

CANIETI Nacional and University of Phoenix/Apollo Group
“Best Practices for Business and Educational Partnerships”
Mexico City – Wednesday November 7, 2012

Agenda

9:30 – 10:30

Session One: Participant Introductions and Objectives

Santiago Gutierrez, Presidente Nacional CANIETI and Jorge Klor de Alva, President of the NEXUS Research & Policy Center

- Individual introductions and meeting objectives
- Discussion of the demand for education and industry partnerships in Mexico
- Benefits of sharing best practices in industry-education partnerships

10:30 – 12:45

Session Two: Apollo Group Approach to Industry-Education Partnerships

Dr. Tim Welsh, Senior VP of National Industry Strategy Group at University of Phoenix; Glenda Whetten, Director of Int'l Academic Affairs at Apollo Global and ULA representatives

- Why Apollo pursues partnerships with employers and industries
- Terminology: workforce development, working adults, education to careers
- Employers' need for education programs geared to industry requirements
- Educators' need for employer involvement in education
- Working adults' need for flexible and relevant programs to support careers

12:45 – 13:00

Break

13:00 – 14:00

Session Three: Operating Details of University of Phoenix Partnerships

Working Lunch

Dr. Tim Welsh, Senior VP of National Industry Strategy Group at University of Phoenix

- Importance of a consultative approach in partnering with industries
- Imperative involvement of academic leaders in partnerships with employers
- Attributes of successful leaders of educational partnerships
- Benefits and elements of creating annual plans for educational partnerships

14:00 – 16:00

**Session Four: Mexican Industry Approach to Educational Partnerships
Success Strategy for Collaboration**

All participants

- Conocer
- Mexico First
- IMPULSA
- Universitrónica
- The ULA Experience: A Focus on Working Adults

16:00 – 16:15

Break

16:15 – 17:30

Session Five: Conclusions and Next Steps

All participants

- Wrap Up and Next Steps
- Opportunities for further collaboration between workshop participants

Resources

Apollo Websites:

Apollo Group: <http://www.apollogrp.edu/>

University of Phoenix: <http://www.apollogrp.edu/learning-platforms/university-of-phoenix>

Apollo Global: <http://www.apollogrp.edu/learning-platforms/apollo-global>

Universidad Latinoamericana: <http://www.apollogrp.edu/learning-platforms/apollo-global/ula>

Apollo Research Institute: <http://apolloresearchinstitute.com/>

Representative Sample of US Industry Associations Partnering with University of Phoenix:

American Petroleum Institute (API): <http://api.org/>

Healthcare Information and Management Systems Society (HIMSS): <http://himss.org/ASP/index.asp>

Health Occupations Students of America (HOSA): <http://hosa.org/>

American Hotel & Lodging Educational Institute: <http://ahlei.org/>

The Manufacturing Institute: <http://www.themanufacturinginstitute.org/>

National Retail Federation Foundation: <http://nrffoundation.com/>

American Society for Industrial Security International (ASIS): <http://www.asisonline.org/>