

The Intersection of Global and Economic Development: A Case Study

Monday, June 30, 2025 | 11:30 AM - 12:30 PM



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Plan Mexico: Higher Education for Skill Development in Strategic Sectors

Carlos Iván Moreno, Ph.D.

Director General for Higher Education

Ministry of Education



2025
Año de
**La Mujer
Indígena**

June 2025

Plan México: Education Driving Development



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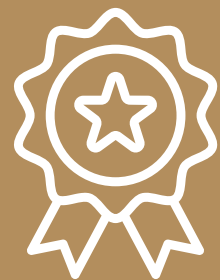


A national long-term strategy for a sustainable, inclusive, and technology-driven economy.



Higher education is a cornerstone of this productive transformation:

- Develops skilled talent.
- Fuels innovation.
- Boosts regional growth.



Target: 150,000 new professionals and technicians trained annually in strategic sectors.



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Flexible, relevant, and lifelong learning



Modular, stackable, and competency-based education models.

100% dual education enrollment in upper-secondary technical programs.



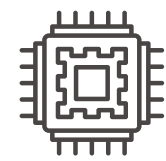
Specialized learning pathways with labor-market value.

A lifelong university model: ongoing training, certification, and micro-credentialing.





Strategic sectors as collaboration opportunities



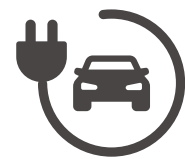
Semiconductors: AI, cybersecurity, advanced manufacturing.



Pharmaceuticals: biofabrication, health regulations, cold-chain logistics.



Agro-food: rural innovation, plant biotechnology, traceability.



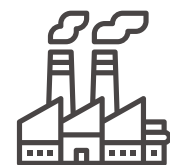
Automotive & e-mobility: mechatronics, battery tech, embedded software.



Textile & footwear: sustainable design, recycled fibers.



Aerospace: propulsion, satellite systems, engine integration.



Chemicals & petrochemicals: advanced polymers, environmental compliance.



Consumer goods: sustainable packaging, green logistics.



Energy: smart grids, green hydrogen, energy efficiency.



Educational Council for Productive Transformation and Innovation



Mexican Qualifications Framework (MNC)



Collaborative curriculum models tailored to industry needs.



Mutual recognition of microcredentials and technical learning achievements.



Binational training and innovation centers to support regional development.



Academic offerings aligned with productive clusters and regional priorities.



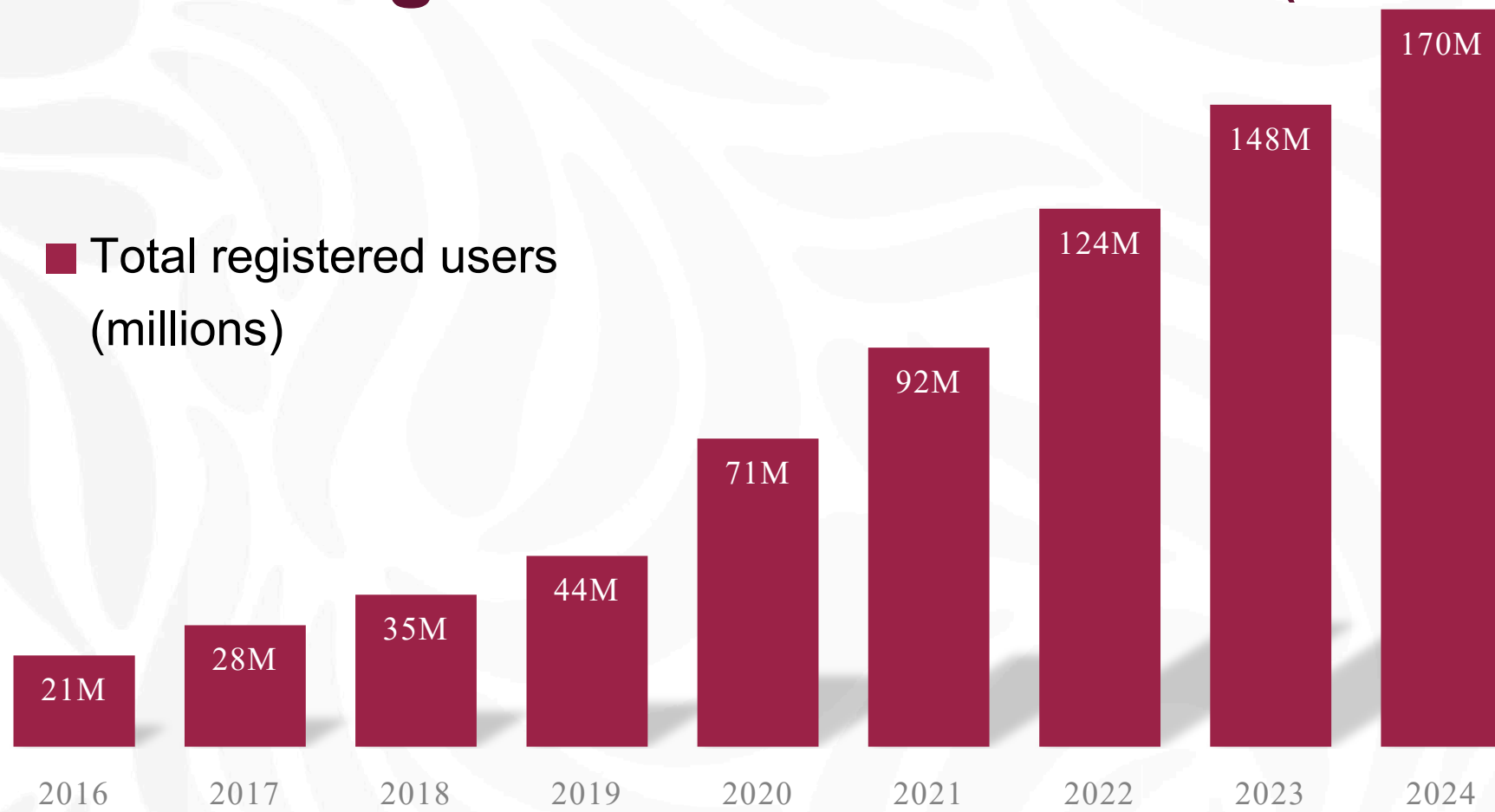
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"Micro-credentials" are revolutionizing the Global Higher Education Model (UNESCO, 2023)



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Mexico:
7.3M in Coursera
 vs
5.4M in "traditional" programs

And what about universities?



EE.UU.
31.3M



India
28.4M



México
7.3M



Brazil
6.5M



Canada
4.6M



United Kingdom
4.3M



Colombia
3.8M



Egypt
3.3M



Nigeria
2.7M



Philippines
2.7M

Coursera most popular courses in Mexico and globally



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Most popular courses in México

1	Universidad Nacional Autónoma de México Accounting for non-accountants	378,206 Registered
2	Universidad Nacional Autónoma de México Personal finance	354,649 Registered
3	Universidad Nacional Autónoma de México Basic algebra	174,487 Registered
4	Universidad Nacional Autónoma de México Learning to learn	113,972 Registered
5	Universidad Nacional de Barcelona Psychological first aid	96,477 Registered
6	Yale University The science of wellbeing	65,102 Registered

Most popular courses globally

1	Yale The science of wellbeing	4.8 M Registered
2	Deep Teaching Solution Learning to learn	3.9 M Registered
3	University of Michigan Programming for everyone (getting started with Python)	3.2 M Registered
4	Google Fundamentals: data, data, everywhere	3.1 M Registered
5	University of Pennsylvania English for professional development	2.7 M Registered
6	Google Fundamentals of project management	2.3 M Registered

A national public platform for lifelong learning



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CEVIE –
DGESuM

<https://www.cevie-dgesum.com/>



UPN Virtu@l

<https://www.upnvirtual.edu.mx/web/index.php>



360° UnADM

<https://www.unadmexico.mx/publicaciones360/>



Club Virtual
de Lenguas

<https://cvl.unadmexico.mx/index.html>



MOOC TecNM

<https://mooc.tecnm.mx/portal/>



México X. Online Courses.
SEP <https://mexicox.gob.mx/>

Secretary of Economy *Amazon Web Services*
(AWS) (Promoting Mexican talent)

CONOCER National System of
Competences SEP: <https://conocer.gob.mx/>

Empowering Mexican Talent in the Cloud

Aprendo +. Free and Self-Paced Learning
Platform. UNAM.
<https://aprendomas.cuaed.unam.mx/>

PROCADIST - Distance Training Program
for Workers , STPS
<https://procadist.stps.gob.mx/procadist/>

SEP: Secretary of Public Education

Creation of 15 microcredentials with public and private universities:

Energy transition and electromobility.

1. Fundamentals of renewable energy and photovoltaic cells.
2. Electromobility and lithium batteries.
3. Industrial energy efficiency specialist technician.

Nearshoring and value chains.

4. Logistics and smart supply chains (supply chain 4.0).
5. Trade standards and USMCA for technical professionals.
6. Technical skills for advanced manufacturing.

Digital Transformation and AI.

7. Fundamentals of applied artificial intelligence.
8. Cybersecurity for advanced users and non-technical professional.
9. Data analysis for public and business decision making.
10. Design and digital tools for public and social services.

Food security and regional development.

11. Agrotechnology and precision agriculture.
12. Management of community food sovereignty projects

Social rights and well-being.

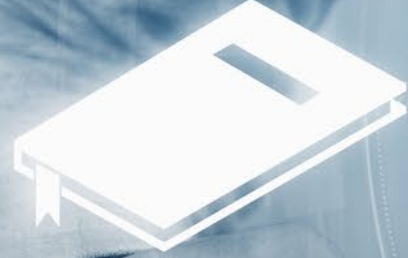
13. Mental health in educational and work settings.
14. Care economy and social welfare policies.
15. Socio-emotional education and digital culture for young people.





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A shared commitment to transformation

We extend an invitation to collaboratively develop educational models that foster a sustainable, digital, and inclusive economy.



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Thank you



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State of Yucatan Strategic Plan



RENACIMIENTO MAYA

YUCATÁN

GOBIERNO DEL ESTADO | 2024 ♦ 2030

Yucatan Governor: Joaquin Diaz Mena



- Presented strategic plan to APLU in March 2025
- Interested in US university cooperation
- State receives substantial federal funding
- Safest state in Mexico



States of Mexico



PLAN MEXICO

YUCATAN STATE STRATEGIC PLAN

BUSINESS SECTOR

HIGHER EDUCATION

COMMUNITY

Key Components

- 1 Higher Education
- 2 Infrastructure
- 3 Renewable Energy
- 4 Urban design, planning, housing
- 5 Logistics, transportation
- 6 SME Development
- 7 Agri-business
- 8 Manufacturing

Purpose:






- This workshop is designed to brainstorm ideas on how public universities can play a role in international and regional economic development using the case study of Yucatán's strategic plan and the Plan México framework.
- Depending on your table, you will be representing one of three groups:
 - 🌸 Laelia Orchid Groups
 - 🌻 Mexican Sunflower Group
 - 🌵 Yucca Flower Group

Select a **FACILITATOR** and a **SCRIBE**

1. **INDIVIDUAL ACTIVITY** (8 minutes): Write down brief ideas/examples on Post-It notes that respond to your group's lens based on your own institutional experience.
2. **ROUND ROBIN** (10 minutes): Each person has 1-2 minutes to present their Post-It notes (NO DISCUSSION)
3. **GROUP ACTIVITY** (10 minutes):
 - a. Facilitator leads group conversation to identify key themes that came out of the Round Robin – scribe captures themes.
 - b. Facilitator leads group conversation to identify any outliers that only one or two people may have presented – scribe captures outliers.



The Three Lenses

Group Name	Area of focus for this exercise
 Laelia Orchid Group	Academic programming (dual degrees, micro credentials, etc.)
 Mexican Sunflower Group	Content expertise/technical assistance (logistics, advanced manufacturing, infrastructure, business development, etc.)
 Yucca Flower Group	Domestic economic development (How has your institution been involved in regional or local economic development? What lessons learned or examples might be helpful/translatable to the Mexican context?)

Timeline for structured table work

- **8 minutes** – write your own ideas for your group's lens on post its (quietly)
- **10 minutes** – each person share their ideas in rapid succession
- **10 minutes** – Facilitator leads group identification of key themes and “outlier” or great ideas that possibly only one person shared (scribe capture)





THANK YOU

QUESTIONS?