

**TRAVEL GRANT REPORT**  
**U.S.-MEXICO EDUCATION EXCHANGE**  
**SCHOOL OF PUBLIC ADMINISTRATION AND URBAN STUDIES, SDSU**  
**with TECNOLÓGICO DE MONTERREY, QUERETARO CAMPUS,**  
**DEPARTMENT OF ARCHITECTURE**

Report to the Office of International Programs, SDSU

Professors:

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*Purpose of Grant*

To create a faculty/student exchange process between the School of Public Administration and Urban Studies, SDSU and the Department of Architecture, Tecnológico de Monterrey, Queretaro campus. The exchange vehicle will be parallel courses offered either in the summer, fall or spring semester, where part of the course will involve sending U.S. and Mexican students/faculty to the counterpart setting. The courses will involve studying "Comparative U.S. and Mexican Urban Planning/Administration." At SDSU, we will offer the course PA 580 "Comparative Public Administration: U.S. and Mexican Cities" both to P.A., City Planning and Criminal Justice Administration students and well as others in relevant fields such as Latin American Studies, Geography, Political Science, etc. The Mexican counterpart will offer a course in International Urban Design/Planning.

*Overview*

Professor Herzog first visited the Queretaro campus of the Tecnológico de Monterrey in 1999. He found the campus to be an excellent setting for the exchange, and the Department of Architecture to be very receptive to such a program. The Tecnológico de Monterrey is one of Mexico's leading universities, and international exchanges are a high priority there. The Department of Architecture on the Queretaro campus has been particularly active in this area.

The Queretaro metropolitan area is a good choice for an exchange in the subject area of comparative U.S.-Mexico urban planning and administration. Queretaro and San Diego share a number of urban development attributes: both are metropolitan areas that are experiencing rapid growth, both are magnets for high tech industry and research and development activities, and both are feeling the effects of NAFTA related growth and economic development. Further, both metropolitan areas depend on their high quality of life to attract economic activities. Finally, the two regions will require innovative planning to accommodate the large populations being added each year. This planning will likely need to include issues such as Smart Growth and sustainable environmental policy. Such policies will help encourage the tourism sector, which is an important economic anchor for both urban regions.

Queretaro also offers a unique combination of colonial historic heritage and modernity. Queretaro's downtown historic district has been declared a World Heritage Site by UNESCO, and offers a rich field setting for San Diego students to learn about historic preservation planning. Equally, its dynamic high tech and commercial growth offers important lessons about the impacts of globalization on medium sized Mexican cities.

#### *Activities in 2001-2001*

*September/October 2000.* Given the importance of the North American Free Trade Agreement, and the need for students to better understand Mexico, as well as issues of globalization in urban planning and administration, Professor Herzog, Calavita, and Sparrow met early in the Fall of 2000 and determined that this kind of educational exchange would be useful for the School of Public Administration, the College of Professional Studies and Fine Arts and the larger campus.

*December 2000.* One of the faculty members from the Mexican campus, Professor Jorge Ozorno, visits SDSU in December, 2000. Professor Ozorno was taken around the campus, and introduced to key members of the School of Public Administration and Urban Studies, including the Chair, Louis Rea. He then met with Professors Sparrow, Calavita and Herzog, and they devised a schedule of meetings and strategies for implementing the exchange process.

*February-April, 2001.* Professor Herzog visits with the Department of Architecture, establishes relations with its Director, Dr. Ramon Abonce Mesa and Assistant Director, Prof. Ernesto Philibert. In addition, Herzog is invited to participate in an ongoing exchange course between the Tecnologico de Monterrey and the Delft University, Netherlands, School of Architecture. This seminar, called the International Urban Design/Planning Seminar brought together 15 Mexican and 15 Dutch students for a 10 week course. Students began the seminar by learning about Urban Design/Planning approaches to inner city neighborhoods—the first 3 weeks of the course were taught in their own countries. Following this, the Dutch students traveled to Mexico for an intensive 3 week module in which teams of students (Mexicans partnering with Dutch) analyzed and produced a development plan and design solutions for a redevelopment problem in downtown Queretaro. Following this, the Mexican students then flew to Holland, and the same kind of a 3 week model was developed for a site in Rotterdam. Both projects involved research, analysis and the production of a final report, both oral and written. The tenth week was held on the home campuses for both groups. Dr. Herzog participated as a Visiting lecturer both in Mexico and the Netherlands, and thus gained first hand insights into the administration of such a course.

*May 2-5, 2001.* Professors Nico Calavita and Glen Sparrow travel to Queretaro, Mexico where they are met by Dr. Herzog and given a tour of the Queretaro metropolitan region. Meetings are set up with key faculty and administrators, including Dr. Ramon Abonce

Mesa and Prof. Ernesto Philibert, the two key directors in the School of Architecture. The SDSU group, led by Dr. Calavita, offer a workshop on Smart Growth and Urban Planning in the U.S. to about 50 School of Architecture graduate and undergraduate students as well as a half dozen faculty. Also, the SDSU group meets with the Director of International Programs of the Tecnologico de Monterrey, Jenifer Chambers and her Assistant, Christina Norris-Gonzalez. The Office of International Programs kindly offers to place visiting SDSU students with families who would provide housing and meals for a very reasonable fee during their visit to Queretaro. The SDSU group also meets and confers with Professor Jorge Ozorno who had visited SDSU in December 2000.

### *Plan*

We feel our activities in 2000-2001 were helpful in establishing personal relationships with the Mexican campus, and in getting a sense of the campus and setting in Mexico. Given the similarity in goals of the two programs, the similar interests of the students and the quality of students and faculty, we believe this exchange program has a good chance for success. However, certain needs must be considered (see below). Further, we believe the best approach would be to offer the SDSU class at a time when a parallel class on the Mexican campus is in session (probably not during the summer, a down time for the Tecnologico de Monterrey campus).

Our preliminary plan, developed in collaboration with the School of Architecture faculty, would be to utilize a special intensive short term course of 4-6 weeks, possibly offered in January, or during the fall or spring semesters, 2002. Because of the high quality facilities and substantial experience of Tecnologico de Monterrey with video conferencing we believe its use could be especially helpful in bringing the two groups together. We would do this by assembling each group of 10-15 students on their own campuses and undertake a week of interactive video conferencing utilizing faculty from both campuses. Next, one group of students would visit the others' metropolitan area. The third step would be to then return the students to their campus and go back for a week of teleconferencing. Next the other student group would visit the other metropolitan area for a week. Finally this group of students would return home and a final week of teleconferencing utilizing student research and joint reports would occur.

### *Needs*

In order for this exchange to take place, the following would be needed on the SDSU campus:

- 1) Administrative assistance in signing up students for the course, setting up travel arrangements (airfare, passports, insurance, etc.), and taking care of payment to the Mexican families for housing.
- 2) Administrative assistance in providing housing for the visiting Mexican students.
- 3) Support for the travel expenses for SDSU faculty travelling to Mexico.
- 4) Release time or additional salary for faculty setting up this program. As an example, the Dutch faculty from Delft University participating in the 10 week exchange project were supported by: a) having all travel expenses to Mexico paid for (airfare, room,

board); b) 3 faculty were paid full salaries for co-teaching one seminar. In Mexico, three faculty were provided with travel expenses to Holland (airfare, room, board), and two faculty were paid full salaries for co-teaching one seminar.

- 5) Cooperation with Media center staff in use of the video conferencing facilities. The use of interactive conferencing is an integral part of this exchange and is key to the success of this plan. Originally we had planned to utilize longer term exchanges but upon experiencing the teleconferencing at Tecnologico de Monterrey we reconsidered our plan. We feel that the use of this technology is not only important to this scheme but the experienced gained can lead to a greater variety of less expensive student exchanges in the future. We feel that our plan offers an opportunity to work with one of the leading universities in the use of this technology and we should take advantage of it.