

**Event starts at 5 PM CEST**  
**Please stand by!**

April 4, 2024

**Welcome to Innovative Universities Global Webinar**

**University of Campinas:  
social inclusion at a research-  
intensive Brazilian university**

April 4, 2024

# Construction of the webinar



**60 min:** 15-min presentation + discussion



**Live:** every second Thu @5PM CET



**Recordings:** available on YouTube + impressions sharing via [#InnovativeUniversities](#)



## Moderators

for the 2023-2024 season:  
Isak Frumin and Dara Melnyk



## The Steering Committee:

Phil Altbach, Jules Coleman,  
Daniel Kontowski, Attila Paustis,  
Jamil Salmi, Po Yang, Maria Yudkevich

# Invited expert



**Prof. Dr.  
Marcelo Knobel**

Former Rector of the University of  
Campinas (Unicamp) in Brazil  
from 2017 to 2021

programa de formação interdisciplinar superior  
universidade estadual de campinas



# ProFIS

## ProFIS, a Novel Approach for Access and Success in Brazilian Higher Education

**Constructor University**  
**Innovative Universities**  
**Global Webinar Series**  
**04/04/2024**

Marcelo Knobel  
UNICAMP – Brazil  
@marceloknobel



# Outline

- Higher education in Brazil and at Unicamp.
- AA at Unicamp
  - Recent changes in the selection process
  - The ProFIS (Interdisciplinary Higher Education Program).
- Challenges and perspectives





NATIONAL  
CONTEXT

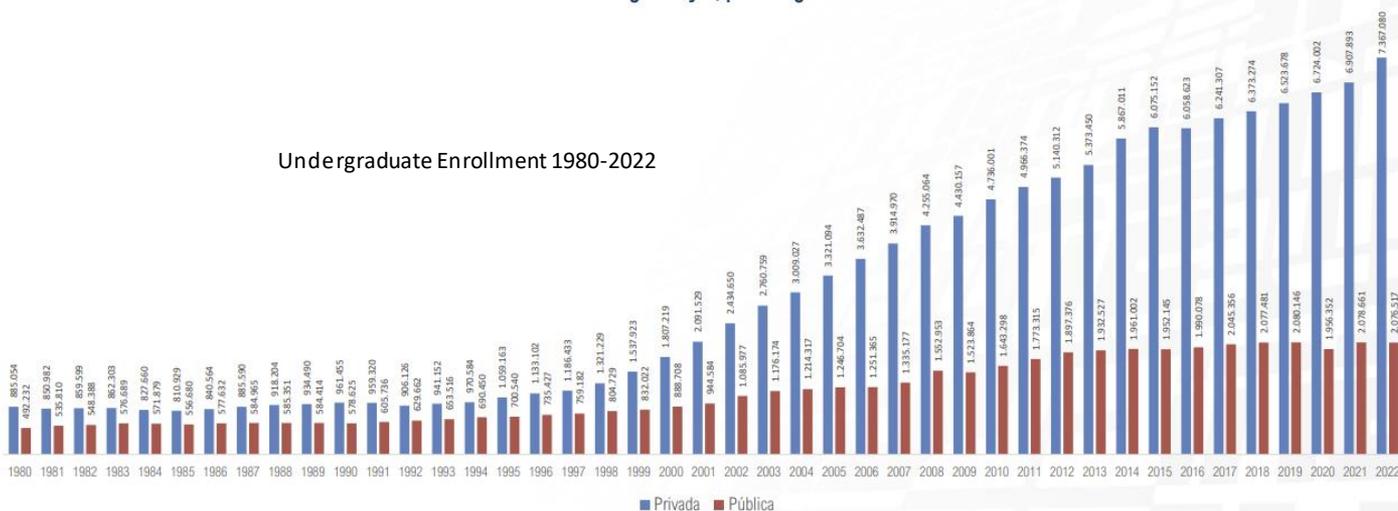
# The context: higher education

- Organized according to the European (French, Italian) tradition of professional schools; first universities are from the 1930s
- Limited coverage: despite recent expansion, only about 20% of the 18-24 years old age cohort are enrolled;
- Public higher education is free, but enrolls only 23% of the students
- Quality is very uneven both in public and private institutions

# Brazil's HE system - 1960-2022

- 1960: less than 200,000 students enrolled in HE
- 1960-1980: enrollment grew to 1.4 million (600%)
- 1980-1994
  - longest period of economic stagnation in Brazil's history
  - there was little development in HE, public or private
- 1995-2010
  - Political stability and economic growth
  - Increasing demand for qualification
  - Expansion of private sector
  - New National Law of Education (1996)
  - New paths for diversification of system
  - Deregulation
  - Universalization of basic education (1st-8th grades)
  - Expansion of secondary education --->
  - Increasing demand for Higher Ed

Gráfico 23. Número de matrículas em cursos de graduação, por categoria administrativa – Brasil 1980-2022





UNICAMP

# A Young University



**Founded in 1966**  
**58 years old in 2024**



# Numbers



- **6 Campuses**  
Campinas, Piracicaba, Limeira, Paulínia
- **24 Schools & Institutes**
- **2 Technical High Schools**
- **Courses**  
36 Technical High School  
68 Undergraduate  
159 Graduate (83 MSc; 72 PhD)
- **Students: 33,545**  
3,803 High School (Technical)  
18,338 Undergraduate  
11,404 Graduate (MSc; PhD)
- **Faculty members: 2,051**  
99% PhD  
90% full time
- **3 Hospitals : 856 beds**



# Other initiatives



# HIDS



Hub Internacional para o Desenvolvimento Sustentável





II NOTÍCIA

Unicamp cria Serviço de Atenção à Violência Sexual destinado à comunidade universitária

Uma iniciativa da Diretoria Executiva de Direitos Humanos

**NÃO É NÃO!**

III NOTÍCIA

Unicamp abre voluntariado inédito para tradutores e intérpretes

Docentes, alunos e funcionários da universidade poderão prestar auxílio a migrantes e refugiados, no Aeroporto de Viracopos.



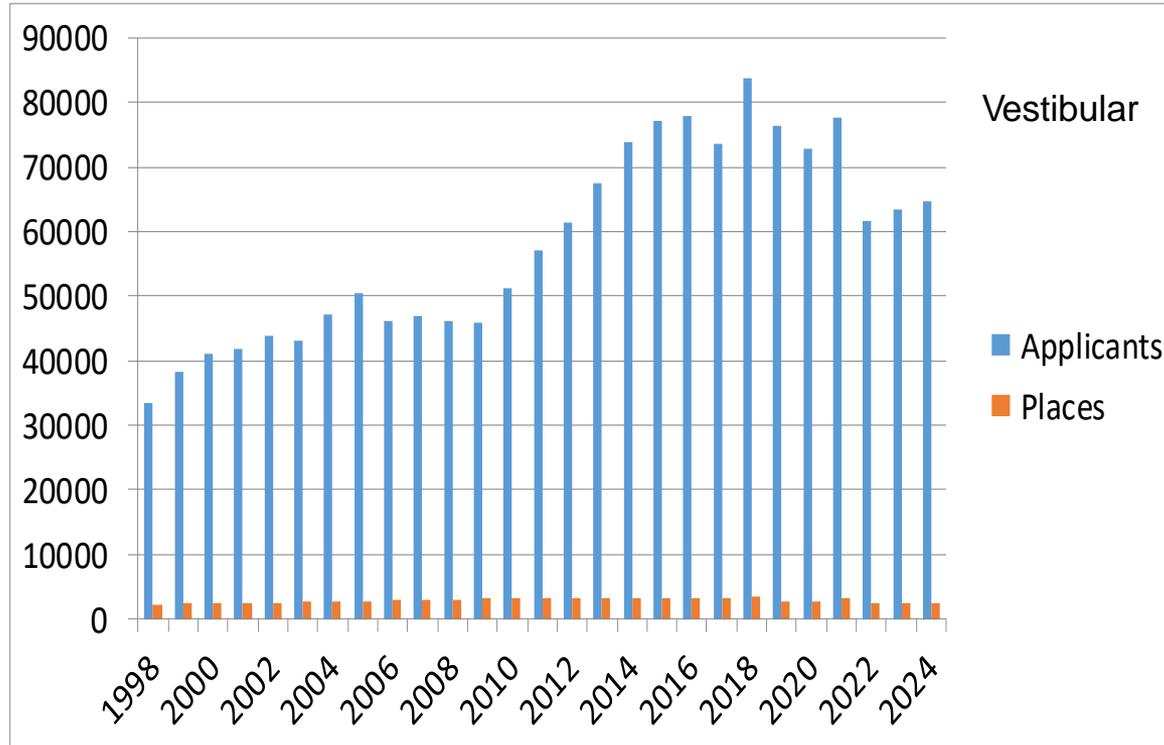
**OBSERVATÓRIO DE DIREITOS HUMANOS**





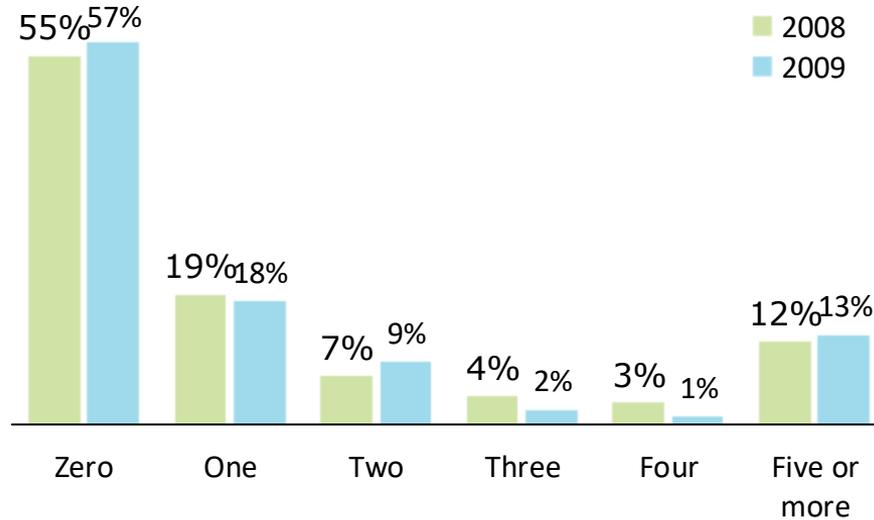
# UNDERGRADUATE PROGRAMS

# Undergraduate Access



Typically, less than 5% of the applicants are admitted!

# Public high schools and UNICAMP



Public high schools by enrollments at UNICAMP per year, in percentage.

- Even with the PAAIS, few UNICAMP students come from Campinas' public high schools (total of 96 high schools).
- More than 70% of the public high schools of the city of Campinas never had had a single student approved at Unicamp's vestibular

# ProFIS

## Interdisciplinary Higher Education Program

- General education program.
- Restricted to graduate students from public high schools of Campinas.
- 2-year program.
- Aimed to
  - Increase the access of low-income and minority students to UNICAMP.
  - Give the students a broader education.

Established in 2011, after 2 years of discussions. An initial working group studied several cases from USA, Europe and Asia, and they presented a conceptual project that was discussed within each school and department of the University. Each school presented ideas and criticisms, as well as possible courses to be given for ProFIS. Final document discussed in several central commissions prior to the final approval of the “senate” of the University.



## ProFIS goals

- The ProFIS is aimed at developing student's skills, including
  - Critical analysis
  - Abstract reasoning.
  - Written and oral communication.
  - Knowledge of the natural world.
  - Teamwork and problem solving.
  - Quantitative and qualitative research.
  - Multiculturalism.



# Curriculum

- The ProFIS curriculum includes courses on
  - Language (reading and writing, English, literature)
  - Mathematics and statistics.
  - Humanities and arts (planet Earth, art and culture, history, economics, psychology).
  - Natural sciences (IT, environment, physics, chemistry).
  - Biological and health sciences (the human body, evolution, health promotion and quality of life, first aid, ethics and bioethics).
  - Academic research.



# Migration to other traditional professional degree

- After concluding the ProFIS, the student may enroll in another university undergraduate course, without taking the “vestibular”.
- Most UNICAMP programs reserved some vacancies exclusively for ProFIS students.
- The admission for these vacancies is based on merit, taking into account the students' performance in the compulsory disciplines of the program.
- Important observation: this adds two extra years of study to the degree program



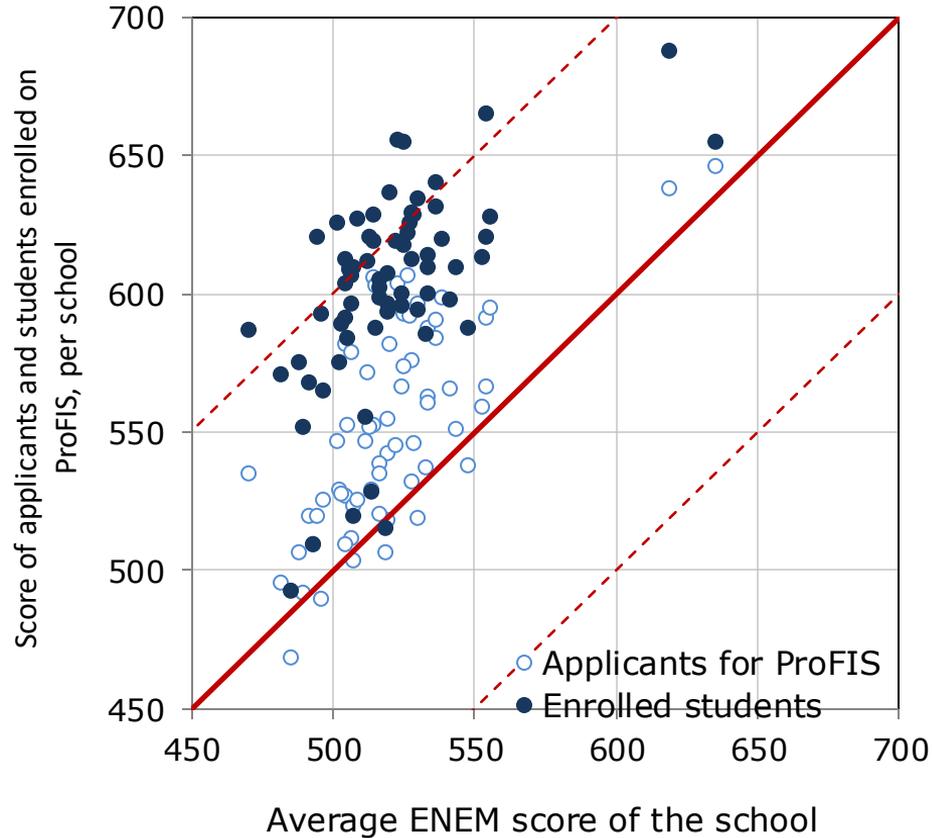
# Admission and social inclusion.

- The admission to ProFIS is based on the performance of the applicants on the Nationwide High School Exam (ENEM)
- To check the impact of the new program on the profile of the university undergraduate population, we analyze
  - The performance of the students on the ENEM test
  - The self-declared race of the students.
  - The household income of the students.
  - The instruction level of the parents.

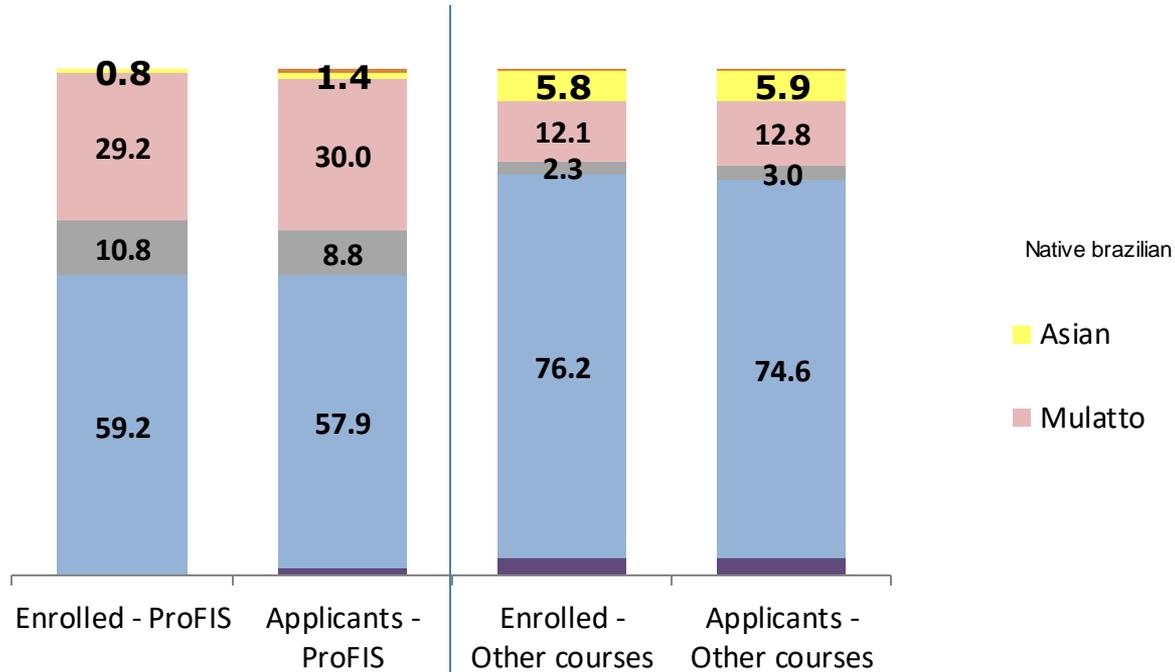




# Average ENEM score, per school



# Self declared race, in percentage



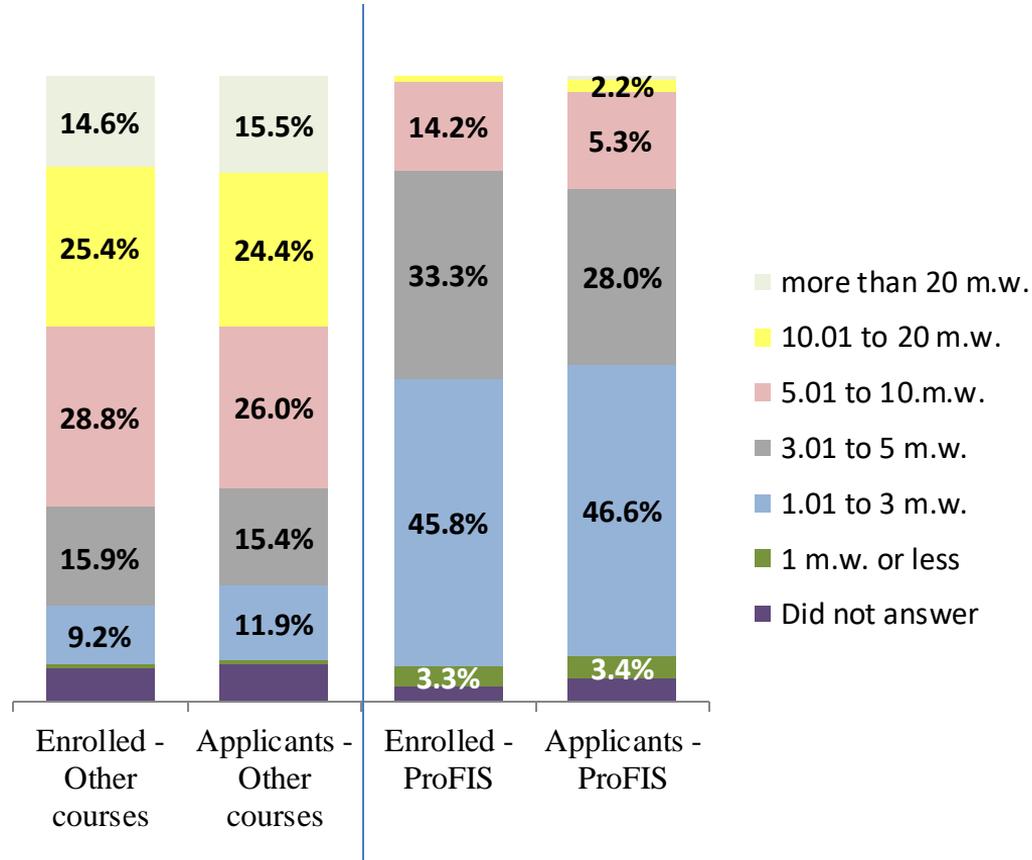
18-24 year old population.

- White+Asian: 64%
- Black+Mulatto+Native Brazilian: 36%

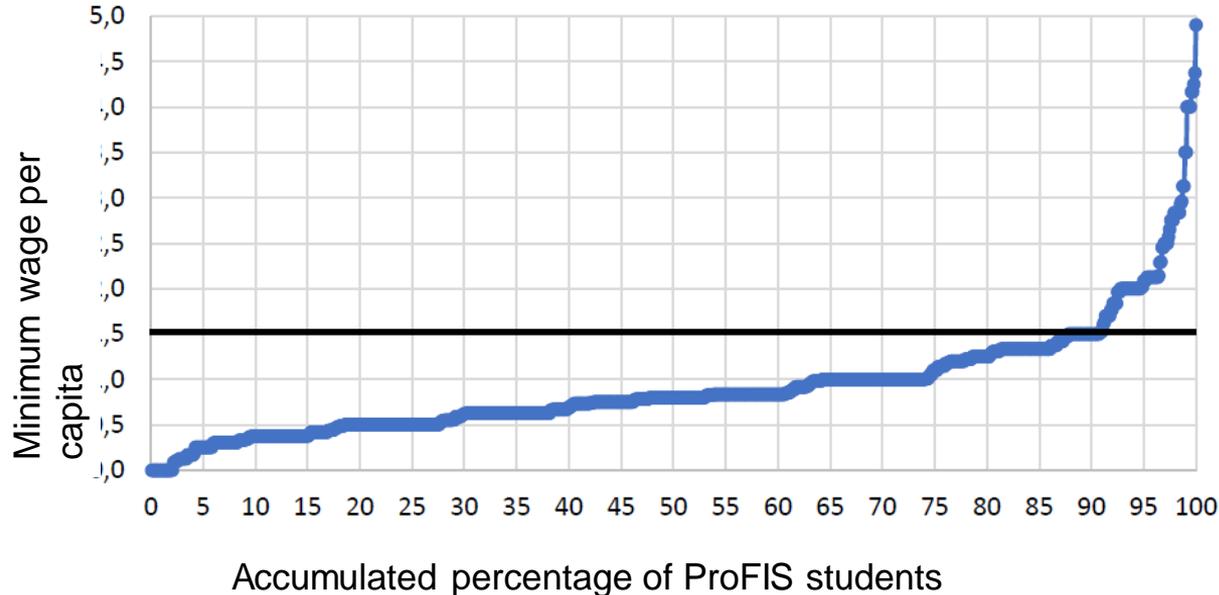
Pop. with access to higher education:

- White+Asian: 82%
- Black+Mulatto+Native Brazilian: 18%

# Household income

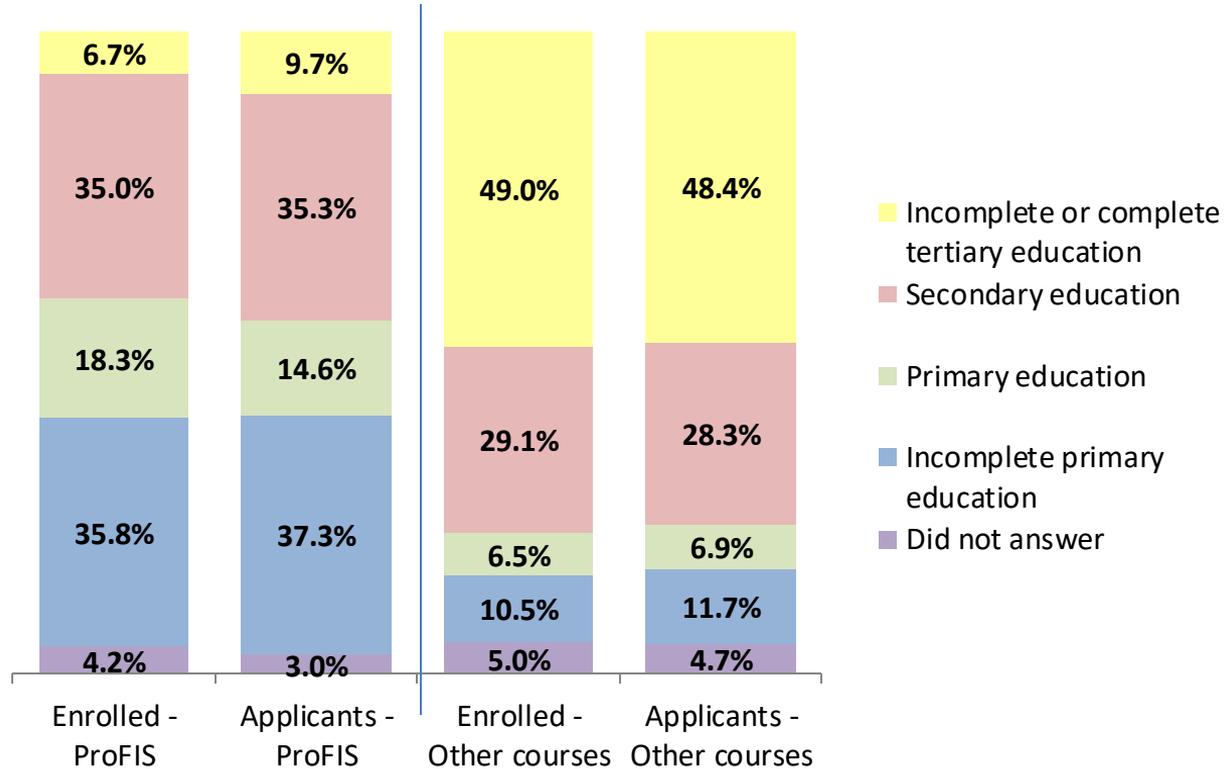


# Student income profile (2011-2018)



91% of the students between 2011 and 2018 had an income per capita that was lower or equal to 1.5 minimum wages. Besides, it can be seen that the income per capita of 74% of the students was not greater than a minimum wage and that the median was 0.8 of the minimum wage.

## Instruction level of the father, in %



- First generation to enroll on a higher education program: 86%.

# Student Success



The image is a screenshot of a news article from the website 'CORREIO POPULAR'. The header includes the site name, 'CAMPINAS, 23 DE JANEIRO DE 2014', and 'CORREIO.COM.BR'. Below the header is a navigation menu with categories like 'Capa', 'Esporte', 'Entretenimento', 'Tv Correio', 'Blogs', 'Colunistas', 'Especiais', 'Motor', and 'Turismo'. The article title is 'Do DIC IV para as salas de aula da Unicamp' and the sub-headline is 'Aluno de escola pública em bairro carente, Gabriel Alexandre vai cursar medicina na universidade'. The article is dated '22/01/2014 - 11h51' and is by 'Inaê Miranda'. It has 365 recommendations, 0 tweets, and 8+1 shares. The main image shows a young man in a white shirt and glasses standing next to a woman in a floral shirt, both smiling. They are in front of a colorful mural with large letters and words like 'TOBOS' and 'MICAÇÃO'. A small caption below the photo reads: 'O futuro médico Gabriel com sua mãe, Valéria: "Estamos anestesiados. Acompanhamos de pertinho'.

- Special scholarships were created. 60% have this fellowship, chosen by socioeconomic criteria. Other students with lower value scholarships.
- Food and Transport support for all ProFIS students.
- Social Assistants with continuous support.
- Full medical support, including psychological counselling.
- Several TAs helping on daily basis to support studying.
- Second year allows participation in research activities (with fellowships from federal government)

# Challenges

- The final shape of the program is a kind of hybrid between a “college” model (new in Brazil) and a traditional professional degree.
  - This adds two years to any traditional degree!
  - It competes with other social inclusion initiatives from the federal government (Prouni).
  - It does not fit in any practical procedure (census, accreditation, assessment, tests, etc...)
- New profile of students at Unicamp.
  - Public schools (fundamental level) deliver a disastrous education!
  - PISA 2009 data in Math show that Brazil has 89% below level 2 and 8% on level 3, 3% in 5, 0.7 in 5 and 0.1% in 6. In levels 5 and 6: 0,8% of 3.200.000, 25.600 students all over Brazil.
  - Competition with the work market (even with scholarships).

# Social inclusion

- The program has fulfilled the social inclusion objectives established in its original project
- The majority of students (82%) are the first generation in higher education in their families
- Regarding color/race, students distribution is similar to that found among students graduating from public High Schools in Campinas and the State of São Paulo.
  - 42% are black and pardo in ProFIS
  - 38% in Campinas Public High Schools
  - 39% in the state of São Paulo public High Schools
- As the selection process is based on reservation of places for public high schools and not on race or income criteria, it has been neutral regarding color/race
  - The effect is different to the color blind admission policies in the US



# Diversity

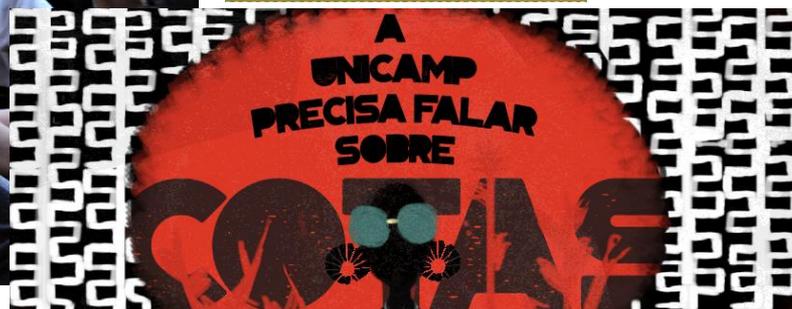
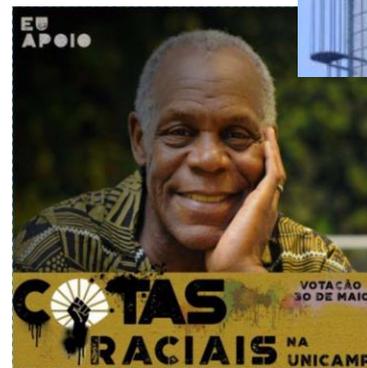
| 23, ABR - 2019 | 14:09 | MANCHETE

## Diversidade no ingresso à graduação atinge marca histórica

Inclusão Social – Matriculados 2019

Modalidade de ingresso	Matriculados	Cotistas Pretos e Pardos		EM Público (EP)		Pretos e Pardos (PP)		Indígenas		Pretos e pardos de escolas públicas		
		n	%	n	%	n	%	n	%	n	% EP dentro os PP	% PP dentro os EP
Vestibular Unicamp	2.727	711	26,1%	1.090	40,0%	863	31,6%	6	0,2%	467	54,1%	42,8%
ENEM-Unicamp	601	296	49,3%	474	78,9%	327	54,4%	1	0,2%	199	60,9%	42,0%
Vestibular Indígena	64	-	-	64	100,0%	-	0,0%	64	100,0%	-	0,0%	0,0%
Vagas Olímpicas	36	-	-	15	41,7%	14	38,9%	-	0,0%	6	42,9%	40,0%
<b>Totais</b>	<b>3.428</b>	<b>1.007</b>	<b>29,4%</b>	<b>1.643</b>	<b>47,9%</b>	<b>1.204</b>	<b>35,1%</b>	<b>71</b>	<b>2,1%</b>	<b>672</b>	<b>55,8%</b>	<b>40,9%</b>

Fonte: Coordenação de Pesquisa/Comvest



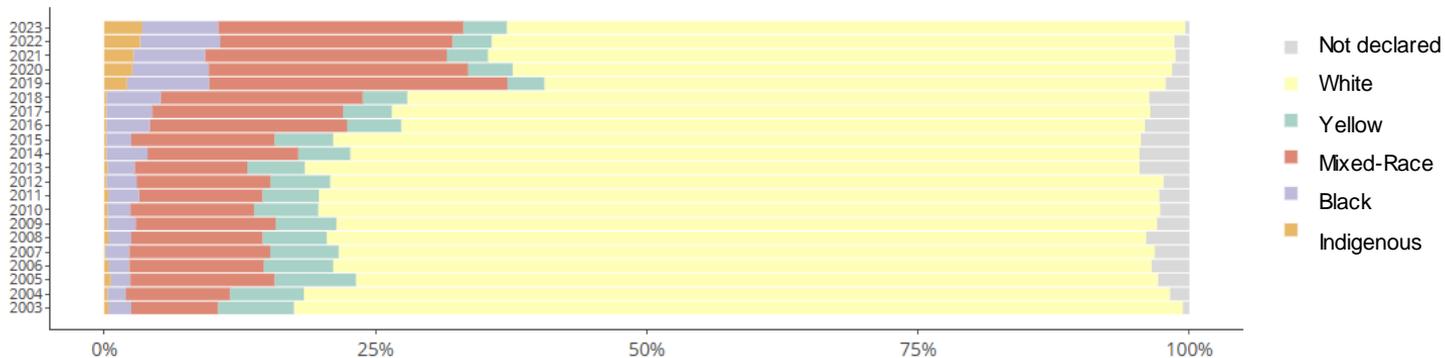






# Historical Series

## Self-declared race



## Family income (per capita minimum wages)



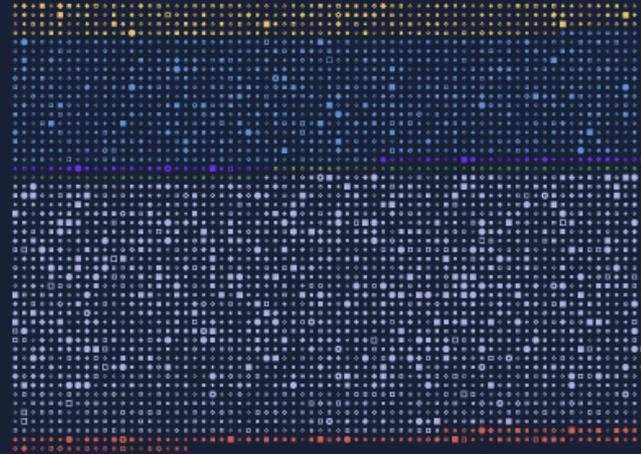
# Historical Series

Em 2019, o vestibular UNICAMP implementa pela primeira vez o sistema de Cotas, o Vestibular Indígena, as Vagas Olímpicas e a integração com o ENEM. São quatro novas iniciativas somadas aos já existentes PAAIS e PROFIS. A visualização simultânea dos ingressantes dos anos de 2003 e 2019 mostra um aumento de alunos que se autodeclararam pretos, pardos e indígenas.

2003



2019



## Como ler os símbolos?



<https://rodjuncode.github.io/dataviz-tcc/>

# Perspectives

- ProFIS is an ongoing project, which is being continuously evaluated.
- It represents a new model and a paradigm in Brazilian Higher Education, that in principle could be adapted in other universities.
- It is a further step towards diversification of HE in Brazil, and it promotes Social Inclusion with merit.

Thank you!

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# Panel Discussion

Save the date:

**Thursday,  
April 18, 5PM CEST**

**African Leadership  
University**

**Stay tuned for the upcoming  
webinar!**



**Veda Sunassee**

Chief Executive Officer

**Have a great evening and  
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