⏵START

Villa Aprendizaje

A comprehensive university strategy for cleaner, stronger and fairer regions *

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(*) The *START* University Strategy is based on a 13 years experience developed at the State of Veracruz, Mexico.

(**) *Villa Aprendizaje* is a brand new Corporate committed to improve individuals' and organizations' capacities for effective participation in the Knowledge Society.

## Universities can contribute to self-sustained development in several ways:

Stimulating clean reforms in the Campus landscape, infrastructure, and consumption and management practices;

Transforming curricula, learning "hands-on" experiences and staff updating programs

Assuming as a key institutional mission the promotion of quality and equity of all levels of education, as well as of innovative R&D and green entrepreneurships;

Reinforcing the institutional capacity to carry out intensive networking and partnerships ;

Transferring abundant systemic solutions to boost local self-development and persuasive messages to bolster public awareness about global interdependency.

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a) **S**timulating clean reforms in your Campus
(*Preaching by Example*):

- Emphasis on sustainable green areas, reforestation and water management programs;

- Developing alternative sources of energy and incentives for its efficient use;

- Using recycled materials and trash management programs;

- Accent on simplified and digitalized administrative procedures;

- Extensive utilization of ICTs in academia and administration;

- Active involvement of students, alumni, faculty and staff in clean initiatives.

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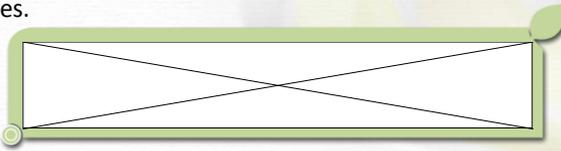
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b) **T**ransforming curricula, learning experiences and staff training *(Cultivating the Preachers by Example):*

- Ensuring basic, generic and interdisciplinary competencies through foundation courses, flexible curricula, and extension and mobility programs;

- Increasing practicum experiences in real world scenarios through community-services and partnerships;

- Boosting self-employment and micro-entrepreneurships through joint ventures;

- Assuring student, faculty and staff networking for life-long learning and partnerships;

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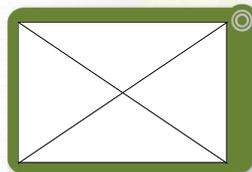
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c)Assuming quality and equity of all levels of education, and innovative R&D and green entrepreneurships as a basic institutional mission *(Pledging for Long term Impact):*

Supporting projects aimed to:

- Universal Internet connectivity in schools;
- Individualized access to remedial and alternative learning experiences;
- Training teachers and staff on new learning approaches and the effective use of ICTs;
- Monitoring schools, teachers and students' performances on qualitative and standardized evaluations for improved feedback and progress.

Directing R&D innovative projects and extension services to deal with:

- Environmental, educational, health, cultural, productive, entrepreneurship and public infrastructure issues;
- In collaboration with public, private and non-governmental initiatives.
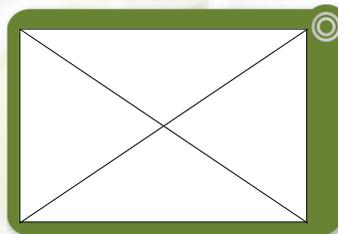
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d)Reinforcing the institutional capacity to carry out intensive networking and partnerships *(Extending the Reach)*

Consolidating and diversifying internal academic networks as a basis for the escalation of external networking expertise;

Defining outreach programs of institutional strength as initial targets for external networking;

Conducting a global search to identify potential thematic partners;

Increasing your institution's local impact by building up joint ventures based on expertise and resources sharing;

Strengthening your institution's lobbying capacity, communication outreach and external influence through joint strategic platforms with partner institutions;

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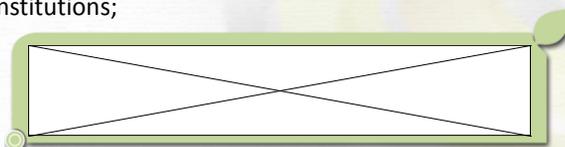
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e) Transferring systemic solutions to boost local self-development and persuasive messages to bolster public awareness about global interdependency
(Furthering the Social Impact):

- Exporting all clean reforms developed elsewhere and in your Campus;

- Multiplying the number of students and staff members participating in practicum experiences, community services and clean initiatives;

- Furthering self-employment and micro-entrepreneurship programs for graduates and members of the community;

- Broadening your institutional external mission to promote quality and equity of education, as well as innovative R&D for clean and competitive technology-based entrepreneurship;

- Widening your global search and networking of strategic partners committed to cleaner, stronger and fairer cities and regions, and the promotion of global interdependence.

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THE START UNIVERSITY STRATEGY IN VERACRUZ, MEXICO:

a) Sustainability:

- Six regional campuses at Universidad Veracruzana (UV) have been succesfully rescued trough sustainable ecological restoration, since 1998. The Foundation "Mare e Terra Mediterania" (Tarragona, Spain) has recognized such achievements with two international awards (2007 & 2010).

- The Sustainability Master Plan at UV is an international reference in Mexico and Latin America.

- UV is one of the leading mexican universities in telecommunications, networking, connectivity and virtual services.
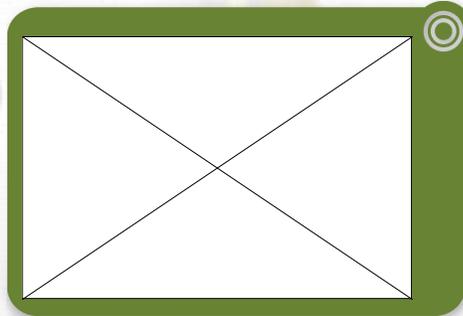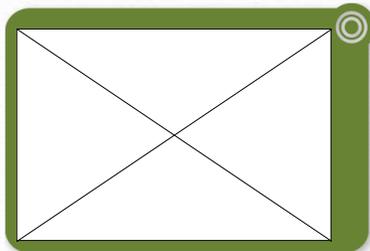

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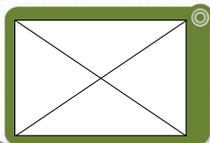
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THE START UNIVERSITY STRATEGY IN VERACRUZ, MEXICO:

b) Curricula reform and practicum experiences:

UV has received nine consecutive annual awards by the Mexican government and other agencies for their community services and entrepreneurship programs (from 1999 to 2007).

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c) Quality and equity of education and innovative R&D:

UV innovative efforts were the basis to develop four major influential projects for the state educational system:

Consorcio Clavijero, the first public organization dedicated exclusively to on-line education in Mexico.

Educational Channel, aimed to the production and transmission of cultural, educational, and teachers' training programs through Radio and TV (4, 106 hours of total transmission).

Vasconcelos Project, a float of 30 high-tech buses supported by a team of 240 highly trained brigadists who work in poor communities to promote local self-sustained development.

State Knowledge Network, aimed to assure internet and interactive educational software access for rural schools.

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THE START UNIVERSITY STRATEGY IN VERACRUZ, MEXICO:

c) Quality and equity of education and innovative R&D:

These four projects were crucial for the state of Veracruz in obtaining some of the largest increases in México on the state average students score in national and international evaluations *(PISA*)

National position in a Scale of 32 states

State Average Score Increase in National Evaluations (ENLACE, 2009-2010):

Mathematics (High School): **1st. place**;
Spanish (High School): 5th. place;
Mathematics (Junior High): 3rd. place;
Spanish (Junior High): 3rd. place.

State Average Score Increase, altogether, in Primary, Junior High, and High School (ENLACE, 2009-2010):

Mathematics: 2nd. place;
Spanish: 3rd. place.

*State Average Score Increase in **PISA** (2003-2009):*

Spanish: **1st. place**;
Mathematics: 2nd. place.

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d) Strategic alliances and networking:

UV Know-how and networking has been used to promote collective action and public awareness on major issues, among others:

The North American Community Service Program (NACS), which promoted students trilateral participation in Canada, USA and México.

The Interamerican Network for the Connectivity of University Libraries (RICBLU), proposed and chaired by UV (OUI - IOHE).

The Interamerican Network for Education and Telematics (RIF-ET), which promotes distance education and the extensive use of ICTS (OUI - IOHE).

OUI IOHE

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THE START UNIVERSITY STRATEGY IN VERACRUZ, MEXICO:

e) Transferring multiple Systemic solutions and persuasive messages:

UV and the 25 Institutes of Technological Education are the major exporters of services, technical assistance and solutions for Veracruz small and medium entreprises and local producers.

Hundreds of extension services and projects are conducted every year within the rational of competitiveness and self-sustained development;

The Vasconcelos Project has attained national and international visibility for its innovative and comprehensive approach in dealing with the empowerment of poor communities; particularly, after obtaining the "Access to Learning Award 2008" from the Bill and Melinda Gates Foundation.
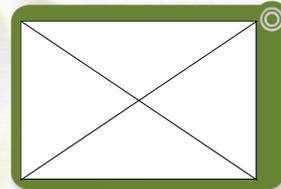
1,240	Missions
550	Communities
115,115	Students
12,558	Teachers
20,192	Parents
16,002	Producers
48,143	Artisans

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