

Strategic Plan

2025 to 2029

Priority Areas and Goals



I. Academic Excellence

- **Goal 1.** Develop a competitive academic offering with diverse modalities according to the demands of the local and international labor market.
- **Goal 2.** Expand academic support services to address the needs of the student community and promote institutional quality.



II. Student Success

- **Goal 3.** Transform the student life experience at UCB, creating a comprehensive ecosystem that promotes personal well-being, social connection, and student retention.
- **Goal 4.** Increase student recruitment by offering a more efficient and attractive experience for applicants.



III. Community Engagement

- **Goal 5.** Foster institutional values through services directed at the community, including academic, administrative, student, and support services, to encourage volunteer participation.
- **Goal 6.** Implement a program to improve identified community needs that allow for a better quality of life.



IV. Operational Effectiveness

- **Goal 7.** Increase the institutional budget through the development of new income sources.
- **Goal 8.** Strengthen UCB's physical and technological infrastructure.
- **Goal 9.** Strengthen academic, student, and administrative services through activities that promote institutional values and effectiveness in their functions.

Key Performance Indicators



Employability Rate



Graduation / Transfer Rates



Learning Assessment



Student Satisfaction



Enrollment



Quantity and Quality of Community Activities



Licensure Exam Pass Rates



Student Retention

