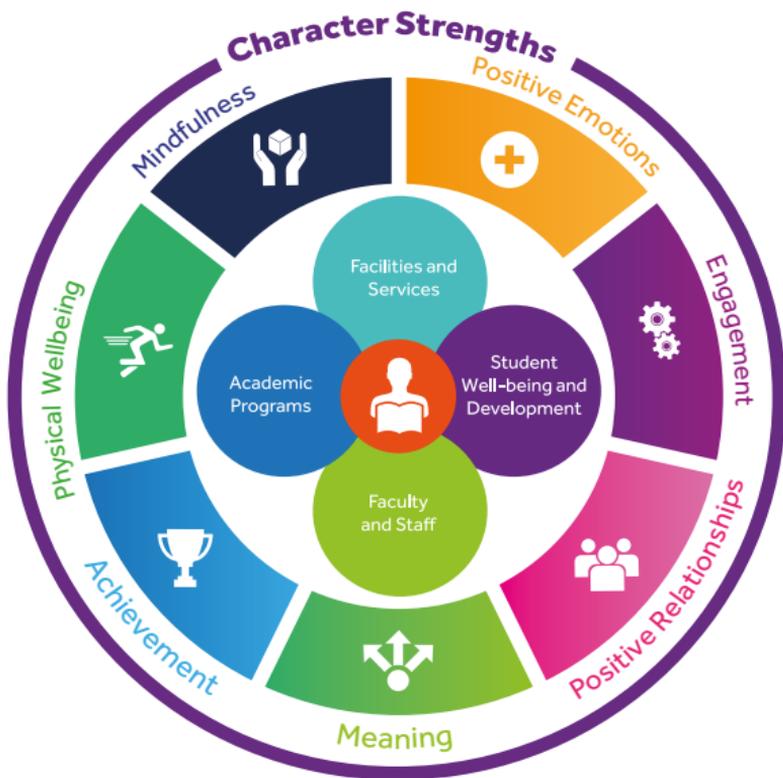


INTEGRITY

We are honest and responsible with resources. We express our ideas freely and denounce unethical behavior.

OUR PURPOSE: YOUR BEST SELF

The Ecosystem of Happiness and Wellbeing is the conceptual framework upon which all our strategies are built. This Ecosystem is what inspires and fuels Universidad Tecmilenio to achieve the distinction of being the best place to study while achieving happiness.



MINDFULNESS

- Focused attention, concentration, being fully present in the moment.

PHYSICAL WELLBEING

- Healthy eating.
- Physical activity.
- Adequate rest.

ACHIEVEMENT

- Setting and achieving goals.
- Achieving success in a certain field.

MEANING

- Feeling one's life purpose is worth it.
- Being part of projects that reach beyond oneself.

ENGAGEMENT

- Experiencing 'flow.'
- Being fully engaged.
- Facing challenges.
- Applying our abilities.
- Engaged and enthusiastic.

POSITIVE RELATIONSHIPS

- Having positive relationships
- Having a support network.
- Feeling loved and valued.

POSITIVE EMOTIONS

- Feeling positive emotions and joy.
- Having a positive attitude.

At Universidad Tecmilenio, Happiness and Wellbeing means:



FEELING GOOD IN
THE PRESENT



BEING SATISFIED
WITH THE PAST



LIVING LIFE WITH
A PURPOSE

STRATEGIC INITIATIVES

These strategic initiatives are a mechanism for setting priorities, allocating resources, and facilitating communication. In the coming years, our energy and talent will be focused on their advancement.

The projects and initiatives mentioned here are not exhaustive, but mark the beginning of our transformation.



By the year 2020, our goal is to have Universidad Tecmilenio enrollment reach more than 67,000 students; and our students known for their clarity of purpose in life, for their positive leadership and for having skills that are highly valued in the global economy.

Projects:

- 1.** Students and faculty increasingly creating and living within the Ecosystem of Happiness and Well-being.
- 2.** Designing and improving the student experience.
- 3.** Delivering quality of service that exceeds student expectations.

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**GRADUATE
PROGRAMS
AND EXECUTIVE
EDUCATION**

We aim to offer certificate programs that are in high demand in the current labor market, meeting the needs of adults who want to develop and strengthen their skills at any stage of life.

Projects:

- 1.** The creation of certificates for the development of skills that are in high demand in the current labor market.
- 2.** Establishing our first Executive Career program.
- 3.** Constant growing in Executive programs and Master degrees.
- 4.** Graduating alumni who remain closely connected to Universidad Tecmilenio.

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INSTITUTE OF HAPPINESS AND WELLBEING

Our objective is to foster happiness and well-being by creating academic content, research, consulting, as well as promoting Tecmilenio's Ecosystem of Happiness and Wellbeing.

Projects:

- 1.** Growing and positioning the Institute's programs as the best in the field:
 - Offering certification in Applied Positive Psychology in education, business, family and public agencies, among others.
 - Offering a Master's Degree in Positive Leadership, and in Positive Education.
- 2.** Performing relevant applied research in the areas of happiness and wellbeing.
- 3.** Helping the International Forum of Happiness gain recognition and prominence.

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UNIVERSITY EXPANSION

Our objective is to bring quality education to a greater number of people through the creation of new campuses model.

Projects:

- 1.** Creating an integrated strategy for the expansion of the University.
- 2.** Growing and enhancing our courses and offerings via Tecmilenio Online.



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Tecmilenio University's 2020 Strategic Plan D.R. ©, Enseñanza e Investigación Superior, A.C. Av. Eugenio Garza Sada Sur, No. 2501, C.P. 64849. Monterrey, N.L. 2016

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