

A P R E N D I Z A J E




#LearningHabitat

Latin America is immersed in a **process of educational transformation**: an evolution towards a new more innovative school, that empowers the role of the teacher and puts the student at the centre, offering them a personalised education and preparing them for the challenges of the future.

It is a new school where it is essential that everyone fits in and **no one is left behind**. This is especially important after the pandemic, which increased inequalities and brought new challenges to the table, such as re-engaging students in the education system and learning recovery.

According to data from the **World Bank and the United Nations Children's Fund, UNICEF**, there are currently **15 million young children and adolescents who do not go to school** and is estimated that students lost, on average, between one and almost two years of learning.

 **Did you know...**



Rarely has physical and emotional health been so important. A **survey by UNICEF carried out at the end of 2020** pointed out that **27% of young people felt anxiety and 15% suffered from depression**.

Observing the **roots** to keep growing

At Santillana we believe that **socio-emotional skills** are essential for people's development. Within our educational offer, there are content and programmes that help students understand how their brain works and work on their **emotional intelligence**.

In Mexico, this topic is an integral part of UNOi and an essential pillar of the **new UNOIntelligence platform**, because thanks to intelligent data, schools can get a complete X-ray of the emotions, interests and performance of their students.

Our **team of coaches** also play a key role part in facilitating the implementation of digital solutions in educational centres, with training and advice.



Within Compartir, there is also **a thinking and socio-emotional skills programme**, which includes innovative tools for diagnosing mental and emotional health, with the help of our team of coaches.

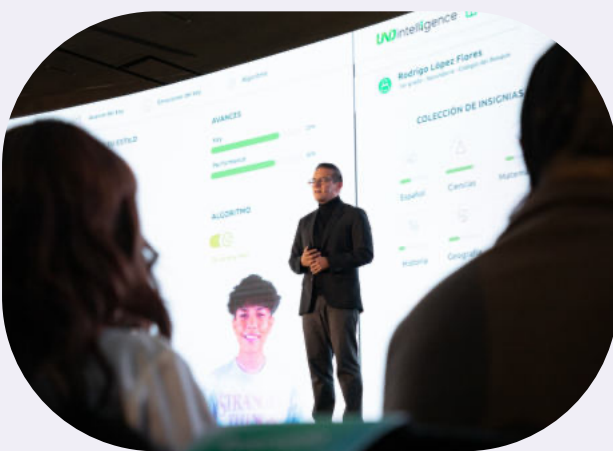
In addition, in 2022, emotions were the central theme of the **International Forum of Compartir Educators**, a series of webinars aimed at teachers where the neuroeducation expert, Hernan Aldana gave them the main keys to emotional management.

In 2023, Santillana is working on the expansion of **Emotilab**, an experiential educational proposal that develops students' socio-emotional competencies so that they build their own way of being, develop their personal identity, take responsible decisions and establish harmonious relationships with others.



Featured Project

[discover the Núcleo project, integrated into Compartir Chile](#)



Presentation event of the **UNOIntelligence project**, in Mexico

The experience of **belonging** to the same ecosystem

In an environment of high competition and low birth-rates, educational marketing is becoming increasingly fierce in schools in Latin America. When choosing an educational centre for their children, families take different variables into consideration, with experience becoming increasingly important.

*In Peru for example, it is estimated that **two out of every three families** decide on the school for their children based on what they find on the internet.*



Featured Project



Discover Marketing Assist, a project which helps effectively communicate the value proposition of schools



In response to this demand, Santillana has been offering different services and resources for years to train school directors on these issues with the aim of helping them **improve school management and the relationship with families and students.**

In 2022, the company organised the First International Congress on Educational Marketing, within the framework of its "**Escuelas Memorables**" project, an initiative which aims to provide communication and marketing tools to school directors in Latin America.

14.000+

Users registered for the 1st Congress on Educational Marketing, to learn from international experts about topics such as user experience, loyalty and corporate identity

 **FEATURED PROJECT**



Nucleo

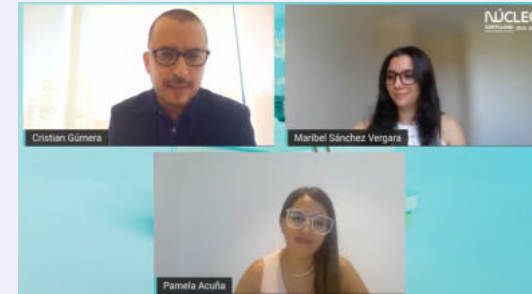
Our educational system Compartir has, in different countries, elements that aim to contribute to the recovery of learning.


In the case of Chile, a new Curricular Prioritisation was approved in 2022 for the comprehensive reactivation of learning over the next three years (2023-2025). In response, Santillana launched an updated and didactic proposal for its **Nucleo platform**, initially designed for virtual learning.

This new update adapts the project to the Curricular Prioritisation and to the new context, with greater presence and has as its general principles, contextualisation, learning integration, teaching professionalism, and also coexistence, well-being and mental health.

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 **IN DEPTH**



 *Webinar about the new changes in curricular prioritization 2023-2025*



 **FEATURED PROJECT**



Marketing Assist

In North Central America, Santillana has designed a tool that helps school directors effectively communicate the value proposition of their schools.


This platform allows them to design **attractive materials** from templates created by marketing professionals, customising the text and graphic elements to adapt them to the personality of each educational institution.

Once created, school directors can **analyse** the effectiveness of these resources, through the analytics offered by Marketing Assist, which allows them to measure the real impact of each piece of communication.


The success of this tool has led to its expansion into other countries: in 2022 it was presented in Peru to schools using Santillana education systems.

 **IN DEPTH**




 [Marketing Assist Spot | SANTILLANA LATINOAMÉRICA](#)



 [Santillana Perú presents Marketing Assist | SANTILLANA LATINOAMÉRICA](#)



 [CPM Santa Clara experience with Marketing Assist | SANTILLANA LATINOAMÉRICA](#)



 [Colegio Santillana experience with Marketing Assist | SANTILLANA LATINOAMÉRICA](#)