

Platform

méxico 

**MSSc. Norman Sánchez Matias**

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● **Global and local context**

# 1. Towards a knowledge and information society

**Before 1980**



- Restricted access
- Machines with little computing power

**1990 -2000**



- Increasing use of personal computers
- Access to data

**2000 -2018**



- Proliferation of wireless networks
- Access to data almost on any screen
- Hightech companies

**Future**



- Technological state of production of hyper-personalized data
- Strategic decision making based on real-time data

## ● Necesidades educativas globales



### **Sustainable Development Goals (UN)**

**4.3 & 4.5** Equal access to quality technical, professional and superior training, regardless of gender, disability, ethnic origin or vulnerable situation

**4.4** Train technical and professional skills to access employment, decent work and entrepreneurship

**4.7** Promote education for sustainable development and sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and nonviolence, world citizenship and the valuation of cultural diversity.

**4.C** Increase the number of qualified teachers through international cooperation



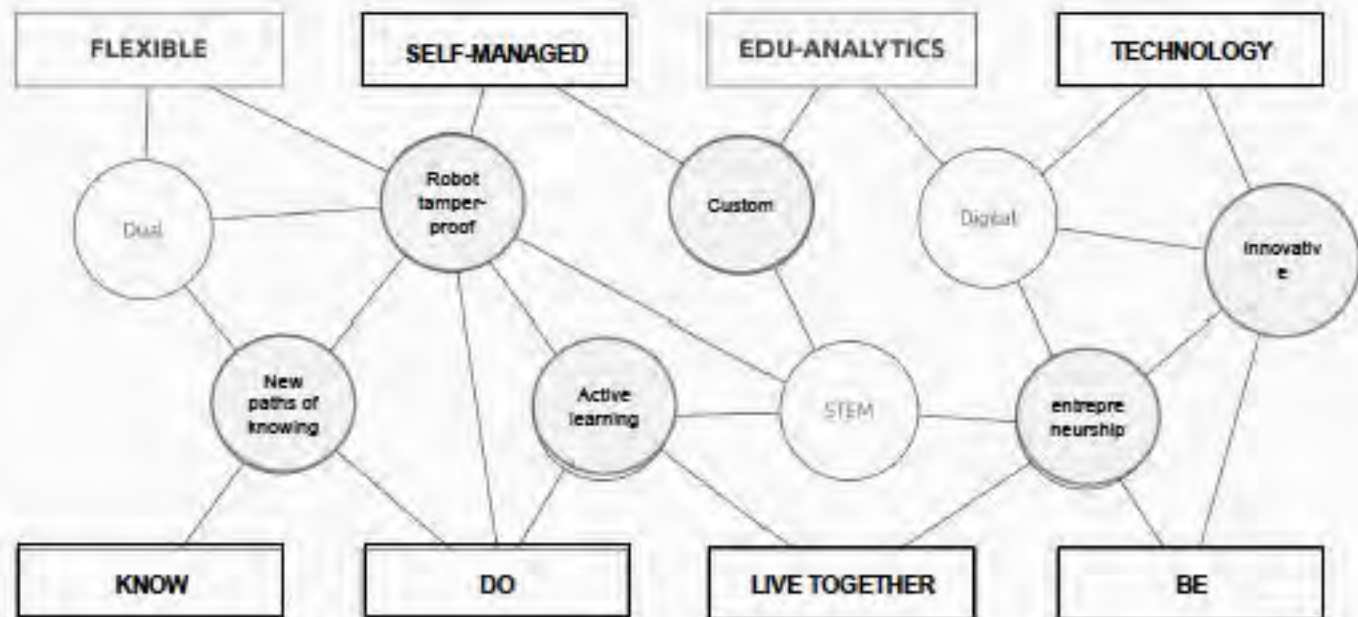
# Cross-cutting strategy for the inclusion of ICT in education



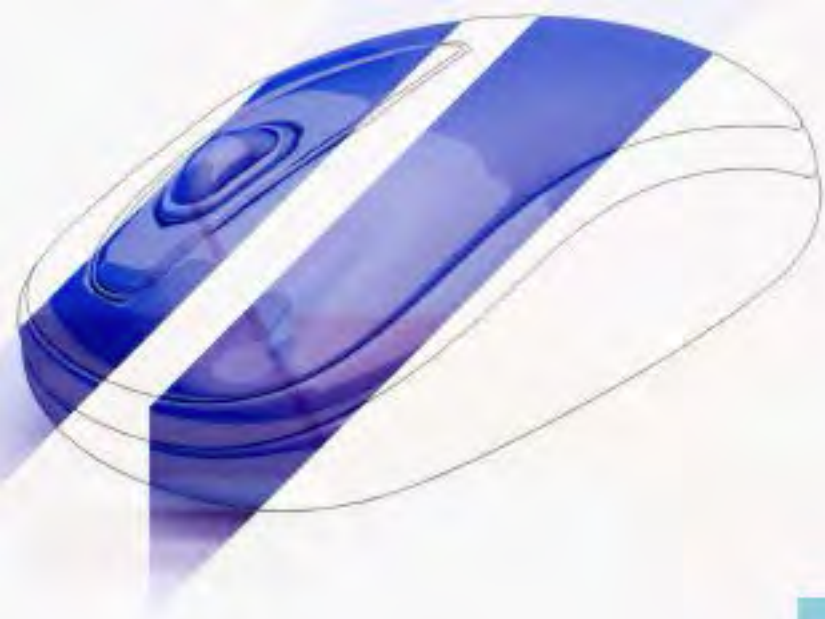


# EDUCATION 4.0

LIFE-LONG EDUCATION



PILLARS OF EDUCATION



## 2. MéxicoX platform



● Historia

OPENedX™



méxicoX

Nace el **23 de junio de 2015**

## 2.1 Massive Open Online Courses



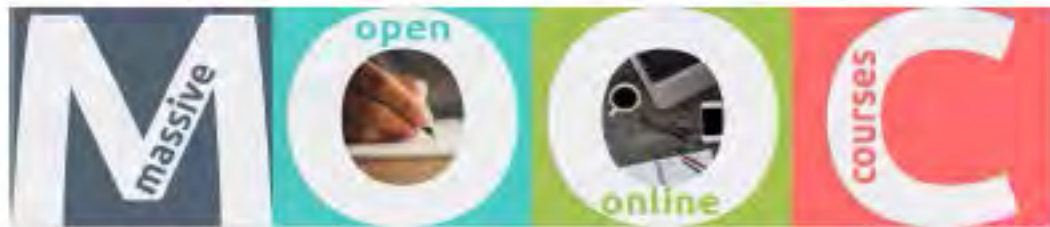
State-of-the-art educational scheme for the entire population



More than 70 institutions participate in a diverse educational offer



These courses use various digital tools with a pedagogical approach



## 2.2 Strategic axes



**Teacher training**



**Specialized training**



**Global challenges**



**National challenges**



**Fundamental academic  
training**



**Divulcation of the culture,  
arts, science and enjoy  
for knowledge**

## 2.3 Open edx Didactic resources

1. Self-management students.
2. Connectivism and communication.
3. Diversity of multimedia materials and different ways to show the same content.
4. Activities for each moment of the learning process and a strong evaluation structure.

## Self-management students.

- The student owns his learning process.

Self-paced

He chose the resolution order

Searching

He has control of his evaluations



# Connectivism and communication.

News



Always updated

Couse



Peer assessment

Discussion & Wiki



Communication and co-working

Instructor



Massive email



## Diversity of multimedia materials and different ways to show the same content

- We can use images, videos, audios, animations and text.
- We can insert *iframes* with Open Educational Resources and external developments
- We can show the content in distinct ways that attends to different learning styles.



## Activities for each moment of the learning process and a strong evaluation structure



- Formative, process and summative evaluation.
- Activities with and without assessment.
- Full evaluation structure in a scale of 100%.
- Feedback.
- Randomized problem blocks.

## Plataformas MOOC



# Awards



World Summit of the Information Society best project in category no. 7 "ICT Applications E-Learning"

UGOB of Applications in the Cloud for the Federal Government 2017

U-GOB<sub>e</sub>  
Tecnología en Gobierno

### 3. Technology implemented for mass attention





## 3.1. Resources for mass attention


 Facebook

 Twitter

 LinkedIn

 Mailing

 Plataforma

 Entrevista

En AIEDMX:  
Agencia Informativa de Educación en México  
(SEP)



- Curso "Conoce MéxicoX"
- Centro de soporte
- Tutoriales



## 4. Macro processes in collaboration with MexicoX



## 4.1. Introductory course



**How to create a MOOC for MéxicoX platform**

## Team to create a course



**Project  
leader**



**Content  
expert**



**Instructional  
designer**



**Graphic  
designer**



**Multimedia  
production**



**Web  
integrator**

## 4.2. Difussion and communication channels

méxico 

Positioning

Media Kit

Social Networks

## Visual showcase

Since the opening of the digital channels of MéxicoX, they have been created and implemented dissemination strategies for the courses offered in the platform, in order to reach more users interested in the subject of each of the courses.

To this purpose, key points were developed in order to integrate and unify the discourse and positioning of MéxicoX.

## Positioning concept

MéxicoX is the digital educational platform that promotes the development of Information and Communication Technologies, for those students who seek to integrate new and innovative learning models.





# Types of campaign

## **Awareness:**

Campaign aimed at the knowledge of the MéxicoX channels for users who have already taken courses on the platform, and for those who do not yet know the platform.

## **Engagement:**

Campaign that aims to achieve a direct interaction with users, through showing the benefits of the platform and making them participate in this new educational model.

# Media kit

Communication effort that starts from the need to publicize the MéxicoX platform and all the MOOCs that are offered. This is done through digital and conventional channels with accessible, timely, true and immediate information and in conjunction with partner institutions.



46,801



3,889



2.6



Interview

# Alliances

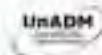
The main objective that the communication channels of MéxicoX pursue, is the creation of a network for the opportune and integral development of media that integrate technological modalities for the diffusion of the courses and, from this, generate the most important learning community in the country.



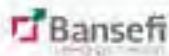
# Private institutions



# Colleges



# Government



SHCP

SENER

CONAGUA



# Research centers and international organizations




## 6. Monitoring and measurement of results achieved



## 6.1. Monitoring and measurement of results achieved

# RESULTS REPORT

méxico 



# +430 course emissions, more than 70 institutions



# Ranking de visitas en páginas similares



					DIFUSIÓN EN CANALES DIGITALES		
		ALCANCE	VISITAS TOTALES	↑ ↓	DURACIÓN MEDIA DE LA SESIÓN	E-MAIL	REDES SOCIALES
	capacitateparaempleo.org	54.55% 	3,943 millones	↑ 14.57%	15:47 minutos	45.7K	126,500
	mexicox.gob.mx	30.87% 	2,075 millones	↑ 14.95%	11:40 minutos	39K	86,200
	academica.mx	7.51% 	610,186	↑ 37.86%	07:15 minutos	19.5K	9,800
	televisioneducativa.gob.mx	6.47% 	502,163	↓ 28.68%	07:54 minutos	4.1K	7,300
	aprende.edu.mx	0.6% 	68,401	↓ 59.06%	02:49 minutos	0	392



## ASPECTOS GENERALES

Y DATOS DE USUARIOS

Inicio de operaciones  
23 de junio de 2015

3 años

Usuarios inscritos:  
**2,606,823**

Certificados entregados:  
**759,068**

Cursos promedio  
por usuario: **1.8**



Instituciones

**aliadas:**

**+70**

Cursos totales

**ofertados:**

**413**

**55%**  
Mujeres



**45%**  
Hombres

Edad promedio:  
**31 años**

Edad más común:  
**20-23 años**  
(24% de los  
inscritos)

Segmentación  
por tipo de población

Estudiantes  
**29%**

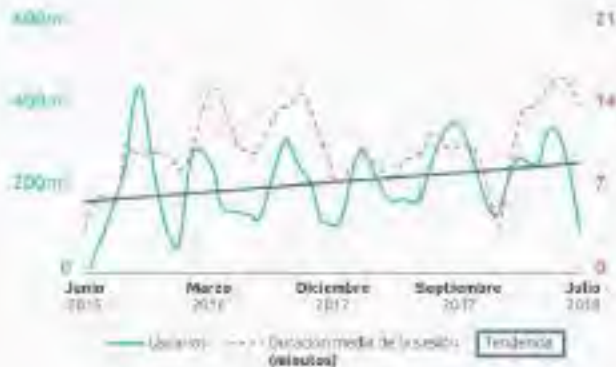
Funcionarios  
públicos  
**24%**

Docentes  
**14%**





# COMPORTAMIENTO



De cada **3** usuarios  
que entran a la plataforma  
1 se inscribe a un curso



Usuarios que visualizaron  
alguna página de MéxicoX:

**8,106,169**

Sesiones:

**29,711,397**

**7** páginas por sesión

Duración media **11**  
de la sesión: **min**

**32%** Porcentaje  
de rebote

Número de visitas a páginas:

**214,002,728**

**3.7** Sesiones  
por usuario





## ENCUESTA DE SATISFACCIÓN

**+300 mil**  
OBSERVACIONES

Experiencia  
en la plataforma

**95%**  
Muy buena  
y buena

Facilidad  
de navegación

**95%**  
Muy buena  
y buena

Probabilidad  
de tomar un curso

**98%**  
Muy probable  
y probable

Información  
actualizada, creíble  
sencilla y concisa

**98%**  
Muy buena  
y buena

## Intereses señalados por segmentos

**Estudiantes**

**43%**

Administración  
de empresas

**30%**

Docencia /  
Pedagogía

**28%**

Marketing

**Funcionarios**

**46%**

Administración  
pública

**25%**

Administración  
de empresas

**22%**

Derecho

**Docentes**

**27%**

Creación de material  
didáctico-multimedia

**20%**

Uso de Apps  
educativas

**15%**

Redes sociales  
para la educación

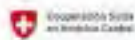


## 6. Prospective and challenges for the project within the inclusion and educational quality

- To be a community of 2.5 millions of users / 3.5 enrollements
- Issuance of digital certificates endorsed by the Ministry of Education
- Alignment with the General Law of protection of personal data
- Expand the educational offer (certification course, specialization course )
- Strengthen the area of data analysis
- Strengthen user support area
- Research, dissemination and educational outreach
- Attention to specific populations
- Improve experience through mobile devices
- Create a digital creative center



CENTRO CREATIVO DIGITAL MÉXICO X





Team

méxico 

(2018-2019)

# Diffusion and graphic design



Lic. Ada García Montaña  
Courses diffusion



Lic. Itzel Elizalde Torres  
Comunitty manager



Lic. Gerardo Antonio  
Estrada Esparza  
Graphic designer

# Pedagogical technical diagnosis and training



**Lic. Zyanya Soto Rocha**  
Education technology researcher



**Lic. Eloísa Martínez  
Nájera**  
Training



**Lic. Itzel Cruz Sánchez**  
Pedagogical advisor



**Lic. Cindy Patricia  
Navarro Franco**  
Pedagogical advisor





**Sonia Martínez Castro**  
Technical team leader

## Technical team



**Jorge Omar  
Martínez Hernández**  
Development



**Brenda Zarai Castro Mendoza**  
Intitutions support



**Alejandro Rebollar Gómez**  
Development



**Miriam Betzabe Lin Flores**  
Intitutions support

# User support



**Alondra Paola Ávila Velázquez**  
Social service



**Ingrid Brenda Lozano Velázquez**  
Social service



**Francisco Eduardo Anguiano Ortega**  
Social service



**María Isabel Chávez Avelar**  
Social service

# Platform head (2018-2019)

Analysis and data monitoring



**MSc. Norman Sánchez Matías**



<https://www.facebook.com/norman.sanchez>



<https://www.linkedin.com/in/norman-sanchez-198b2039/>



<https://twitter.com/NormanSnchez1>



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