Dr. Norma E. Velasco (Ph.D.)
Title: Assistant Professor of Instruction

EDUCATION

- **2009**: Ph.D. in Philosophy, Loyola University Chicago
  Dissertation: "A philosophical description of informal group decision making with special emphasis on the role of a common moral framework"
- **2006**: M.A. in Applied Ethics, Loyola University Chicago
  Thesis: "Bioethics and Health Care Ethics"
- **2000**: Master's degree in education, ITESM Virtual Campus
- **1979-1983**: Bachelor's Degree in Community Sciences, ITESM Monterrey Campus

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CERTIFICATIONS

- 2024-2026: TXST Cybersecurity Training. Completed on 1/23/2026. Tools for an Ethical Workplace (Ethics and Compliance) Completed on 1/7/2025. Preventing Harassment and Discrimination (EEO & Title IX) Completed on 11/5/2024. TXST Cybersecurity Training Completed on 9/25/2024
- **2021**: Discovering Personality with Jordan B. Peterson
- **2020**: Foundations of Positive Psychology Specialization, University of Pennsylvania
- **2019**: The Science of Well-Being, Yale University
- **2015**: Academic Writing for Publishing in English, ITESM & University of Rochester
- **2013**: Good Clinical Practices, ITESM-EMCS
- **2011**: Transversal Ethics, ITESM Academic Vice-Chancellor's Office
- **2007**: Social and Behavioral Training (IRB), Loyola University Chicago
- **2004-2014**:

- Transversal Ethics, ITESM-VEMAE
- Case-Based Learning Skills, ITESM
- Collaborative-Based Learning Skills, ITESM
- Adolescent Behavior APA, University of Nuevo Leon, Monterrey N.L. Mexico

- **2002**:
  - Teaching Skills Program, ITESM Campus Monterrey
  - Windows and Blackboard, ITESM-VEMAE
  - Collaborative Learning Skills, University of Minnesota
  - Counseling and Advising, ITESM
  - PDHD (Teaching Skills) ITESM-VEMAE

PROFESSIONAL EXPERIENCE

- **2025-2026:** Committee Advisor of the affiliation of the philosophy program at the Seminary of Monterrey with the Faculty of Ecclesiastical Philosophy at the University of Navarra.
- **2020-2024**: Member, Research Center for the Archdiocese of Monterrey, Nuevo Leon
- **2020-2024**: Member, Women's Committee of the Archdiocese of Monterrey, Nuevo Leon
- **2020-2023**: Member, National Research System of México (SNI)
- **2019**: Creator of the course "Keys to Happiness for Human Flourishing", taught nationwide at Tecnológico de Monterrey (4,500 students)
- **2018-2023**: Active member, Assessment team for the new Study Plans
- **2016-2021**: Active member, Triple Academic Aspects committee for the design of the 2019 Study
- **2012-2014**: Member, Committee on Human Subjects Research of Acelerium
- **2012**:
  - Tutor of the master's Thesis, University of Deusto, Spain

    - Speaker, Universitas XXI Congress on “Ethics and Citizenship through the curriculum”
- **2012-2021**: Member, CESNE Committee of Nuevo León
- **2012-2017**: Member, Association of Ethics Across the Curriculum USA
- **2011**:
    - Presenter, Tecnológico de Monterrey Congress on Ethics and Citizenship
    - Presenter, Debate on “Advance Directives” at Tecnológico de Monterrey Medical School
    - Lecturer, National Congress of Bioethics of Latin America and the Caribbean
- **2010**: Presenter, Congress of Educational Research and Management Tecnológico de Monterrey
- **2006-2009**: Lecturer, Loyola University Chicago
- **2005-2007**:
    - Researcher, Notre Dame University Center of the Latino Studies
    - Volunteer, Ethics Committee, Evanston Hospital, Chicago
- **2015-2017**: Chair, Philosophy and Ethics Department, Tecnológico de Monterrey

Functions:

- Support with priority indicators to the Institution
- Manage groups taught in English
- Develop faculty motivation initiatives and monitor average class sizes
- Ensure high recommendation for teachers
- Revise groups taught with Transversal Ethics and Citizenship
- Plan, manage, and follow up on the Philosophy and Ethics Department’s week I programs for students

- Support tenured and non-tenured faculty in achieving their objectives and complying with ECOA indicators
- Provide training for professors in their knowledge field and for stays abroad
- Carry out administrative processes:
- Hiring of professors
- Evaluate the revalidation of ethics courses abroad
- Improve organizational climate
- Assist students from the 85 groups administered by this department
- Attend to requests for support from accreditation agencies
- Support the Honors and Internalization office with competency evaluations
- Promote academic vitality among professors through 3 breakfasts per semester
- Attend the Department’s flagship programs such as Women’s Award, Inclusion Program events
- Participate in the editorial board of the Journal of Philosophy Journal of Ethics and Culture with 4 issues published
- Participate in the Kinetics program, planning, managing, and evaluating the program
- Plan, implement, and evaluate the Ethical Debates program (authored by Dr. Norma Velasco)
- Participate in liaison actions with government, non-governmental, and civil society organizations
- Internal liaison with the Human Meaning office of the Vice Rectory for Professionalism of Tec de Monterrey
- Liaison for collaborative work with the Alfonso Reyes Chair Lectures
- Participate with the Vice Rector’s Academic Affairs Office for Online Courses

- Attend to professors and lecturers regarding the quality of the courses taught in this department
- **2014**
- **Support**, Directorate of Business Management and Human Talent Office
- Planning, development, and evaluation of the graduate competencies report for the School of Business, Humanities and Social Sciences
- **2009-2014**
- **Director**, National General Education Office (31 campuses)
- Plan and implement the Ethics program for the graduate school at Tecnológico de Monterrey
- Member of Ethics Committee of the School of Tecnológico de Monterrey School of Medicine
- Plan, implement, and evaluate the second edition of the National Ethics Bowl with the participation of 22 Tecnológico de Monterrey campuses
- Plan and develop the new foreign language program for high school, undergraduate teachers, and students at Tecnológico de Monterrey
- Plan and develop, in coordination with the Life and Career Center, the personal exit competencies for students in the General Education program
- Organize and implement the XI Ethics and Citizenship Congress, with the participation of more than 1,500 professors
- Plan and implement two Transversal Ethics workshops:
- Faculty Summer Seminar in Professional Ethics, Business, and Engineering (Western Michigan University, Kalamazoo, Michigan, USA)
- The Incorporation of Ethics in the Humanities and Social Sciences (Universidad los Andes, Bogota, Colombia) for 60 professors
- Plan and implement a workshop for 53 professors of Tecnológico de Monterrey on Ethics and Argumentation

applied to the professions given by the University of Deusto, Spain, in Spain

- Plan and implement the master's degree, Ethics for Social Construction of the University of Deusto, Spain, with a total of 75 professors from the different campuses at Tecnológico de Monterrey
- Review the master's degree in Ethics for Social Construction competencies before the accreditation agency ANECA
- Member of the evaluation jury for the Ethics, Person, and Moral Development Seminar
- Participate in the design of a new process-based Entrepreneurship program
- Direct and coordinate at the national level the different areas of General Education of Tecnológico de Monterrey: Communication, English, Ethics, Citizenship, Entrepreneurship, Humanities, and Fine Arts focused on the development of personal competencies of the institution
- Create, implement, and evaluate the new Ethics Across the Curriculum program at Tecnológico de Monterrey
- Implement a Diploma in Ethics for Senior Managers at Tecnológico de Monterrey
- Create a new training program in ethics for teachers at Tecnológico de Monterrey
- Plan, implement, and evaluate the first Ethics Bowl in 25 high schools at Tecnológico de Monterrey, with the participation of 9,200 students
- Create and coordinate a website about the Ethics and Citizenship program at Tecnológico de Monterrey
- Member of the Advisory Board of the program "Cambio yo, cambia México"

CONFERENCES

- **2023**: Participation in the International Congress on Educational Innovation (CIIE)

    - Presentation of the book “Keys to Happiness for Human Flourishing”
- **2022**: Participation in the Monterrey International Book Fair
    - Presentation of the book “Keys to Happiness for Human Flourishing”
- **2016**: Participation as a lecturer in the Healthy Life Conference Cycle at Tecnológico de Monterrey with the lecture “Healthy Life”
    - Participation as a lecturer at Tecnológico de Monterrey conference: “You decide, or others decide for you”
- **2015**: Participation in the XVIII International Workshop “Political Science of Enfoque Sur” Havana, Cuba. Lecture: “Educational Competencies”
    - Participation in the first International Educational and Innovation Congress in Mexico City with the conference: “Methodology for Ethical Decision Making”
- **2014**: Participation as a keynote lecturer at the XII Congress of Ethics and Citizenship at the Tecnológico de Monterrey
    - “Central axes of innovation and change for our society”
    - Participation in the International Congress on Ethics Across the Curricula in Scottsdale, Texas. Lecture: “Against All Odds”
- **2013**: 11th Forum of Educational Institutions “Better practices, better schools” Campus Hidalgo, México, Tecnológico de Monterrey. Paper: “An examined life is worth living”

CLASSES

- **2025-2026:** Texas State University- Professor
    - Ethics and Society
    - Meaning in/on Life
    - Happiness and the good Life: Philosophical Foundations for Flourishing
    - Ethics

- **2024-2025:** Texas State University- Professor
    - Ethics and Society
    - Happiness and the Good Life

- **2018-2023**: Tecnológico de Monterrey - Professor
    - “Keys to Happiness for Human Flourishing”
- **2009-2017**: Tecnológico de Monterrey - Medical School Professor
    - Bioethics I, Bioethics II, Bioethics for Biomedical Engineering
    - Ethics, Person and Society
    - Ethics, Profession and Citizenship
    - Fundamentals of Health Sciences History
- **2007-2009**: Midwestern University - Center Chicago Osteopathic Medicine - Professor
    - Medical Ethics Seminar
- **2006-2009**: Loyola University Chicago - Professor
    - PHIL-181 Introduction to Ethics
    - PHIL-184 Health Care Ethics
- **2007-2009**: Loyola University Chicago - Researcher
    - School of Social Work (A study in religion in the Hispanic population)
    - School of Social Work - Mexican Consulate (A Diagnosis of the Mexican Family)
- **2006**: Association for the Advancement of Social Work through Groups
    - (Annual International Symposium in San Diego)
    - (Annual International Symposium in San Diego, CA) Paper: “Social Work in groups: A new perspective on human dignity”
- **2005-2009**: University of Illinois at Chicago - Professor
    - Dental Ethics Seminar for the Center for Ethics and Social Justice
- **1999-2004**: Tecnológico de Monterrey Campus Garza Lagüera (High

School), Monterrey N.L. México

    - Coordinator: Hall-Tonna program research
    - Counseling and support Center for students and parents
    - Ethics Committee
    - School for Parents program (designed and implemented)
    - Health I and II courses
    - Professor: Health I and II, Philosophy, Ethics and Human Relationship
- **1999**: Tecnológico de Monterrey Campus Monterrey, Monterrey N.L. Mexico
    - Coordinator: Community Social Work (internal and external), Community Counseling Center
    - Instructor: Training in Community Social Service, Ethics for public school teachers in Nuevo Leon
- **1982-1998**: IAS (Instituto Adalberto Sotelo), Caborca Son. Mexico
    - Coordinator: Counseling and support center for students and parents
    - Character Formation program
    - School for Parents program (designed and implemented)
    - Summer camp for children
    - Community social program
    - Student Affairs program
    - Professor: Ethics, Human Relationship

PUBLICATIONS

- **Velasco, N.E. (December 2024)** *A method on moral decision making. Ethics. Lumen Cordibus.* San Pedro Garza García: Opus Editorial. ISBN: 978-607-7614-68-5.
- **Velasco, N. E., & Espinoza, F. A. (2022)**. *Claves de la Felicidad para el florecimiento humano*. Cd. de México: McGraw Hill.
- **Velasco, N. E., & Espinoza, F. A. (July 2021)**. *Cuprum, "The unattainable may be attainable"*.

- **Velasco, N. E. (September 2017)**. *Memory and forgiveness. Reflections for the 21st century. Volume III*. ITESM. Monterrey, NL. ISBN: 978-607-501-465-4.
- **Arredondo, F. G., & Velasco, N. E. (2017)**. *New Perspectives for Spiritual at Work: Religation, Aesthetic perception, and Contemplative Life*. International Business Management.
- **Espinoza, F. A., Guerra, E. M., & Velasco, N. E. (2017)**. *The Service Industry: A Role Based Ethics*. International Business Management.
- **Velasco, N. E. (December 01, 2015)**. *The Work of Roland Barthes: In Brief Review*. Campus Cultural. Monterrey, NL, Mexico. Retrieved from Cervantes Virtual.
- **Velasco, N. E. (December 15, 2014)**. *Will you Hire Aristotle? Applied Philosophy as an Element of Professional Success*. Campus Cultural, 5. Monterrey, NL, Mexico. Retrieved from Cervantes Virtual.
- **Espinoza, F. A., & Velasco, N. E. (2014)**. *Ethical Decision Making in Current Times*. 1st International Congress on Educational Innovation. Mexico, DF: Tecnológico de Monterrey. Retrieved from Google Drive.
- **Velasco, N. E. (2014)**. *Against All Odds*. EAC 16th Annual International Conference "Engaging the Future Responsibly." Phoenix, AZ: Society for Ethics Across the Curriculum. Retrieved from RIT People.
- **Velasco, N. E. (2011)**. *Justice in the Mexican Health System*. VIII CONGRESO LATINOAMERICANO Y DEL CARIBE DE BIOÉTICA. Santiago de Chile: Interamerican Foundation Science and Life. Retrieved from Bioética Chile.

SOCIAL ACTIVITIES

- **1992-1994**: Coordinator, Organization of a Gathering of Values (5,000 young people)
- **1990-1991**: Director, Mexican Red Cross of Sonora
- **1989-1991**: President (Women's Committee), XXXVII Regional Cotton Fair
- **1988-1989**: Director, Lions International Club, Caborca Son. Mexico

- **1985-1994**: Vice-president (Women’s Committee), Sister Cities Committee (Caborca, Son. and Prescott, AZ)