

Universia, the largest cooperation network of Latin American universities

Banco Santander's exclusive international initiative sets it apart from other financial institutions. Its staunch commitment to higher education, through Santander Universities and Universia, has been helping people and communities prosper for 20 years and has earned it the distinction of being the private company that invests the most in supporting global education (Varkkey Report/UNESCO/Fortune 500 report).



The Bank has invested **more than €1,600 million in academic initiatives and programmes since 2002.**

The Universia network, www.universia.net, comprises over 1,300 Latin American academic institutions in more than 20 countries. Through Santander Universities, it has over 1,200 cooperation agreements with universities and academic institutions worldwide. www.santander.com/universidades

Universia is striving to be a benchmark for guidance and employability, assisting universities in their digital transformation process. Its websites currently have more than 9 million unique users registered and it has over a million followers on social networks.

Universia is active in three main areas:

Employment

Universia has become a benchmark platform for youth employment in Latin America through its employment community.

The aim is to contribute to the creation of an ecosystem and relationship model between universities, companies and candidates so that they can meet the

Over 2,500,000 job vacancies for young people posted in 2017

professional challenges of the present and, of course, the future.

The employment area of Universia has three main action lines:

- * **Universities:** with the implementation of job portals that operate globally: In the first quarter of 2018 the number of job portals implemented stood at 816 in universities in 8 countries.

- * **Companies:** with the implementation of the latest management software for recruitment processes and employer brand identity.

- * **Consulting:** managing university talent selection processes and leading the way in the recruitment of junior staff in universities.

Universia uploaded **over 20.5 million CVs to its databases in 2017**, brokered over a million jobs and published more than two and a half million vacancies.



1,177,639 followers on social media in 2017

Guidance

Universia fosters the development of talent, offering a wide range of options and opportunities that enable prospective students to choose the programme that best suits their needs and expectations.

Furthermore, Universia is positioned as one of the leading digital meeting places for future students from around the world seeking information and guidance on the various graduate, post-graduate and specialist training programmes offered by universities, business schools and higher education centres.

We are working to reduce the international training drop-out rate by fostering the challenges of people who wish to progress courtesy of training.

Digital transformation of universities

Universia promotes a plethora of initiatives, projects, tools and partnerships with the aim of assisting uni-

versities with their digital transformation processes:

* Mobile solutions for connecting the student with universities and value-added services.

* A digitally mature self-diagnosis tool for the university to discover its position, compare itself with the standards of other universities, analyse trends and create action plans.

* A collaborative network of CIOs of universities in the countries to foster working groups and joint action plans.

* Partnerships with companies involved in: machine learning, artificial intelligence, academic optimization software, university drop-out prevention software, communications infrastructure and cloud services, and training platforms.

More than 9 million unique users on Universia sites

