

**JULY 1<sup>ST</sup>, 2025**

# **Presidential Report 2023–2025**

Two Years of Growth, Impact, and  
Community at UP ACM-W.

**Melisa Ortiz Morante**

President of UP ACM-W 23-25

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# Letter from the President

Leading this chapter has been one of the most enriching challenges of my university journey. Representing UP ACM-W allowed me to find my voice in the STEM field and use it to build, propose, and create alongside incredible women. Over these past two years, I have grown not only as a student and a leader but also as someone deeply passionate about my career and the transformative power of technology and science.

This experience taught me far more than leadership strategies or team management. I learned the value of having a community of women to share with, support each other, and grow together. I came to understand that change doesn't happen on its own—it is in our hands to build a future that is more just, diverse, and empowering for all women in tech. And to achieve that, we need many more initiatives pushing in that direction.

We faced challenges, yes—but they were always opportunities to move forward. From launching the EdTech Mimiahuapan project to organizing events, workshops, and talks, every step required effort, commitment, and collaboration. None of this would have been possible without the team that stood by me. Thank you to each of you: UP ACM-W would not be what it is without your dedication and passion. Together, we made a lasting mark.

I am also deeply grateful to Universidad Panamericana for being a platform that supports growth, and especially to Dr. Margarita Hurtado, Associate Director of the School of Engineering, and to our Faculty Advisor, Dr. Lourdes Martínez, for their guidance and unwavering support.

Today, I close this chapter feeling proud, empowered, and confident that UP ACM-W will continue to grow with the same strength it was born with—the strength of a community of women who believe in themselves and in the power of creating together. Thank you to everyone who made the success of this chapter possible over these two years!

*Melisa Ortiz*

# About UP ACM-W

UP ACM-W is the student chapter of Universidad Panamericana affiliated with ACM-W (Association for Computing Machinery – Women), formed by university women passionate about STEM fields (Science, Technology, Engineering, and Mathematics).

Our community is defined by solidarity, sisterhood, and leadership. Each of us shares a deep commitment to supporting new generations of women in science and technology—working to create opportunities, close gaps, and highlight female talent.

UP ACM-W was founded on **September 14, 2020**, making us the **first ACM-W chapter in Mexico and Latin America**.

**The chapter has become a benchmark for inclusion, leadership, and action within the university community.**



Below is the 2023–2025 Executive Board, the team responsible for leading and driving each of the initiatives documented here.

# Executive Board 2023–2025

The UP ACM-W **Executive Board 2023–2025** has been firmly committed to promoting inclusion and increasing the visibility of women within our university community. Aware of the challenges women face in STEM fields, we have worked tirelessly to create safe, supportive, and growth-oriented spaces for all members.

Our focus has been on fostering **gender equity**, encouraging **female leadership**, and being **active agents of change** who inspire future generations. This commitment guides every decision, project, and collaboration we undertake, aiming to transform university culture into a space of diversity and inclusion.



Dra. Lourdes  
**Faculty Advisor**



Melisa  
**President**



Claudia  
**Vicepresident**



Fernanda  
**Secretary**



Lucía  
**Treasurer**

# Mission, Objective, and Social Commitment



## Mission

To promote **gender diversity in STEM** by creating safe, inclusive, and holistic development spaces for the women of the School of Engineering at Universidad Panamericana.



## Objective

To **empower the women** members of the chapter to become agents of change and role models for girls, adolescents, and young women seeking **female representation** in science and technology.



## Social Commitment

Our chapter is deeply committed to **social impact**. We create programs, events, and initiatives designed not only to strengthen our university community but also to benefit vulnerable groups by promoting education, equity, and access to knowledge in Mexico.

# Institutional Achievements and Internal Transformations

This cycle was marked by significant evolution in our identity, structure, and presence:

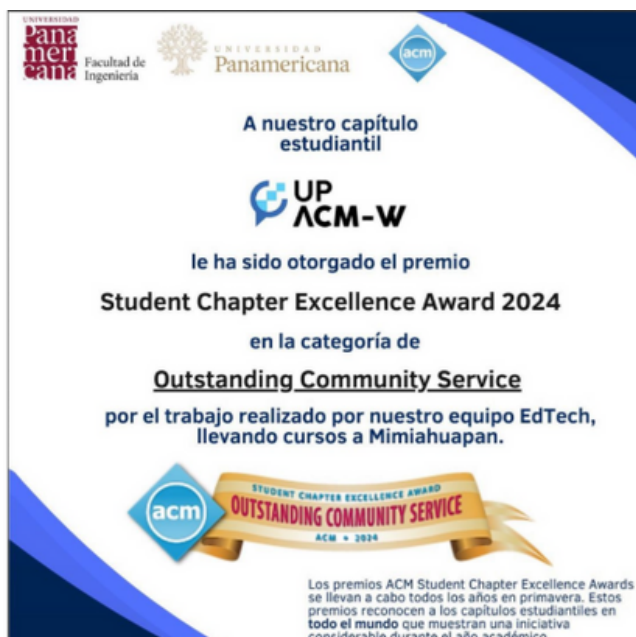
- We reached a historic record with **50 active members**, the highest number to date.
- We **doubled our social media follower base**, increasing the reach of our initiatives.
- We established ourselves as a **multidisciplinary** chapter, including students from Philosophy, Psychology, Business Administration, and Education.
- We launched our new **official website** with custom design and expanded functionalities.
- We implemented the distribution of **institutional merchandise** (t-shirts, thermoses, notebooks, and hoodies) to strengthen a sense of belonging and pride among members.
- We created the **first STEM Summer Course** at our university to introduce girls and boys to science, technology, engineering, and mathematics.
- We formally established the **Faculty Advisor** role, with the support of distinguished academics:
  - Dra. Margarita Hurtado Hernández
  - Dra. Antonieta Martínez Velasco
  - Dra. Claudia Yohana Arias Portela
  - Dra. María Victoria Carreras Cruz

With special thanks to our founder and faculty sponsor:

**Dra. María de Lourdes Martínez Villaseñor**

# Recognitions and Notable Participations

- We received the **Student Chapter Excellence Award 2024** in the **Outstanding Community Service** category, awarded by ACM.
- We were selected as representatives of North America at the prestigious **ACM-W Global Summit 2024**.
- We strengthened institutional ties with Career Services, Compromiso Social and the SMART Center.
- We created and implemented the **Women UP** program in collaboration with the SMART Center, with the participation of 9 members.
- For the first time, we brought our STEM orientation activities to Prepa UP Femenil, marking a new milestone in school outreach.
- More than 15 members received training to teach Tecnolochicas courses.
- One member completed the Advanced Practice School, and more than 20 members participated in Career Services events.
- We participated by writing a post for the university blog: [link](#)
- We participated in the 3M “25 Women in Science” contest: [PDF](#)



# Flagship Project: EdTech Mimiahuapan

One of our biggest social commitments has been **EdTech Mimiahuapan**, a project focused on technology literacy and empowerment for teenagers in **vulnerable areas**.

Key Results:

- **Two editions** were carried out (2024 and 2025).
- We impacted **96 teenagers**, of whom **33% reconsidered** their career choice towards STEM fields.
- More than **15 instructors** were trained, and **8 participated** by giving online sessions and attending the annual event at the school.
- The remaining participation was integrated in collaboration with the Technolochicas program.
- This program opened the doors of Universidad Panamericana to those who performed the best.

This project represents **UP ACM-W's** commitment to social development and educational equity.

I would like to especially thank **Arantza Méndez**, whose vision, dedication, and leadership made it possible to take this project to the next level. Her coordination was key for EdTech Mimiahuapan to establish itself as an initiative with real and lasting impact. Without her dedication, this achievement would not have been possible.

Finally, I would like to thank **Instituto las Peñas** for trusting us and helping to carry out this great project.



# Events Held

During the 2023–2025 cycle, UP ACM-W carried out an intensive agenda of events that promoted inclusion, training, and visibility of women in STEM. Below is the complete list:

1. Welcome Gathering 2023 and Executive Board Handover
2. Visit to the P&G Plant
3. UP ACM-W Intergenerational Meeting
4. Conversation Circle on the Role of Women in Engineering
5. Lecture by Diego Pareyón: "Financial Investments"
6. Launch Event of Our New Website
7. Google Workshop: I'm Remarkable
8. Participation in the Vive UP Fair (2023, 2024, and 2025)
9. Game Jam: "Celebrating Women in Science"
10. Board Presentation: "What is UP ACM-W?"
11. Lecture by Dr. Vicky Carreras: "Women in Science"
12. Panel Discussion: "Inspiring Future Women in STEM," featuring Dr. Lourdes Martínez, Dr. Antonieta Martínez, and Dr. Lorena Berumen
13. Conference by Ma. Graciela Bárcenas: "Female Leadership in Project Management"
14. Lecture by María Elena Sánchez: "Semiconductors and Their Importance in Industry 4.0 Development"
15. Participation in the ACM-W Global Summit 2024 as North American Representatives
16. EdTech Mimiahuapan Event 2024
17. Lecture by Karla Montenegro: "From Censorship to Transformation"

# Events Held

- 18. Participation in the First Engineering Roadshow at Universidad Panamericana
- 19. Visit to the General Motors (GM)
- 20. 2024 Christmas Gathering
- 21. End-of-Course Feedback Conversation Circle
- 22. 2025 New Year Gathering
- 23. EdTech Mimiahuapan Event 2025
- 24. Lecture by Alejandra Nazar: "Digital Transformation: Beyond Technology... The Evolution of People"
- 25. Lecture by Ma. Ayline Tame: "Innovation, Diversity, and Growth"
- 26. Participation in the Student Projects Fair
- 27. Visit to Preparatoria UP Femenil

# Strategic Collaborations

This year, we strengthened key partnerships with other organizations both within and outside the university:

- Grupo Panteras UP
- Growth
- S+HE
- Technolochicas
- Capítulo estudiantil IISE 921
- Compromiso Social UP
- SMART Center
- Career Services
- EPA / EPB
- Prepa UP Femenil
- Compromiso Social
- General Motors
- P&G
- Google
- Instituto las Peñas
- ACM - W
- Vortex
- Other schools.



# Would you like to learn more about UP ACM-W?

Join our community and follow our steps toward the future of technology.

Follow us on our social media to stay updated on all our activities, events, and projects:



- **Instagram:** @upacmw



- **LinkedIn:** UP ACM-W



- **Facebook:** UP ACM-W



- **Página Web:** <https://www.upacmw.com/>



- **Linktree:** <https://linktr.ee/upacmw>

# Appendix



Some students trained to teach  
Tecnologicas courses

UP ACM-W Intergenerational  
Meeting



First event of the EdTech  
Mimiahuapan project.

# Anexo



Students certified through the EdTech Mimiahuapan project.

Collaboration with the Vortex team, part of Grupo Panteras UP.



End of Cycle Gathering 2023–  
2024

# Anexo



Image of the institutional souvenirs.

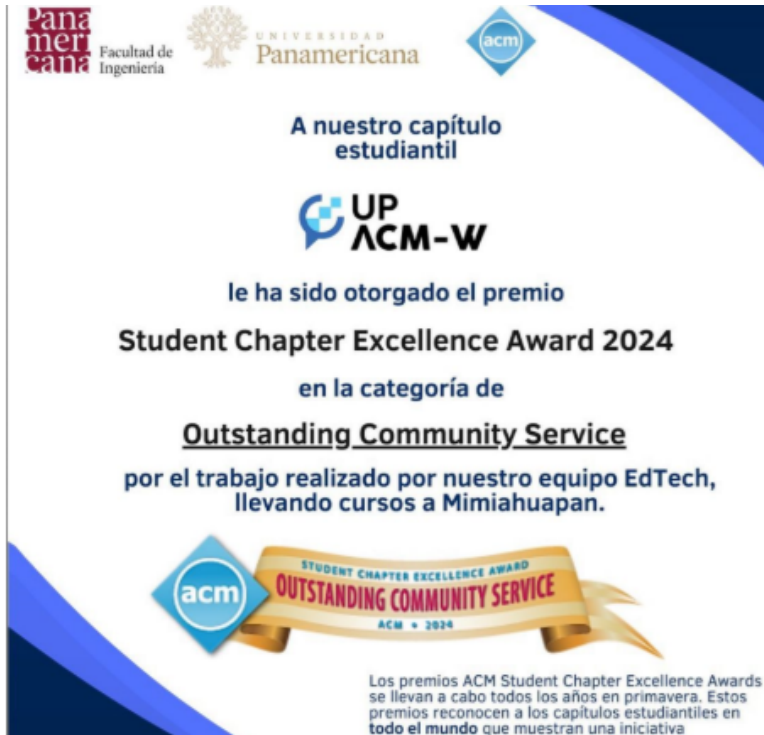


Start of Cycle Gathering 2023–2024



Visit to Prepa UP Femenil

# Anexo



Award to our chapter for  
Outstanding Community Service.



Christmas Gathering



Second event of the EdTech  
Mimihuaupan project.