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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
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| 1. Webinar a IEMS de la región
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| 1. Ferias profesiográficas virtuales
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| 1. Aspirantes atendidos personalmente, vía telefónica y redes sociales.
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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  |

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 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

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| 1. Espectaculares y lonas
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| 1. Colaboraciones de Radio
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Elaboró Autorizó

 Mtra. Laura Rivera Torres M.D.C.. Rubisel Téllez Reyes Departamento de Prensa y Difusión Dirección de Vinculación y Extensión Universitaria