A ROADMAP TO (RE) ENGAGING WITH MEXICO

A guide for U.S. institutions of higher education to establish or expand educational programming in Mexico
Speakers

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Agenda

• Overview of the Mexico Roadmap Project
• Why Mexico?
• Evaluating and Mitigating Risks
• Engaging Faculty and Students
• Q & A
Overview of the Mexico Roadmap Project
What is the Mexico Roadmap Project?

• Funded by the U.S. Embassy in Mexico City
• Responds to changing dynamics in Mexico
• Roadmap for U.S. institutions to improve or initiate academic programs in Mexico
Mexico Roadmap Resources

• Guidebook
• Webinar
• Poster Session at Diversity Abroad Conference
• Workshop in Philadelphia (May 29th)
UT Austin – Mexico Mobility

Exchange & Study Abroad

- Mexico City
  - ITESM
  - UNAM
  - ITAM
  - CIESAS
    - Faculty-led programs
- Queretaro
  - ITESM
- Merida & Yucatan
  - IFSA-Butler
  - Faculty-led programs
- Oaxaca
  - Faculty-led programs
  - Projects for Underserved Communities Program

Graduate Mobility

- Dissertation research
- Independent travel
- Specialized programs
Why Mexico?
Why Mexico?

• Where ancient meets modern
• Mexico City = Megacity
• Top-ranked universities
  • Wide range of coursework
    • English language options
    • Spanish language acquisition
  • Similar academic calendar
  • Ease of credit transfer
• Affordability
• Geographic proximity
• Shared border, natural resources, and family ties
• Networking and career development
Why Mexico?

- Mexico is the 15th largest economy in the world in GDP
- Manufacturing power house
- Low inflation rate
- NAFTA & foreign investment
- Economic stability & global importance
Mexico and Texas are Key Trade Partners

Mexico is Texas’ largest market:
Almost **$100 billion USD** were exported across the border in 2017 (40% of its world trade)

Texas is Mexico’s greatest trade partner:
Over 50% of all trade with the U.S. is with Texas itself

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**Texas exports in 2017**

Mexico: 97.2
Canada: 22.7
Brazil: 9.9
China: 16.2

**Mexico’s trade in 2017**

Texas: 187
China: 80
California: 73
European Union: 72
Evaluating & Mitigating Risks
Evaluating Security Risks

- Framing risk
- Resources for risk analysis
- Conducting site assessments
- Addressing health, safety, and security concerns
Framing Risk

• Mexico City’s homicide rate was 12.31 homicides per 100,000 people in 2017

• Compared to:
  • 65.83 homicides per 100,000 people in St. Louis
  • 55.48 homicides per 100,000 people in Baltimore
  • 40.10 homicides per 100,000 people in New Orleans
  • 39.69 homicides per 100,000 people in Detroit
Resources for Risk Analysis

- U.S. Department of State Travel Advisory
- Centers for Disease Control and Prevention (CDC)
- Security Providers
- World Health Organization (WHO)
- Overseas Security Advisory Council (OSAC) Crime and Safety Reports
The U.S. Department of State organizes its Travel Advisories into four levels.

**Level 1:** indicates the U.S. travelers should *exercise normal precautions*

**Level 2:** travelers should *exercise increased caution*

**Level 3:** travelers are urged to *reconsider travel* to that destination

**Level 4:** advises that travelers *do not travel* to that location
Mexico Advisory Level 2

16 States with Level 2:
- Aguascalientes
- Baja California
- Baja California Sur
- Campeche
- Chiapas
- Guanajuato
- Hidalgo
- Mexico City
- Oaxaca
- Puebla
- Queretaro
- Quintana Roo
- Tabasco
- Tlaxcala
- Veracruz
- Yucatan
Travel Advisory Mexico

Click to Display Interactive Map
Security Providers

• Private firms contracted to respond to emergency situations
• Used by many companies and universities
• Firms include:
  • International SOS
  • iJet International
  • On Call International
  • Drum Cussac
World Health Organization (WHO)

- WHO is the authoritative source for health-related issues and country-specific health risks
  - Data available on outbreaks and emergencies
  - For Mexico, contains valuable information on mosquito-borne illnesses
Overseas Security Advisory Council (OSAC)

• Crime and Safety Reports available for free
• U.S. academic institutions sponsoring activities overseas can become a member at no cost
• Academia Working Group (AWG) is useful for determining on-site conditions
Conducting Site Assessments

- Research in advance
- Interview partner institutions
- On-site
- Alternatives
Topics to Address

- Mental Health Resources
- Medical Emergency Response
- Resources for Crime Victims
- Natural Disaster Response
- Security Threat Protocols
Basic Security Concerns

- Security risks exist in every study abroad program and at home in the U.S.
- Target partnerships in states with the lower Travel Advisory Levels
- Students should take standard precautions
Transportation Concerns

- Public transportation (metro and bus) safety
- In Mexico, students should:
  - Avoid street taxis
  - Use pre-arranged services
Natural Disasters

• Mexico is prone to:
  • Earthquakes
  • Hurricanes
  • Flooding

• Educate students on disaster risk and safety protocols
Mitigating Risk

- Develop Travel Policy
- Insurance
- Health and safety training
  - Faculty leaders
  - Student travelers
Engaging Faculty and Students
Advocacy for Mexico Programs

- Meet with institutions that have established programs
- Consult potential study abroad partners
  - Universities
  - Third Party Providers
Implementing Programs

- Reinvigorate existing relationships
- Set up a faculty-led program
- Use third-party provider
- Develop exchange
Engaging Faculty

- Develop an initiative
- Highlight research partnerships and benefits to academic departments
- Champion student engagement
Develop a Mexico Toolkit

- Collect videos, photos, blogs, and student quotes
- Create marketing resources
  - Website
  - Printed materials
  - PowerPoint
  - TV screen ads
Engaging Students

- Information sessions
- Tabling on campus
- Alumni presentations or panel discussions
- Present to classes
- Events
- Social media and website
Strategies for Publicizing Mexico

- Program options
  - Degree applicability
  - Coursework in English or Spanish
  - Internship or service learning options

- Consider career outcomes
  - Networking
  - Highlight unique experience on resume
  - Language acquisition
Strategies for Publicizing Mexico

- Focus on Latin America
- Accentuate urban experience
- Advertise affordability
- Shared cultural and business ties
- Ease of credit transfer
Latin America Marketing Initiative
Megacities Strategy

Megacities Information Session:
- Mexico City
- Rio De Janeiro
- Buenos Aires
- London
- Paris
- Singapore
- Hong Kong
- Shanghai
“Mexico City is more cosmopolitan than ever, producing world-class chefs, artists and movie directors, and drawing talented Europeans and Latin Americans. In the age of the megalopolis, the Mexican capital is primed to bewitch and baffle, challenge and enchant.”
worldandut • Following
Casa de los Azulejos

worldandut Lunch at #casadelosazulejos right on #madero among great company #osocialtakeover #utstudyabroad
danicalifornia95 @regina_moya 😎
camiolmedo Tengo amigas famosas 😜
@regina_moya @mariafiguera
@fer.sepulveda16
mariafiguera Guapasssssa
regina_moya @danicalifornia95 😊😊
fer.sepulveda16 @mariafiguera 😍😍😍
fer.sepulveda16 @camiolmedo 😍😍♥️
asofiacelis Que no se te olvide que existo ya que eres famosa @regina_moya
mariapia048 😍 😍

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Fast-Track Program Development

1. Develop an initiative
2. Conduct a site assessment
3. Set up a faculty-led or third-party provider program
4. Develop a marketing toolkit
5. Cultivate buy-in from faculty and academic advisors
6. Outreach to students
7. Health and safety training
Questions?
Next Steps

1. Download your free copy of *A Roadmap to (Re)Engaging with Mexico*

2. Attend workshop in Philadelphia on May 29

3. Visit our website for further information and additional resources: https://world.utexas.edu/abroad/explore/initiatives/mexico-roadmap