|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| ACTIVIDADES DIRECTAS | E | F | M | A | M | J | J | A | S | O | N | D | META | OBSERVACIONES |
| 1. Reunión virtual con orientadores vocacionales de IEMS |  | 1/ |  |  |  |  |  |  |  |  |  |  | 1/ |  |
| 1. Webinar a IEMS de la región |  | |  | | --- | | 5/ | | |  | | --- | | 4/ | | |  | | --- | | 4/ | | |  | | --- | | 3/ | | 3/ |  |  |  | |  | | --- | | 3/ | | 2/ |  | 24/ |  |
| Preparatorias |  | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | |  |  |  |  | |  | | --- | | 1/ | |  | 6 |  |
| COBAEH |  | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | |  |  |  | |  | | --- | | 1/ | |  |  | 6 |  |
| CECYTEH |  | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | |  | | --- | | 1/ | | 1/ |  |  | 1/ | 1/ | 1/ |  | 8 |  |
| CBTis |  | 1/ |  | |  | | --- | | 1/ | | |  | | --- | |  | |  |  |  |  |  |  |  | 2 |  |
| CBTA |  | 1/ | |  | | --- | | 1/ | |  |  |  |  |  |  | |  | | --- | | 1/ | |  |  | 3 |  |
| 1. Ferias profesiográficas virtuales |  | 6/ | |  | | --- | | 4/ | | |  | | --- | | 4/ | | |  | | --- | | 4/ | | |  | | --- | | 4/ | |  |  | 3/ | 5/ | 2/ | 1/ | 33/ |  |
| 1. Aspirantes atendidos personalmente, vía telefónica y redes sociales. | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | |  | | --- | | 5/ | | 60/ |  |

OBJETIVO: promover y difundir los servicios educativos que oferta la Universidad Tecnológica del Valle del Mezquital y de la Unidad Académica Tezontepec a través de los diferentes Programas Educativos y áreas de la institución.

Meta: 900 fichas

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| ACTIVIDADES INDIRECTAS | | | | | | | | | | | | | | |
| 5. Boletines de prensa | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | |  | | --- | | 3/ | | 36/ |  |

Nota. Se establece la meta programada sobre la meta alcanzada. Este programa se encuentra sujeto a cambios derivados de los tiempos otorgados por las IEMS, así como al presupuesto asignado a la difusión institucional, y a las restricciones señaladas por el proceso electoral del presente año.

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| ACTIVIDADES DE APOYO | | | | | | | | | | | | | | |
| 1. Spots en radio   Paquete de (100) |  |  |  | |  | | --- | | 3/ | |  | |  | | --- | | 1/ | | |  | | --- | | 3/ | | |  | | --- | | 1/ | |  |  |  |  | 8/ |  |
| 1. Espectaculares y lonas |  |  | 2/ | 2/ | 1/ |  | 3/ | |  | | --- | | 4/ | |  |  |  |  | 12 / |  |
| 1. Colaboraciones de Radio | 2/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 4/ | 48/ |  |

Elaboró Autorizó

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