Abstract
In this collaboration it is made a frame analysis of program "All to the school" (todos a la escuela) initiative to uphold the educative inclusion in the state of Chiapas. It is specified the interpretations of the problem -and the solutions to- the educative exclusion on the part of diverse social actors and governmental agents. The analysis of the experience tries promoting the debate about the formulation of the policies of social inclusion to development and the defiance that face the local coordination in an emergent policy frame. It is emphasized, overall, the potential of the city council in the instrumentation of a social policy of inclusion to development in Mexico.

Keywords
Frame Analysis, Scholar Inclusion, Social Exclusion, Development, Policy.