

Mexicali, B.C. December 13, 2010.

**Dear Members of the CETYS Community:**

During the first 11 months of my term as President of the CETYS University System, I have had the opportunity to analyze the current status of CETYS, its challenges and opportunities, as well as its future perspectives; they have translated, with the participation of different players of CETYS University, and are captured in the 2020 CETYS Development Plan. In preparation for the launch and start of this project that emphasizes a commitment of CETYS toward the attainment of the highest academic quality, to be competitive globally, to join a community of learning, and to govern its future in a framework of sustainability, we have been working on the preparation of the relevant programs, studying the required organizational structure, and analyzing the people with which we count on and the ones we are seeking for different functions, predominantly of academic nature.

Considering the above, and in support to the compliance of the objectives that we have mapped out in the President's Office, I am writing to you to inform you of the following changes, which will come into effect starting January 2011.

**With regard to the organizational structure at the state level:**

- CETYS University aims to bring its quality educational action mainly through its three campuses in the State of Baja California: in Mexicali, Tijuana, and Ensenada. For the purpose of achieving consistency and convergence both in intent and in the results, it requires a fundamental and important work at the state level regulations, standards, criteria, and policies that will prevail over the three campuses. On the other hand, because the capacity of attention and response is best when it is closer to the point of action, the operational capacity is allocated to the Campuses.
- Considering the above, and for the compliance of its functions as head of the CETYS University System, the President's Office ratifies the following functions:
  - One Vice President of Academic Affairs.
  - One Vice President of Administrative Affairs.
  - Three Campus Directors (1 in Mexicali, 1 in Tijuana, 1 in Ensenada)
  - Support staff to the President's Office which covers planning and institutional effectiveness, national and international fund raising, accreditations and national and international relations, promotion and development, and other strategic aspects.
- In support to the Vice President of Academic Affairs and consistent with the schemes prevailing in institutions of similar vocation, size, and vision there will be three College Deans (College of Business and Administration, College of Engineering, and College of Social Sciences and Humanities), and a Director of

Higher Secondary Education at a state wide level. The role of the three College Deans and the Director of Higher Secondary Education will be normative, non-operational; this means that they will be responsible for the strategic development and quality of the disciplines and programs within their incumbent framework of the 2020 CETYS Plan. This includes, but is not limited to:

- To review, modify, propose, and design the corresponding syllabi with the participation of faculty.
- To define and clarify the norm, standards, criteria, and policies in terms of programs and faculty in the relevant disciplines and programs;
- To monitor and assess the overall quality of faculty and the programs that the campuses offer;
- To carry the overall leadership of the relevant national and international accreditations and certifications to the disciplines and programs of their own;
- To integrate, state wide, the corresponding virtual academic community including the academies of their own disciplines and programs.

The Colleges will carry out the duties mentioned above both at the Undergraduate and Graduate levels.

- The role of the Campus Directors will be operational, and they will be incumbent on following, through the structure and academic functions at the local level, the norm, standards, criteria, and policies in terms of programs and faculty in the disciplines and relevant programs established by the three College Deans and the Director of Higher Secondary Education. It is incumbent on the Campus Directors the offering and the good progress of the academic and administrative services at the local level in the best possible conditions to obtain the results in accordance with the established standards in all educational levels.
- In order to optimize the capabilities of the directors and the institutional resources, double functions will be established.

#### **In regard to the appointments at the state level:**

- Vice President of Academic Affairs: Pending designation, search in process.
  - Dean of the College of Engineering: Dr. Miguel Salinas Yáñez (in addition, he will be the Coordinator of the Graduate Engineering Program at the Mexicali Campus).
  - Dean of the College of Business and Administration: Dr. Scott Venezia Corral (in addition, will have the leadership in the e-campus project and will have the initial coordination of the Asia/Pacific Institute).

- Associate Dean of the College of Administration and the Director of the Graduate School of Management: Professor Mario Abraham Dipp Núñez.
- Dean of the College of Social Sciences and Humanities: Dr. Alberto Garate Rivera (temporarily Coordinator of the Library and Editorial Committees, and support in the strategy design Faculty Training Program).
- Director of Higher Secondary Education: Professor Maria Eugenia Espino Aguilar.
- Vice President of Administrative Affairs: Arturo Alvarez Soto.
- Director of the Mexicali Campus: Sergio Rebollar McDonough (in addition, he will preside over the Department of Information Technologies).
- Director of the Tijuana Campus: Professor Jessica Ibarra Ramonet (in addition, she will be heading the Department of Promotion and Development).
- Director of the Ensenada Campus: Carlos Humberto Garcia Alvarado (in addition, he will have the leadership of the Director of Regional, National, and international Capital Campaigns).

**With regard to the organizational structure at the Campus level:**

- Supporting the Campus Directors in the academic function at the local level, the following functions are established and/or ratified:
  - The Director of Academic Affairs will operate in the Campus depending on its size and scale; he will have the responsibility to lead, coordinate, monitor, and evaluate the academic functions of all the School Director incumbent in the Campus at High School, Undergraduate, and Graduate levels. The Director of Academic Affairs will be the liaison between the College Deans and the Director of Higher Secondary Education, so that the different programs offered and the faculty in the Campus are following in actual practice the established quality specifications, procedures, requirements, and standards.
  - Supporting the College of Business and Administration:
    - School of Business and Administration Ensenada, School of Business and Administration Mexicali, School of Business and Administration Tijuana (they will include undergraduate and graduate levels).

- Supporting the Engineering College:
  - School of Engineering Ensenada, School of Engineering Mexicali, School of Engineering Tijuana (they will include undergraduate and graduate levels).
- Supporting the College of Social Sciences and Humanities:
  - School of Psychology (which is made out of Tijuana and Mexicali, and it will include undergraduate and graduate levels).
- Supporting the Director of Higher Secondary Education:
  - High School Ensenada, High School School Mexicali, High School Tijuana.

**In regard to appointments at the Campus level:**

The list of changes that is noted below is the result of the analysis done by the President's Office and the Directors both from the Campus as well as College who jointly define the following appointments:

**Ensenada Campus**

- Director of the School of Engineering: Dr. Carlos Antonio González Campos (includes undergraduate and graduate levels).
- Director of the School of Business and Administrations: Professor Diana Esther Woolfolk Ruiz (includes undergraduate and graduate levels; in addition, she will assume the Coordination of Academic Linkage).
- Dr. Arturo Villavicencio Hito will stop working in the institution for health reasons on January 2011.
- High School Director: Professor Luis Gonzalez Parra.
- Director of Academic Affairs: pending future date.

**Mexicali Campus**

- Director of the School of Engineering (includes undergraduate and graduate levels): Professor Jorge Sosa López.
- Director of the School Business and Administration (including undergraduate and graduate levels): Federico Sada de la Mora.
- Dr. Helia Cantellano Gutiérrez joins the College of Business and Administration as full-time faculty, and supports the initial start up of the Center of Excellence in Competitiveness.
- Professor Maria del Carmen Echeverría del Valle joins the College of Social Sciences and Humanities as full-time faculty, and will collaborate with the

Master's degree in Education and in the start up of the Center of Excellence in Human and Social Development.

- High School Director: Professor Patricia Pacho Ruiz.
- Director of Academic Affairs: Professor Mauro Antonio Chavez Lopez.

### **Tijuana Campus**

- Director of the School of Engineering (includes undergraduate and graduate levels): Roberto Salas Corrales.
- Director of the School Business and Administration (including undergraduate and graduate levels): Professor Enrique Perez Santana (in office until June of 2011).
- Director of the School of Psychology (includes undergraduate and graduate levels): Professor Alberto Alvarez Noriega.
- High School Director: Professor Arturo Ponce Wilson.
- Director of Academic Affairs: The search process will begin during the first semester of 2011.

In order to make an orderly transition between handing over and receiving the new appointments, meetings are taking place in the month of December, so the educational service continues to be offered without any setbacks. It is anticipated that during the first semester of 2011 we will continue refining the changes indicated above and at the same time we will announce, in due time, additional changes relevant to other areas of academic support as well as areas of an administrative nature.

The process of defining and clarifying the organization to ensure the success of the 2020 CETYS Plan will be a process of continued reflection; searching with this to be an institution committed to high standards of quality and competitiveness. We greatly thank those who stop occupying their positions to join the academic activities, and we ask all of you to give, especially those newly appointed, the necessary support for the proper performance of their functions.

Sincerely,

**Dr. Fernando León García**

President of the CETYS University System