



**Supporting  
talent  
with higher  
education:  
A great  
investment  
in Mexico**

**IRR 48%**

**líderes del  
mañana**



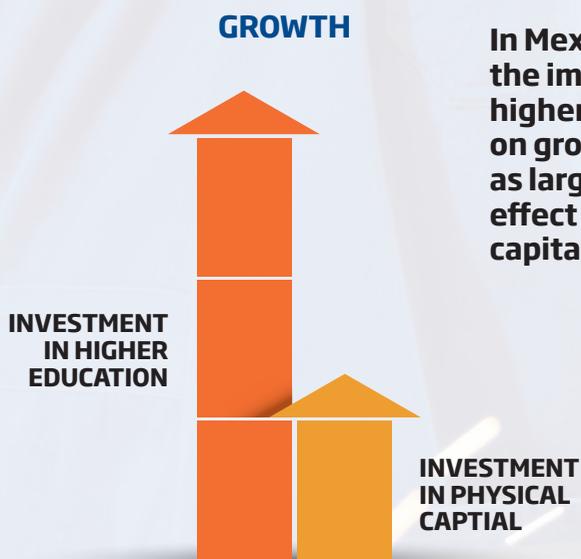
**Tecnológico  
de Monterrey**

# The Opportunity

The social benefits of education – especially higher education – are critical for development as knowledge replaces physical capital as the primary source of investment.

Higher education expands the capacity for:

- Innovation
- Ability to compete
- Productivity
- Engaged citizenship and social cohesion





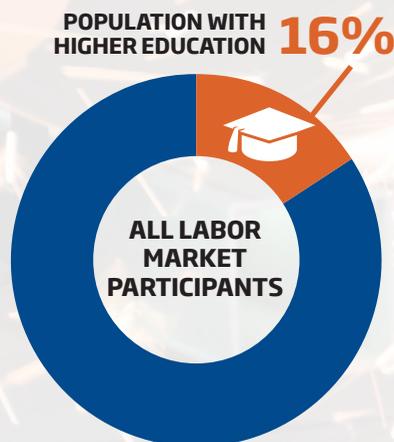
# The Challenge

Many young people with high levels of talent and a strong desire to study, simply can't afford the investment implied by enrolling into higher education.

Mexico has lagged behind many countries in offering youth the opportunity to access higher education.

Only 3 out of every 10 people in Mexico between the ages of 18 and 24 years are able to enter post-high school.

The problem of lack of access to higher education starts in high school, where nearly 4 out of every 10 youth drop out from school, and only a minority ever graduates.



Of the population that currently makes up Mexico's labor market, only 16% has a college education. This puts Mexico in 11th out of 18th place among Latin American countries.

# The Potential



## **Mexico is losing a great opportunity.**

**According to the Organization for Economic Cooperation and Development (OECD), improved education has the potential for generating additional accumulated economic growth during the life of the present generation by at least 25%.**

Source: Miguel Székely. (2016). Internal Rate of Return of Secondary and Higher Education for Mexico. Center of Education and Social Studies.

# Of all the OECD countries, Mexico has the greatest potential for growth from improved education.



**That's why  
investing in  
the education  
of Mexico's youth  
is particularly  
worthwhile.**

Percentage points by which economic growth increases by increasing the quality of education by 10%.

Taken from Andreas Schleicher, Special Advisor on Education Policy to the Secretary-General at the Organization for Economic Co-operation and Development (OECD), Egypt Education Summit, March 2010.



**líderes del mañana**

# The Program



**The Tecnológico de Monterrey gives opportunities for talented young people to study a professional career.**

Today, the Leaders of Tomorrow Program offers options so that the most talented youth with limited financial resources can fulfill their dream of a university education, and graduate from one of the most prestigious of higher studies in the country.

We need to strengthen this effort, and now is the best time to do it.

[www.itesm.mx/lideresdelmanana](http://www.itesm.mx/lideresdelmanana)

# Our students

Millions of young people in Mexico are facing daily instability due to the lack of opportunities. **Huguette**, a young woman whose dream was to become a surgeon, tells us that **“when there’s no food, hope also becomes scarce.”**

Like her, many young Mexicans want to change their present in order to transform their future. They yearn for an opportunity to breathe life into their dreams, and the chance to improve their daily lives and the lives of those around them.

**Leaders of Tomorrow** represents that opportunity for change. It is the doorway to social mobility and the tool for fighting inequality. The Leaders of Tomorrow program has one clear objective: **to rescue the potential of thousands of young people, transforming them into a force for prosperity, for the good of Mexico as a whole.**

Today, 551 outstanding young people make up part of three generations of the Leaders of Tomorrow program, each one with their own story. Adversity had been a constant in all of them. But their desire to overcome that adversity has prevailed. **Misael** is the first person in her family to have the opportunity to go to college, and she is a great source of hope for her parents, siblings, and for her community.

**Elvia** studied primary and secondary school thanks to scholarships, while her mother worked to make a living. Today, although her mother is no longer alive, her spirit continues to push Elvia onward. And she doesn’t feel as alone, knowing she has her Tec family with her, supporting her and empowering her to fulfill her goals.

**Jerónimo** belongs to an indigenous community in Chiapas, and is a member of a very large family dedicated to growing corn and beans. He is an example that there are other alternatives for promoting development.

**With Leaders of Tomorrow, there are now 551 different stories, all with a common denominator: a genuine desire for growth and self-improvement.**



# Leaders of Tomorrow

Opens the Door  
to Higher  
Education

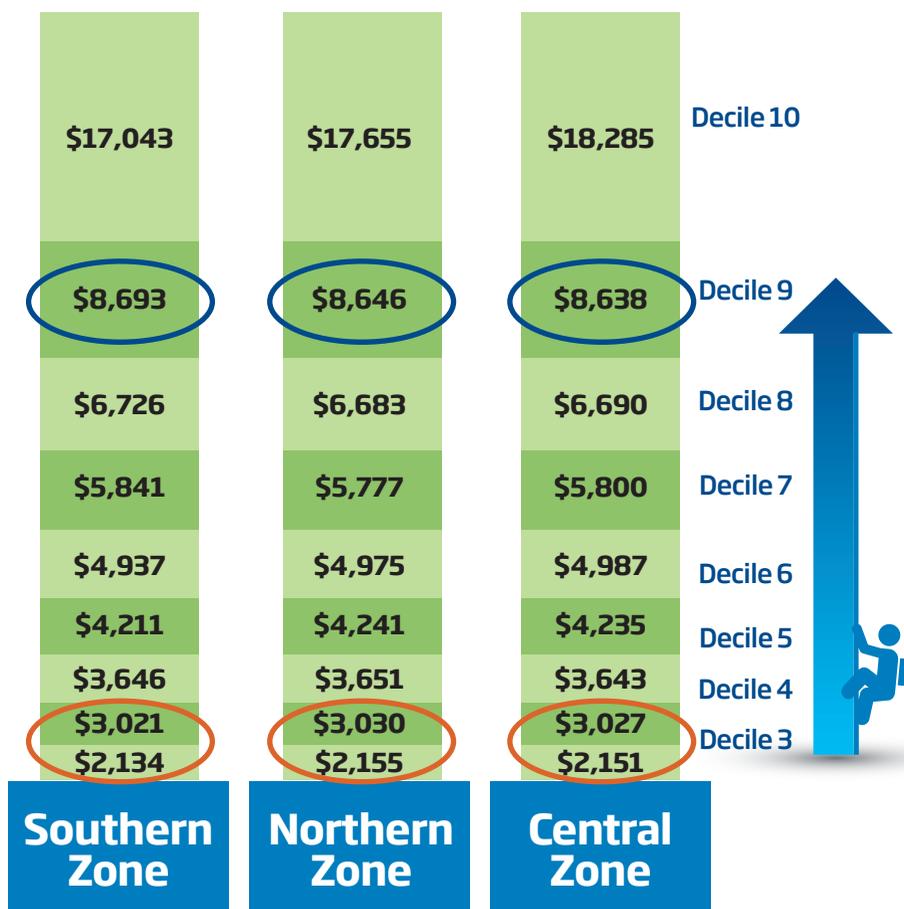
**At the Tecnológico de Monterrey,  
we create opportunities for young, talented Mexicans,  
who because need a full-ride scholarship in order to  
attend university and gain a professional career.**



# Leaders of Tomorrow Promotes Equality and Social Mobility

The opportunity to access higher education at the Tecnológico de Monterrey, for those with the economic profile that the Leaders of Tomorrow have, means raising the distribution of Mexican workers' salaries from the 3rd to the 9th decile

Average salary obtained by workers in each decile, by income.



Source: Mexican National Employment Survey data, 2016.

# Leaders of Tomorrow

helps harness and

# promote talent

by powering up

# the investment

In supporting high-potential students and offering them access to better education **the Internal Rate of Return (IRR) is significant.**

The IRR is the performance, the return, of the investment in an individual's education, taking into account the entire flow of costs and benefits throughout the life cycle.

## Internal Rate of Return of Higher Education

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

**Country Average  
IRR Higher  
Education**

**30%**

**IRR of students  
from best  
universities**

**35%**

**Average IRR in  
Higher Education for  
talented students**

**40%**

**IRR of students with higher  
levels of talent, coursing  
the best universities**

**48%**



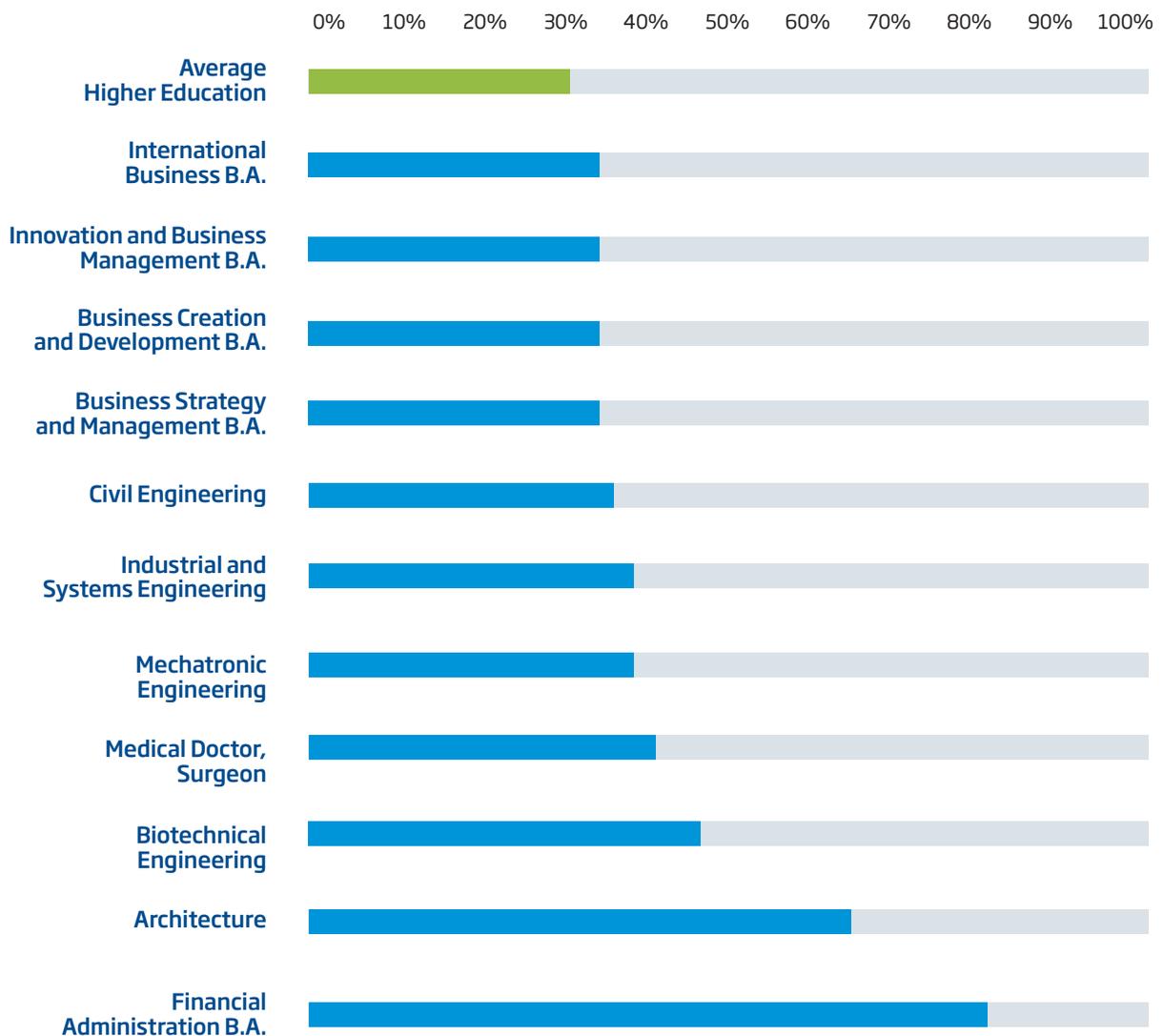
Source: Székely, Miguel. (2016) Internal Rate of Return of Secondary and Higher Education for Mexico. Center of Educational and Social Studies.

Calculations for Mexico from the National Survey of Households on the Standard of Living (ENNViH) using its index of cognitive abilities on the individual level and by educational level.

# Leaders of Tomorrow Promotes what Mexico Needs Most

The careers in the Leaders of Tomorrow program are the most productive kind—giving an even greater return on investment.

The careers in the Leaders of Tomorrow program are highly productive, which enhances the investment's economic return.



Source: Székely, Miguel. (2016). Internal Rate of Return of Secondary and Higher Education for Mexico. Center of Educational and Social Studies. These calculations were from the National Survey on Employment (ENOE) from the 2nd Trimester of 2016, the Mexican Institute of Social Security (IMSS), Mexico's Internal Revenue Service (SAT), and the Household Income and Expenditure Survey (ENIGH).

# Advancing Higher Education: An immense investment in Mexico. **Join the cause!**

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