



years of achievement

מכללה אקדמית הדסה Hadassah Academic College

President's Report 2016



Hadassah Academic College

President's Report 2016



Our mission

- To offer undergraduate and graduate degree programs in career-focused professions.
- To ensure a high level of academic instruction in a supportive learning environment that offers personal attention to each student.
- To open opportunities in higher education for all sectors of society.
- To foster a multicultural campus environment in a spirit of mutual understanding.
- To strengthen Jerusalem by attracting students from all parts of Israel to live, learn, and work in the nation's capital.
- To forge academic ties with leading universities and colleges around the world.

Fast facts:

40% of our students are from outside of Jerusalem

50% of our students are the first in their family to pursue a college education

72% of our students are women

85% of our students find employment in their field upon graduation

92% of our students successfully complete their degree

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David Brodet

Chairman

At the start of the academic year, an independent national poll of over 10,000 students again ranked Hadassah Academic College as the number one institution at which to study in Jerusalem, and among the top ten in the country.

Students even rated the College's quality of instruction above every Israeli university.

It is clear that students from all parts of Israel increasingly choose to study at the College in recognition of its career focused study programs and the personal attention provided to each student. By linking its academic programs to the economy's developing needs and trends, the College is fulfilling a commitment to provide well trained professionals in areas of growth within the public and private sectors.

The College also understands that it has a special responsibility and opportunity to attract and educate students from sectors of Israeli society who until today were hesitant or unable to aspire to higher education and professional training. This is most recently expressed in the College's "Campus Strauss" initiative in the ultra-Orthodox community as well as its outreach to Israel's minorities and its integration of new immigrant students from all parts of the world. This inclusive, open door to all within society will ultimately contribute to a stronger Israel, more capable and better positioned to meet the national challenges ahead.

As a native Jerusalemite, I am particularly proud of the College's concrete commitment and contribution to the growth and development of our nation's capital. Over the past few years, the city of Jerusalem has seen tremendous development, particularly in the downtown core. Such growth is crucial to encourage young people to remain and build their families and careers in the city, thus strengthening Jerusalem's position as the capital of Israel and as a vibrant city with a promising future. By attracting students from all regions in the country to study in the capital, the College brings new energy to the city, and reinforces the infrastructure of Jerusalem's society and economy. The wonderful volunteer activities of our students in numerous and various non-profit associations and organizations reinforce the College's commitment to all communities within and around Jerusalem.

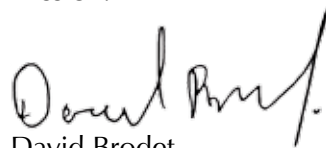
As the College grows, its physical facilities must expand to accommodate rising enrolment. Jerusalem will be greatly enhanced by the College's new Interdisciplinary Science Center now under construction on Rehov Hanevi'im, the city's main traffic through-fare. To be completed this coming year, this major new teaching facility, made possible through the generosity of the Leona M. and Harry B. Helmsley Charitable Trust will provide urgently needed study space for the College's teaching

departments as well as become an attractive landmark in the city center.

We are particularly grateful for the very generous contribution of the Azrieli Foundation of Canada for their commitment to partner with the College to build a public gallery in the new Helmsley Building for the benefit of our students, our talented alumni, and young artists.

On behalf of our dedicated Board of Governors and Executive Committee, I wish to commend the College President, Prof. Bertold Fridlender and his professional team for their efficient and responsible management. Thanks to a sound and healthy financial base, the College is well positioned to be a leader in Israeli higher education.

I also take this opportunity to thank the College's friends and supporters from around the world whose generosity and commitment are vital to the realization of the College's vision and mission.



David Brodet
Chairman of the Board



Prof. Bertold Fridlender

President

Twenty years ago, Hadassah Academic College (HAC) opened its doors to a first class of 400 students enrolled for studies in three departments of Computer Science, Medical Laboratory Science, and Optometry. Two decades have passed, and our College is today home to over 3,000 students pursuing undergraduate and graduate degrees in twelve departments of four schools of Health and Life Sciences, Design and Communication, Computer Science, and Government and Social Sciences.

Over the past few years, the College has enjoyed a strong annual increase in student enrolment with the highest rate of retention of any university or college in Israel. Over 85% of our students find employment in their field of study within six months of graduation.

What are the reasons for our success? And what is our vision for the years to come?

From day one, our College's founders understood that Israel needed an institution of higher learning that is career focused and could prepare highly skilled manpower to meet the needs of a dynamic economy. Our academic program was built with an eye on the workplace and a concern that each and every graduate would find jobs that are both satisfying and rewarding.

Our achievements exceeded the expectation of our founders as our College now leads all other institutions in the country in job placement, and is a primary source for employers searching for highly educated, well trained personnel.

Our founders also understood that a career focused higher education is vital to advance those communities and sectors within Israeli society that aspire to a better future and full integration into the workforce and economy. The College is committed to open doors to higher education to all groups within society, and in doing so, plays a vital role in ensuring a better, stronger Israel with equal opportunity for all. Our campus reflects Israel's rainbow of communities and cultures from the most secular to the most religious of Israeli Jews; new immigrants from all parts of the world; and Israel's minorities.

Over half of our students are the first in their family to pursue a college education. It is our mission and privilege to ensure that these students receive every assistance so that they may realize their dreams. This is concretely expressed in our Pre-Academic Center that prepares students with a host of challenges to successfully qualify for college study; in our Challenge Center that provides help to students with learning and physical issues; and our Career Center that assists students to successfully prepare for and secure employment upon graduation.

These three centers have become models in Israeli higher education for other institutions to emulate.

Our founders also aspired that the College would actively contribute to the community. Our students volunteer in a wide range of non-profit organizations for the benefit of all Jerusalem residents. This includes our flagship "Above and

Beyond" program in social entrepreneurship which has spearheaded several new initiatives that have attracted national attention for their innovative contribution to community life. Faculty and students in our clinical departments are reaching out to deprived neighborhoods and communities to offer high quality health services at no cost to the patients.

We are particularly proud that our graduates are already "giving back" to their alma mater through our recently established Alumni Association. Created in partnership with The Rosalinde and Arthur Gilbert Foundation, the new Association encourages our alumni to actively assist with student enrolment; to serve as mentors to current students; to donate scholarships to our most deserving students; and offer career opportunities to our graduates. We anticipate that this Association will serve as an important model for other Israeli institutions.

While our founders envisaged the College as primarily a teaching institution, we now provide opportunities for our faculty to pursue original research in their field, and in doing so, encourage scholarly collaboration between College departments. Our College's recent achievements to secure major competitive grants are testimony to the capabilities of our academic staff. Our students' learning experience is also enriched by the knowledge gained through our faculty's research.

Hadassah Academic College is well positioned to build on its successes and realize its vision to be a leader and model in higher education; a

strong contributor to the economy; and a vehicle for positive social change. As we look toward the coming years, our challenges are becoming increasingly clear.

We need to carefully identify the needs within the workforce and prepare students for the opportunities ahead.

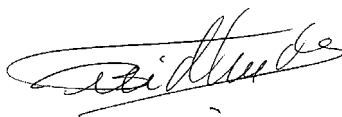
We need to ensure that our academic program is of the highest quality so that our students can be competitive in the market place.

We need to serve as an example of social responsibility by opening our doors to underserved populations while maintaining our high academic standards.

We need to remain a strong partner in the development of Jerusalem, and in doing so, contribute to the city's standing as Israel's capital and a world center of culture and civilization.

We need to foster an atmosphere of mutual understanding, inclusion, and acceptance so that our students will be responsible citizens in addition to educated professionals.

I am confident that in working with committed purpose, our community of faculty, students, and staff, together with our devoted trustees and friends of the College around the world has the ability and motivation to realize our founders' most lofty hopes and dreams.



Prof. Bertold Fridlender, President



Hagit Freeman

Director, Career Counseling Center

Ms. Hagit Freeman was born and raised in Jerusalem. She received both her BA degree in Behavioral Sciences and her MA degree in Organizational Sociology from Ben Gurion University. Ms. Freeman has served as the Director of the College's Career Center since its inception in 2012.

Established four years ago in partnership with the Rothschild Caesarea Foundation (Israel), the College's Career Center has emerged as a vital resource of support and guidance as students approach graduation and begin their job search.

One of the key factors that attracts students to enroll at the College is its graduates' high level of success to secure rewarding employment upon graduation. The Center encourages and assists students to begin exploring their career objectives early in their degree studies so that they graduate with clear objectives and concrete, achievable goals. To that end, the Center offers group workshops and individual guidance to help students prepare for entry to the workplace. Activities include how to write winning resumes; improve interview skills; and understand job contracts and salary expectations. The Center publishes updated job listings, and students are assisted to utilize social media networking sites to seek work opportunities and find relevant job postings.

While the Center works with second- and third-year students as well as older graduates, it specializes in helping recent graduates and graduates-to-be to find their first full-time professional position in their field of studies. "Opening the first door is sometimes the hardest obstacle," says the Center's Director, Ms. Hagit Freeman. The goal of the Center is to significantly shorten the length of time between graduation and the student's first professional position. To this end, the Center concentrates its efforts on students in their final year of studies and up until two years post-graduation.

The Center's professional staff is pro-active in forging ties with potential employers in both the public and private sectors. In addition to its job listing portal, the Center hosts an annual job fair that brings potential employers to the campus. Visits are also organized to employers' facilities.



The Center's staff works closely with the College's academic departments to share knowledge about the needs and trends in the workplace and ensure that students are prepared as much as possible for employment.

Thanks to an initiative made possible by The Rosalinde and Arthur Gilbert Foundation, the Center cooperates with the College's Alumni Association to reach out to College graduates to offer job opportunities at their respective places of employment and act as mentors to current students. The Center also benefits from its partnership with the bodies that are members of its steering committee, i.e., the Jerusalem Development Authority, the Jerusalem Municipality, the Israel Association of Career Counseling, and the Israel Manufacturers Association.

As employers prefer graduates with industry experience, the College also arranges internship opportunities. Internships are offered in the students' field of study so that they receive relevant workplace experience. These work experiences provide students with a valuable reference from an employer and added benefit when seeking employment. Indeed, many student interns find permanent employment at their internship following graduation.

The Center is cognizant of the challenges faced by the College's ultra-Orthodox and minority students in entering the workforce and securing jobs with dignity and a future. It has therefore brought special advisors on staff to assist these students to prepare for their career search and successfully identify work opportunities.

As a result of the College's career focused education, and the assistance provided by the Career Counseling Center, over 85% of the College's graduates find employment in their respective field within six months of graduation.

As Ms. Freeman explains, "Our work is all about helping young people channel their motivation and dreams into satisfying career opportunities".

Schools and Programs





School of Health and Life Sciences

Biotechnology (B.Sc.)

Medical Laboratory Sciences
(B.Med.Lab.Sc.)

Vision Science and Optometry
(B.Optom. & M. Optom.)

Communication Disorders (B.A. &
M.A.)

Environmental Sciences (B.Sc.)

School of Computer Science

Computer Science (B.Sc. & M.Sc.)

School of Design and Communication

Inclusive Industrial Design
(B. Design)

Photographic Communication
(B.A.)

School of Government and Social Sciences

Economics and Accounting (B.A.)

Management of Service
Organizations (B.A.)

Politics and Communication (B.A.)

Behavioral Sciences (B.A.)
as of Oct. 2016

Programs

Pre-Academic Preparatory Program
- "Mechina"

TAKA - "Olim with Hadassah"

"Above and Beyond" Honors
Program

Community Health Clinics

Adler Aphasia Center

Claire and Emanuel G. Rosenblatt
Clinic of Communication
Disorders

Optometry Clinics



**School of
Health and Life
Sciences**



Biotechnology (B.Sc.)

Prof. Alik Honigman, Department Chair

For over a decade, the Department of Biotechnology has been preparing students to harness our understanding of the biological and chemical sciences for the sake of improving human health, wellness, and the environment. In addition to intensive academic studies, students are taught to focus on practical applications of that knowledge. The guiding principle is the question, “How do I make a shelf product out of this?”

The Department prides itself on providing students with a far greater number of laboratory hours than comparable programs in biology at the major Israeli universities. With over 100 lab hours behind them – nearly a third of the academic program – HAC’s graduates are exceedingly well-prepared to join the workforce in professional laboratory settings in both the private and public sectors.

The Department has sought a balance that ensures both theoretical expertise and hands-on mastery of lab techniques. In addition to fundamental theoretical coursework, students construct an individual curriculum of electives that enables them to acquire a personalized area of expertise. In these elective courses, students study and master the scientific and commercial language of each area. These courses enhance their ability to communicate effectively with colleagues and build crucial networking and interviewing skills. The benefits of the individualized curriculum are not only theoretical but tangible, and students report that they provide an invaluable professional advantage.

Many of the Department's graduates choose to continue on to advanced degree programs, and the Department is proud of its track record at placing its students in top graduate programs. Year-after-year, more than half of the research students who receive honors awards at the Hebrew University's Faculty of Medicine are HAC graduates.

The Department was delighted to welcome two new teaching faculty members who are themselves graduates of HAC’s undergraduate program.

In addition to the Department's regular program, the Department offers a separate study track for ultra-Orthodox students through the College's Campus Strauss program. Male and female students at Campus Strauss study separately in respect of the boundaries of their traditions. The

all-female Biotechnology track is now in its third year and is a stellar success. In its three years it has seen demand soar, with the 2015-16 entering class being twice the size of the previous year's class. The success of the all-female track is also evident in the high-caliber of applicants, a significant number of whom are new immigrants from France.

Jerusalem's biotech scene is booming, and graduates of HAC's Department of Biotechnology are well positioned to join this growing industry. The Department has set up a functional bridge between academia and industry to ease the transition for its students. In their third year of studies, students participate in a 200 hour research project in an industry or research laboratory. Industry leaders are also invited to deliver guest lectures and companies are invited to present and interview on campus.

With 90% of graduates employed in their field, the College's Department of Biotechnology has a proven success rate that is reassuring to both prospective students and prospective employers.



Pini Zuckerman, graduated in 2008, now a doctoral candidate in Immunology at the Hebrew University of Jerusalem

"In my doctoral research in what is considered a new and groundbreaking field --- the identification of tumor cells by "natural killer" immune cells in the body --- I utilize and benefit from the knowledge and tools acquired during my studies at Hadassah College.

One of the best things about the College is that both faculty and staff, including the Chair of the Department are accessible to students. I found it easy to contact and work with everyone in the college administration. Anyone who completes their degree in biotechnology at the College can be certain that they received a high level education, and that they have gained more real, practical knowledge than students at most other Israeli undergraduate programs in the field. The College puts a very strong emphasis on the practical side of academics, and students benefit from intensive laboratory hours. The program also facilitates connections with businesses and industry. Having interaction with people from industry and academia allows students at a relatively early stage to understand what is possible after graduation.

My education at the College provided me with a strong base in which to pursue my doctoral studies for which I am truly grateful."



Optometry and Vision Sciences

(B.Optom. and M.Optom.)

Prof. Ariela Gordon-Shaag, Department Chair

As a result of its high level of teaching, innovative research, service to the community, and ongoing initiatives, the College's Department of Optometry and Vision Sciences is today recognized internationally as Israel's most respected academic program in the field.

The department offers both a bachelor's and master's program in Optometry and has the highest passing rate in Israel's licensing exams year-after-year.

While theory is key to learning, degree programs in optometry must be concerned first and foremost with producing great practitioners. The department's program pursues an approach that is patient-oriented, meaning that students first learn and practice techniques before studying theory. In line with the College's career orientation, this approach is born out of an appreciation that the profession is all about treating people.

With 350 students and 70 regular and adjunct faculty members, the Department's clinics, on campus and in the community, serve over 10,000 patients each year. Entire families can receive optometric services for only a token payment, and prescription eyewear is offered at a reduced cost.

Indeed, community outreach is a hallmark of the department. Students conduct bi-weekly care visits to elderly patients at retirement communities and regularly perform vision screenings at schools and preschools throughout Jerusalem and the surrounding region. The department's community clinics offer students valuable hands-on experience while fulfilling a major tenet of the College's mission to contribute to the well-being of all Jerusalem residents, particularly those living in disadvantaged neighborhoods. In its efforts to further increase its reach and diversify its patient base, the Department of Optometry and Vision Sciences introduced a new satellite clinic pilot. In the past year, a student in the department organized a satellite clinic at the Druze village of Beit Jann, located 200 kilometers from Jerusalem at Israel's northern border.

Because eye disease is often insidious, many individuals fail to seek care across socio-economic groups. Through its many efforts on and off campus, the program works to reach new populations and increase awareness and access to care.

The four-year B. Optometry degree is designed to get students into the clinics and interact with patients as soon as possible. Students participate in the of-site screening program in the first year, are introduced to the dispensing optics clinic in their second year, perform general diagnoses in their third year and perform vision therapy and prescribe contact lenses in their fourth year. In all, the program aims to educate highly confident practitioners who have the experience to operate a vision clinic independently.

Certified optometrists who wish to gain advanced clinical expertise can enroll in the Department's two-year master's program. These students obtain advanced training in specialty contact lenses and servicing the legally blind and vision impaired in a low-vision clinic.

As part of the College's efforts to provide higher education opportunities to all segments within Israeli society, the department is also educating and training ultra-Orthodox women for careers in optometry. This program is now in its third year with 100 Haredi women studying toward a bachelor's degree in Optometry. All are expected to find employment in this high-demand profession.

In response to a strong interest by French Jewish youth to live in Israel, the College introduced a special study track for students holding a BTS technical certificate to acquire the knowledge and skills to qualify as optometrists. The "Opti-Zion" program was initiated in January 2016 with an inaugural class of twenty students in collaboration with the "Netzer Yonatan Association", "Optical Center Foundation", and Israel Ministry of Absorption.

Prof. Gordon-Shaag encourages students to embrace the notion that "today's research is tomorrow's practice." For this reason, all students are required to participate in a research project as a prerequisite for graduation. The department's numerous research collaborations and clinical trials with state-of-the-art optic companies offer ample research opportunities.



Benjamin Koskas, graduated B.Optom in 2009, now manager at "Optical Center", Jerusalem

"After immigrating to Israel from France in 1997, I quickly realized that to succeed in Israel, you need to aim high and for the top.

After completing my army service, I looked for a good and challenging place to study and toward a profession that I would enjoy pursuing and that promised a good living. I chose the College because of its professional reputation and supportive environment.

Optometry was ideal for me as I enjoy the sciences and helping others.

I now manage Jerusalem's "Optical Center", a non-profit association that offers vision and hearing care to Jerusalem's most needy residents. I also mentor students from the Department who intern at the Center which allows me to keep in touch with the profession and the next generation of vision professionals.

I am grateful to the College for providing me with the knowledge and tools to succeed in my chosen profession."



Communication Disorders

(B.A. and M.A.)

Dr. Sara Meilijson, Department Chair

The College's program in Communication Disorders is recognized as Israel's leading program in the field, offering a bachelor's and master's degree in Communication Disorders and training speech language pathologists who receive certification from the Israel Ministry of Health.

This demanding undergraduate program spans three and a half years and requires 1,000 clinical hours of training. Students train in the areas of communication disorder assessment and intervention and in the area of hearing impairment in an audiology and otolaryngology clinic. The on-campus clinic allows undergraduate students to practice under the supervision of audiologists and ENT doctors and is equipped with five testing rooms and advanced testing capacities including an auditory brainstem response exam.

The program operates its own teaching clinic on campus, the Claire & Emanuel G. Rosenblatt Clinic of Communication Disorders, where students provide direct patient care under close supervision beginning in their third year. By their fourth-year, students are ready to go out into the community where they independently organize and run special programs at local, at-risk preschools. These programs are aimed to enrich the children's' language skills through book reading as well as to provide students with clinical experience.

"Training independent, competent practitioners" is an important goal says Department Chair, Dr. Sara Meilijson, which is why it is crucial for students to gain clinical experience in many off-campus settings including health fund clinics, rehabilitation centers and special education programs for children with autism and language developmental delays. Some students choose to intern or volunteer at the College's Adler Aphasia Center, which provides long-term rehabilitation care for individuals with aphasia.

The Program in Communication Disorders attracts a stellar applicant pool. Some 50 students enroll each year in the program on the main campus, and another 20 study at Campus Strauss in a specialized program for Ultra-Orthodox women which opened its second class this year. Graduates are employed by HMOs, hospitals, private clinics,

rehabilitation centers, special education frameworks and nonprofits serving the hearing impaired.

Many of the department's master degree graduates pursue doctoral degrees in the areas of audiology and brain sciences. The program is also proud that a number of its own graduates have returned to the program as teaching faculty after earning advanced degrees.

The program's faculty continuously conducts self-evaluation for curricula and its clinical education program to reinforce ethical conduct in the service of professional excellence.

At the start of the academic year, over 150 alumni of the Department of Communication Disorders attended a first ever reunion, reuniting with faculty and fellow speech –language pathologists and audiologists. The gathering also marked the fifteenth anniversary of the founding of the Department. Participants were encouraged to contribute to an alumni scholarship fund established to mark the occasion. This inaugural event was made possible through the support of The Rosalinde and Arthur Gilbert Foundation.

The department plays a key role in advancing the practice of speech language pathologists in Israel by offering advanced education opportunities for certified speech language pathologists, as well as a Master's degree. The department's M.A. is intended for speech language pathologists who wish to focus on methods of practice in a multilingual and multicultural environment. The program is one-of-its-kind in Israel and is geared toward practitioners who encounter language barriers in their practice while serving a multicultural patient base. This graduate degree offered by the Department of Communication Disorders at HAC is crucial for improving access to speech language services to sizable communities of recent immigrants who now call Israel their home.



Adler Aphasia Center

Ms. Dafna Olenik, Director

Following brain damage, the loss of language occurs instantaneously. Aphasia is an acquired impairment or loss of ability to understand or express speech. People challenged by aphasia experience difficulties in speaking, writing, and comprehending spoken and written language as well as conveying thoughts and desires. Communicating with others is a daily challenge for them and their families. However, their intelligence and desire to communicate are unaffected.

The College's Adler Aphasia Center is an integral part of the Department of Communication Disorders. Associated with the Adler Aphasia Center in New Jersey, the Center serves clients at the chronic stages of aphasia beginning with the one-year post-trauma mark. The Center's members come from all walks of life and age groups with a range of some 30- to 80-years-old. The services offered are unique in Israel, and many of its members travel great distances to benefit from them.

The Center's staff and members are a tightly knit compassionate group who put care at the top of their agenda. The team of five professional speech language pathologists is assisted by graduates of the College's Department of Communication Disorders who volunteer weekly.

The Adler Aphasia Center continuously looks for innovative ways to help its members break the shackles of silence. The Center organizes communication support groups where patients and family members sit around a table and learn to facilitate conversation. Patients learn new skills aimed to expand and improve their ability to communicate and to engage their surroundings with their intact faculties. This includes the use of specialized computer software, specially-designed communication boards, and even SKYPE.

The Center translated and adapted an educational handbook for the families of those with a communication disability to help them understand the causes of the condition, its manifestations and ways to cope. This instructional handbook is now available in Hebrew, Arabic and English.

This year, a graduate of the College's Department of Photographic Communication started a photography group for Center members who often experience a surge in their visual awareness. To date, the Center has held three public exhibits to showcase these works and produced a 2016 calendar featuring reprints of the photos.

Since its inception, the Center has been pro-active in raising awareness of aphasia in Israel and among medical professionals in particular. The Center organizes six seminars each year at the Hebrew University-Hadassah Medical School designed to further the understanding of aphasia among medical and nursing students. The Center also organizes an annual national public awareness week in June in which students from the Department of Communication Disorders put up information booths on university campuses around the country.

The Center's staff operates a Facebook group to advance its advocacy of aphasia in Israel, and is considered an authoritative source of information on the subject by the media.

The Adler Aphasia Center is committed to provide a unique and sought-after service for those Israelis challenged by aphasia. As the Center is an integral part of the College's Department of Communication Disorders, its undergraduate and graduate students gain knowledge and experience through their interaction with the Center's members and staff.



Natalie Weisman, M.A. graduate in 2013, now a Speech Therapist

"I earned my undergraduate degree in both Russia and at the College. Studies were challenging for me as I worked at three jobs in order to finance my studies and support my two children.

The faculty was truly wonderful, professional, and supportive. The learning content was quite substantial. Each day in class I discovered new horizons and different variations of the subject material.

Our class was multilingual and multicultural. Conversations between students were both interesting and challenging. My experience in studying with people from different backgrounds helped me appreciate the values of patience and understanding while discovering others language and culture.

In short, my experience at the College was memorable, exciting, enriching, and enjoyable!"



מנהלות



חברת המים הלאומית



Environmental Sciences

(B.Sc.)

Dr. Geula Sharf, Department Chair

Environmental awareness is gaining increased attention in Israel's public and private sectors, and the demand for graduates of the Department is high.

Career opportunities are available in industrial plants, hi-tech factories, government ministries, local municipalities, water companies, green organizations, and private consultancies. Employers actively recruit on campus and compete to hire graduates as there are more positions available than candidates.

Dr. Sharf credits the program's high rate of job placement to the practical orientation of the program and its close ties to potential employers. Students are trained to work in areas such as overseeing air quality and chemical exposure risks.

All the department's students share a passion for environmental issues and desire to protect the world and its resources for future generations.

Basic science and specialized courses are offered in areas such as air quality, water chemistry, environmental microbiology, atmospheric chemistry, environmental legislation, radiation and noise, toxicology and meteorology. The seven semester program includes a practical research project which spans the students' last three semesters. Projects are conducted at on-site settings in cooperation with a government agency or an industrial company such as the Israel Water Authority, Hydraulic Agency, the Geological Institute, the Ministry of Health and Intel Corp.

Student research projects are on such a high level that some have even led to positive changes in environmental policy and practice. A recent student research project prompted the Israel Water Authority to increase the scrutiny of waste disposal at an industrial plant after students found toxins in a nearby river and traced back their origin.

It is in recognition of the College's leadership in environmental quality control that the Ministry of Environment Protection placed an air monitoring station on the campus. The station is designed to measure pedestrians' and drivers' exposure to traffic pollutants, mainly from motor

vehicle exhaust. The data is transferred in real time to the national air monitoring system, and is part of a national network of 150 stations.

The program is proud of the reputation it has gained for having a highly respected academic level of instruction and research. Faculty members include academicians from other institutions of higher learning, scientists from the Israeli ministries of Environment and Health, and professionals from organizations and institutions dedicated to environmental protection.

Israel's research universities are eager to accept department graduates as they are known for their high level of education and training. Around a third of the program's graduates continue toward a master's degree in environmental sciences at the Hebrew University of Jerusalem, the Weizmann Institute of Science and Ben Gurion University of the Negev. Some students choose to pursue graduate studies abroad in order to gain an international perspective, and then return to Israel to pursue their career.

The Department's over 200 alumni can today be found in various settings including as environmental consultants and project managers in private practices, environmental planners in municipal government offices, and as environmental educators.

Dr. Sharf believes that success lies not only in producing sought-after graduates but in developing students as lifelong learners: "We place great emphasis on expanding their horizons, on encouraging them to learn, and where to look for answers."



Adaya Rom, graduated in 2014, now responsible for air monitoring at the Ministry of the Environment

"I had a longtime interest in the environment so that the College was no doubt the place for me. I enjoyed the study material and the unique aspects of the Department's program which I found superior compared to other institutions. I also benefited from the personal attention from the faculty who made themselves available for questions and consultations, even though most lead busy careers in the field in addition to their teaching. The site tours added to my understanding of environmental issues.

I am now pursuing a career in my field, updating and building the national inventory of emissions from industry on behalf of Air Quality Division of the Ministry of the Environment. The knowledge and training I brought from the College have really given me an advantage over others who studied elsewhere.

For anyone who cares about the environment and wants to make our world a better place in which to live, I strongly recommend studying at Hadassah Academic College."





Medical Laboratory Sciences

(B.Sc.)

Prof. Oded Khaner, Department Chair

The world of medical research and diagnosis is teeming with new activity, and graduates of the Department of Medical Laboratory Sciences have tremendous advantages when entering the workforce. In the three-year intensive program, graduates earn not only an academic degree, but also the necessary accreditation from the Ministry of Health to work in any medical laboratory in Israel without the need for further training. Pharmaceutical companies, medical centers, and university graduate programs compete for the program's graduates who are known for being well-trained, certified lab professionals.

The program offers excellent training by a top tier faculty including university researchers and scientists who teach hematology, clinical biochemistry and parasitology among other subjects. Thanks to the College's well-equipped laboratories, the Department is able to provide the most advanced lab training in Israel. Laboratory equipment is sufficient to allow each student a personal microscope, and students have access to the most advanced cell-culturing tools, and digital, fluorescent and inverted microscopes. As a result of the program's hands-on experience, graduates develop superb technical skills with a large variety of cutting-edge equipment and in a wide range of settings including hospital medical labs and research facilities.

Students log more hours in advanced laboratory training than at any other institution in Israel. The program ensures that students possess not only the technical skills to operate in the medical lab, but also have the solid theoretical background necessary to be able to interpret results. Students receive training in highly specialized areas of molecular biology and enjoy opportunities to gain research experience in areas such as bioinformatics, developmental biology, and cancer research.

Prof. Oded Khaner, Department Chair, believes that the program's reputation for providing personal, caring support for its students is its strongest draw. The program's positive image among both students and employers has caused increased interest for enrolment from year to year.

The program's student body reflects Israel's multi-cultural society. Students from a spectrum of secular and religious backgrounds study together with Israeli-Arabs from the north of Israel and new immigrants from around the world. The program also offers a special study track for ultra-Orthodox women and was one of the first academic degrees offered to ultra-Orthodox women in the country.

The Department graduates nearly one hundred students each year, all of whom succeed to secure rewarding employment upon completion of their studies. Even at this pace, there is a shortage of certified lab professionals in Israel. The College's program in Medical Laboratory has undertaken the responsibility to fulfil a national gap by educating experienced lab professionals who are well prepared to play a role in propelling Jerusalem's healthcare industries forward.



Omer Perlman, graduated in 2012, now an analyst at the Genetics Laboratory, Hadassah Medical Center

"I transferred to the College and the Department from the university as I wanted to major in biology and had an interest in medical laboratory studies. I found that the level of studies at the College was equal to the university, and I finished my degree within two years.

I particularly enjoyed the College's smaller classes and interaction with faculty. The College really places the student at the center of attention. Teachers make themselves available to the students even after hours through e-mail and phone. Unlike universities that focus on theory and research, the College provides valuable practical experience which gives its graduates an advantage in entering the workforce.

I also enjoyed life on campus and the warm atmosphere.

Thanks to the education I received, I am now working in the Genetics Laboratory at Hadassah Hospital, responsible for analyzing results."

School of Design and Communication



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Inclusive Industrial Design

(B. Design)
Dina Shahar, Department Chair

The Department of Inclusive Industrial Design offers a four-year degree in B. Design. The rigorous program focuses on the principles of proper and inclusive design with an emphasis on service design. Students gain a broad mastery of the foundations of their field, but are uniquely trained to assist populations with special needs.

Department Chair, Dina Shahar strongly believes that efforts to improve the lives of those with special needs hold the promise to improve life for society as a whole. Thus design students are encouraged to broaden their horizons by designing for overlooked populations, including the temporarily and permanently disabled, the elderly, and the very young.

The Department is pursuing design for inclusive health-care, with an emphasis on patient experience and access to information as an integral benchmark for improving and evaluating healthcare settings. Collaborations between College departments help design students gain exposure to the healthcare field. All third-year students participate in a seminar for designing original treatment alternatives for the Department of Optometry's visual therapy clinic. Some students volunteer at the College's Adler Aphasia Center or at health-care physical therapy clinics in and around Jerusalem.

The department's focus and applied research on healthcare has seen many successes with novel design solutions replacing traditional medical practices and offering immediate results for patients. One fourth-year student was able to address the common failure of bariatric surgery by changing how patients interact with food in their home environment. This is only one example for a design solution addressing a surgical-medical difficulty by affecting behavioral change. Another student teamed up with a pediatric orthopedic specialist to redesign scoliosis braces, a treatment option which has not been comprehensively rethought in decades. This student aims to improve the usability, comfort and no less important, appearance of the braces to help young-adult patients improve not only their health, but also their social skills, sense of wellbeing and adaptability. A third student produced a groundbreaking technology which allows the hearing impaired to enjoy music through touch by translating sound waves to tangible vibrations.

The Department hosted an academic conference in 2016 on the subject of Design for Health Care Innovation.

The department's diverse student body provides an unusual opportunity for students to expand their social network. Students of a wide range of ages, backgrounds, and cultures collaborate in peer workshops that provide opportunities to explore new friendships and professional connections. The program also encourages students to explore outside the classroom. A third-year workshop on constructing a digital portfolio, co-organized in partnership with the College's Career Center, helps students learn how to market their ideas and gain professional exposure. International conferences provide networking opportunities as well.

The success of graduates in numerous international design competitions is a resounding affirmation of the quality education offered by the department. Many department alumni have received recognition by such organizations as Red Dot Design Award – The Best of the Best, and the Merage Institute. Currently, several graduates are further developing their products and commercializing them with the support of accelerators. One graduate's design for a pediatric prosthesis for developing countries is supported by the Israeli Ministry of Economy and Industry. Another graduate's project for a school backpack which doubles as a floatation device has won the support of the 8200 Accelerator for promising startups.

The success of graduates at gaining local and international recognition for their groundbreaking and innovative work is impressive, but more important is the fact that the work is unquestionably improving human lives. From developing life-saving preservers for children, to helping young adults better cope with the challenges of scoliosis, to helping obese adults to maintain a healthier post-operative lifestyle, the improvements introduced by the College's design graduates upon their very first steps in the field promise unimaginable return to society in Israel and around the world.



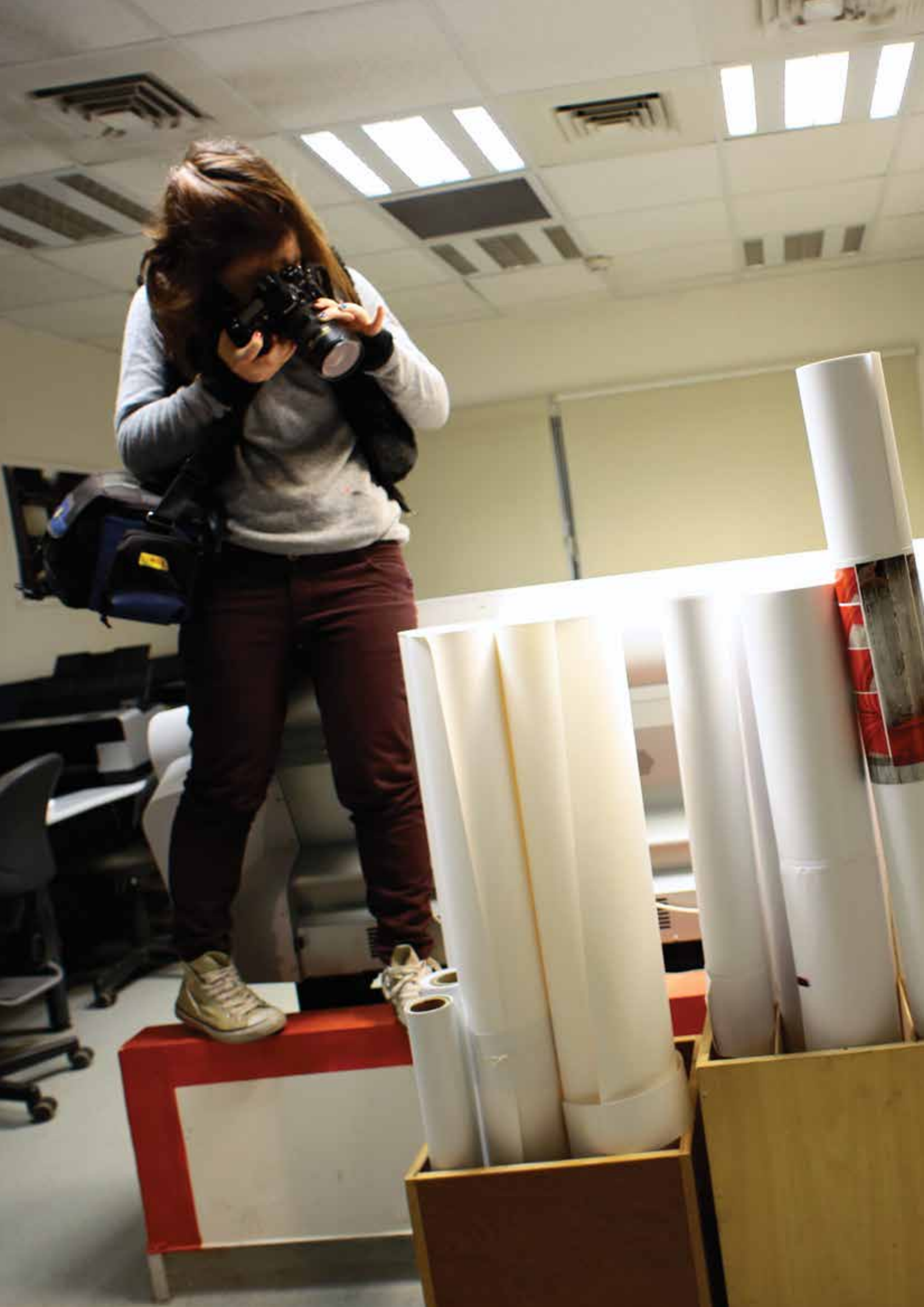
Ram Benderman, graduated in 2015, now CEO of MAZU Design

"From a very young age, my brother and I used to play games that demanded we think outside the box. We would take some iron bars and a toboggan and create a roller coaster. We also liked to upgrade all kinds of houses built on wood. So from an early age, I had an interest and desire to build and create. So it was natural to continue in academia towards design.

I chose to study at Hadassah Academic College because of its unique approach. The Department focusses on the development of products that can impact and change lives with a strong emphasis on social initiatives. Many designers go in the direction of basic consumer goods design, whether it is a cup or sofa. I wanted to focus on products that can change society for the better.

I am learning disabled and had trouble with theoretical courses, and the College provided me with a mentor who helped me to succeed. I also benefitted from College workshops in time management which today serve me well as a CEO.

My final project in the Department involved designing a school bag that also doubles as life jacket. This innovation led to my establishing the MAZU Company which focuses on developing means of rescue from drowning. I could not have made it to where I am today if not for the knowledge and support I received at the College."



Photographic Communication

(B.A.)

Prof. Moshe Caine, Department Chair

The Department of Photographic Communication is one of the longest standing programs at the College with a legacy of nearly forty years. From its beginnings as a technical school for photography producing mainly technicians for the military, science, and the hospitals, the department has since reshaped itself as a leading academic program with a broad specialization in all aspects of visual communication.

The department today offers a four-year Bachelor's degree in what is a truly multidisciplinary program. Students of photographic communication develop a whole array of visual communication skills which span photography, videography, video editing, 3D scanning, photogrammetry, website development, design and more. As an applied field, the degree includes a strong technical component. As an academic program, students engage with theoretical questions of ethics and media, mass communications, and ethno-sociology.

Department Chair, Professor Moshe Caine and Ms. Yehudit Guetta, Head of Practical Studies emphasize that the department is unique in its adaptability, never ceasing to re-examine its methods and subjects with a view toward the future. Recognizing that change in the field is constant, the Department implements changes into the curriculum every year. Recent additions include trips to the scenic Mitzpe Ramon crater in southern Israel where the program has partnered with an archive. Another international project undertaken by the Department and directed by Prof. Caine allows students to join faculty and alumni to document Jewish communities that vanished in the Holocaust. This project was originally initiated by a small village in northern Bavaria. Two additional German villages have since made independent requests to contract with the department for similar services. A center for Jewish culture in Poland has recently also been added to the list of partnering institutions.

The Department is a place where mass communications intersect with science, sociology and visual anthropology. Students enter a world of many overlapping circles. Many of the students approach their studies from a very personal artistic angle but are encouraged by the program to expand their perspective. Although photography will always be a vehicle for personal work, the department emphasizes the photographer's

role in facilitating social understanding and advancing social goals, and encourages students to harness their creativity toward diverse goals. "Visual involvement leads to a greater understanding of the other," says Professor Caine. Students are encouraged to investigate friction points in society from a visual communication perspective, in an effort to produce work geared toward increasing inter-cultural understanding between social groups.

The program is committed to a high degree of professionalism and technical expertise. To this end, funding to update lab equipment and necessary programs is allocated constantly and consistently so that the labs do not become outdated. Students receive every support toward graduating with cutting edge professional training.

As photographic communication students graduate into a competitive marketplace with exacting demands for knowledge, professionalism and excellence, they are prepared for the highest level of performance. To help ease the transition into the workforce, students in their fourth and final year undertake one or even two internships. The Department helps organize these internships and provides ongoing assistance and coaching to the students to help the graduates-to-be connect first-hand with professionals in their field. The internships allow students to collaborate on and contribute professionally to meaningful projects in cultural institutions, professional studios, museums and video studios. As many as one-third of the Department's graduates find gainful employment through their internship experiences, and that percentage increases each year.



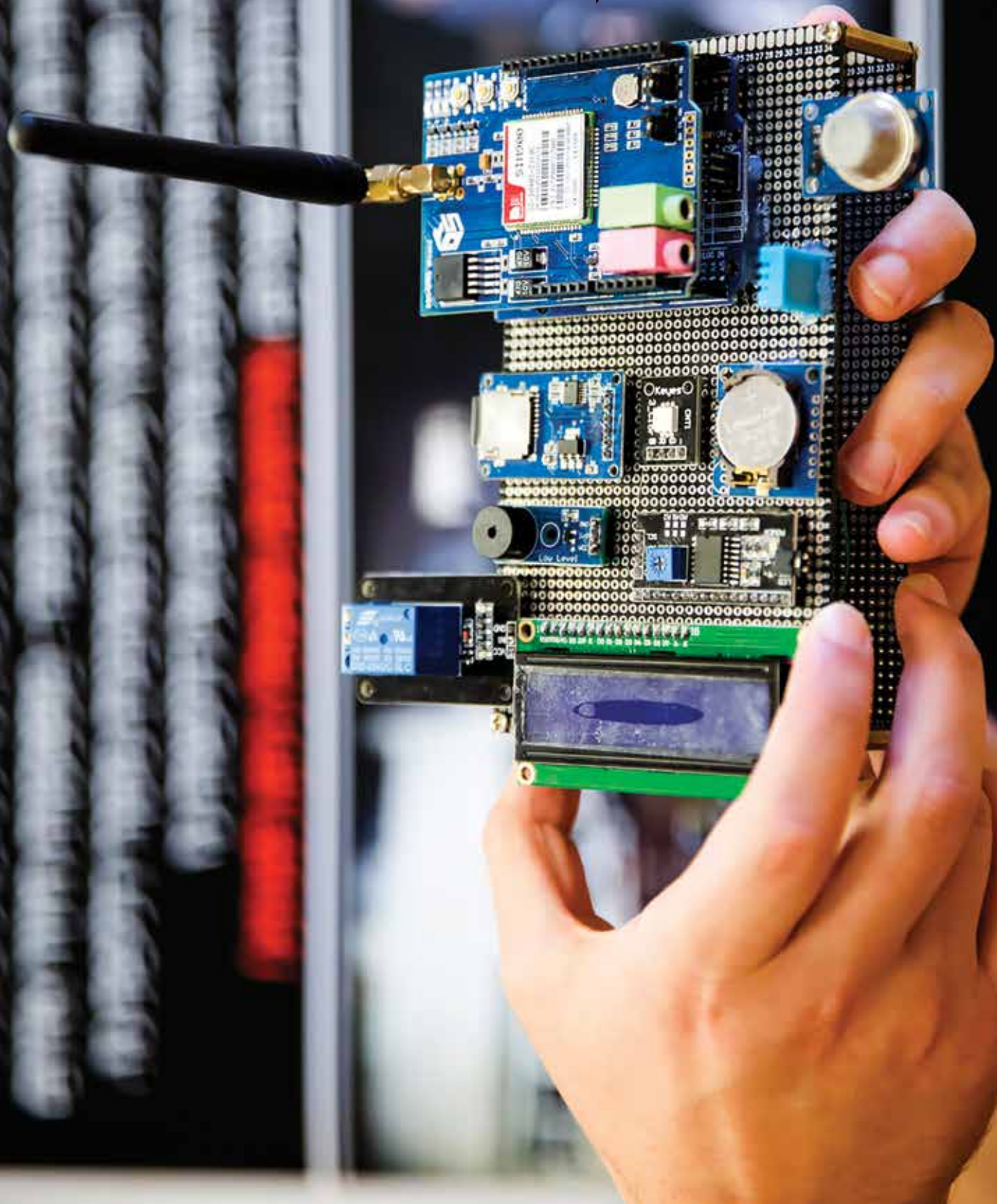
Eli Posner, graduated in 2005, now Director of Photography at the Israel Museum

"I am the main photographer at the Israel Museum in Jerusalem. Exhibitions come and go, but the catalogues I create remain for all to enjoy. I have a real passion for learning. I began working as a photographer long before I studied the art and science of photography, and before I realized the challenges of the profession. My experience at Hadassah Academic College gave me tools to succeed in my profession and improve my craft.

Anyone who wants to be a true professional photographer really must go to college and study the field at an academic level. The College's Department of Photographic Communication provides students with outstanding tools to pursue careers in photography. The techniques taught are excellent and the faculty is both talented and very supportive - I learned a lot from them.

The most important thing I learned at the College was to become familiar with the great photographers who developed the modern art form. Learning about those important artists and craftsmen helped me to understand how the field of photography became what it is today, and where different elements of the field stand in relation to one another."

School of Computer Science



Computer Science

(B.Sc. and M.Sc.)

Dr. Yoram Biberman, Department Chair

The College's Department of Computer Science has a tall mountain to scale. Israel's hi-tech industry is one of its strongest engines of growth and the number of academic programs in the field is similarly booming. Moreover, data shows that with the variety of programs in computer science, students tend to select a program close to home. In Jerusalem, competition over students is tight, but the College's Department of Computer Science has earned a reputation for excellence in teaching among both students and employers to ensure strong year-after-year interest and enrollment.

As many of the department's students do not speak Hebrew as a first language, the department offers many avenues for assistance. Students facing language difficulties come from overseas, Yiddish-speaking Hassidic communities, immigrant families and the Arabic-speaking community. The department implements many steps to minimize the effects of these language barriers on student learning and it does so with sizable success. "It is important to us to be welcoming to all Israelis and all students," states Dr. Yoram Biberman, Department Chair.

The program is unique in the support it offers to students. Recognizing the program's challenges, the faculty aims to scale down the barriers to success. The teaching faculty is composed of recognized academicians and scientists, all with a proven track record in teaching and research. Many of the program's faculty are scholars from the leading research universities. Faculty members contribute their vast experience and expertise and the aggregate result is an educational program that helps students build up their skills, step-by-step. The carefully-constructed, tried and proven curriculum is student-centered and designed to maximize student retention.

Throughout Israel, the College's Department of Computer Science has acquired a reputation for professional excellence and mentorship. It is known among students for offering a warm environment and ample personal support which sets it apart from other Computer Science programs. "Students must be committed to three years of intensive study, and we do everything in our power to help them succeed," says Dr. Yoram Biberman.

The department offers a separate program for the ultra-Orthodox community through Campus Strauss and on the very same academic

level as the main program. The small classroom settings of 20 students each are able to provide even more support and individualized attention. In accommodating students' needs, class schedules take daycare hours and other family needs into account. Dr. Yoram Biberman reports that the Campus Strauss class is an extraordinary group with high analytical abilities who will no doubt reap success and obtain stable employment in the industry.

The Department's superb training speaks for itself. One recent survey found that of a sample of 70 positions for new graduates in the Jerusalem area, graduates of the Computer Science program at Hadassah Academic College were selected for 75% of the positions. These positions were offered to new graduates at every leading Computer Science program in Israel. This remarkable success is a testimony to the high level of training offered at the College.

In May 2015, the Department of Computer Science held its first ever alumni reunion made possible through the generous support of The Rosalinde and Arthur Gilbert Foundation. The event was attended by some 350 graduates, and many of those who could not attend participated through interactive communication tools. With a powerful network of graduates spread throughout the country, the department's graduates can look forward to a rewarding career in the hi-tech industry. Whether they choose to join large commercial firms, enter the public sector, or chart out a future in Israel's booming start-up culture, graduates gain the skills, connections and education they need to launch a successful career in this high demand field.



Shay Margalit, graduated in 2014, now at Mobileye, a global pioneer company in the development of advanced collision avoidance systems.

"I chose computer science out of personal interest, and I chose to study at Hadassah Academic College because of its high level of instruction, personal attention, and small classes. I found the studies to be on a high level and very demanding. The faculty knows how to challenge and develop you. The staff is very supportive and students are encouraged to come and ask questions beyond the classroom hours. They really helped me to develop my thinking and cope with problems.

The study material itself was relevant to the marketplace, which ultimately helped me to integrate into the workplace.

In my position at Mobileye, I come across problems each and every day that require me to think outside the box. It feels good to know that you have a part in the development of products that save lives."



School of
Government and
Social Sciences



Economics and Accounting (B.A.)

Prof. Shlomo Yitzhaki, Department Chair

The College's program in Economics and Accounting is now entering its third year and is expanding in student enrolment from year to year. From a newly-established program with an initial class of 35, the program now has over 70 entering freshmen, all noteworthy for their remarkable enthusiasm and exceptional motivation. Program Chair, Prof. Shlomo Yitzhaki, pleasantly commends the student body for their hard-working ethic and drive which allows them to overcome the challenges of the rigorous math and statistics-heavy curriculum.

Prof. Yitzhaki, a veteran of the International Monetary Fund and a former consultant for the World Bank notes that the program is unique "in that it merges accounting with economics to produce accountants with the capacity to think like economists and apply large-scale economic principles". With a combination of accounting competencies and economic proficiency, students will graduate in possession of skills that will well prepare them for successful entry to the workplace. Already, second-year students have secured internship positions at some of Israel's top accounting firms, and this trend will help to bolster the program's reputation for producing well-trained, competent accountants.

Prof. Yitzhaki emphasizes that the program aims to produce outstanding professionals rather than research students. The mainstay of the program consists of a thorough understanding of statistical methods, and is taught in such a manner that students reach a mastery level of statistical techniques that far exceeds what is normally taught in departments of statistics elsewhere including at the research universities. Students are given the ability to identify and critique assumptions underpinning statistical calculations and are trained to construct robust theoretical arguments.

The program provides its students with an understanding of the

foundations of economic theory and the basics of accounting. Upon graduation, students have the option to continue for a fourth year of studies to qualify to sit for the Auditor's Council exam to become certified accountants. The department also offers a range of practical electives in management, marketing, corporate law, game theory and international economics.

The department's faculty offers students a wealth of professional connections in the public and private sectors as well as international accounting firms and organizations. The College's location in Jerusalem and proximity to Israel's government offices also present varied internship opportunities which students can use to build professional contacts. Alumni can aspire to careers with accounting firms, government and tax offices, private companies, banks and more, to work as accountants, comptrollers, financial or investment advisers, economic consultants, and policy makers.

As the majority of the department's students are the first in their family to pursue a college education, they are offered every assistance to ensure that they succeed in their studies. Prof. Yitzhaki comments, "Hadassah Academic College is truly special. I know of no other academic institution that invests so much in their students. We really help them succeed, whoever they are, wherever they come from."



Liron Israeli, second year student, now interning at the Ministry of Finance

Liron enrolled in the inaugural class of the Department and is now in his second year of studies. He is combining studies with an internship in the capital market, insurance and savings division of the Ministry of Finance.

"I chose to study in this department in order to gain a better understanding of economics, especially economics today. I am particularly interested as to how economics affects the ordinary consumer.

I have really benefited from the assistance provided by the lecturers and the College's Career Counseling Center. The lecturers are approachable and very helpful in understanding the study material. Both the lecturers and the Career Center really help students to enter the workplace, from skills gained in workshops to preparing for job interviews. The Career Center constantly updates students on job opportunities in both the public and private sector.

I am really pleased by my decision to study at the College and would strongly recommend its programs to others."





Management of Service Organizations (B.A.)

Prof. Yosef Frost, Department Chair

The College's program in Management of Service Organizations offers three areas of specialization selected for their centrality to Israel's economy: health care, tourism and hospitality, and human resources. The strong demand for the program attests to the excellent training and career advantages it provides for a large sector of Israel's and Jerusalem's economy.

Currently the largest study program in the College, students are drawn to its career focused orientation which integrates theory and practice. It does so in two key ways: first, the curriculum focuses on the implementation of knowledge, and second, the faculty is composed of many seasoned managers who bring years of real-world experience to the classroom. The final two semesters of the bachelor's degree are dedicated to an internship which spans 120 academic hours, two thirds of which students spend at their internship workplace. Students benefit from faculty guidance throughout the internship and many of them find employment in the same organization after graduation.

Deeply rooted in practice, the program offers three specialization tracks, i.e., health care, tourism and hospitality, and human resources. Each of these areas of specialization has its own emphasis. Health care management requires an understanding of patient-doctor relations, the organization of the Israeli health care system, indicators for quality of care, patient rights and ethical issues. Tourism and hospitality management covers guest relations, customer satisfaction, quality of services, and hotel management systems. Human resources management focuses on legal provisions, workplace regulations pertaining to employers and employees, career planning and more.

The program stays current with offerings in digital marketing and a strong emphasis on customer service management. "Our program introduces hundreds of customer service professionals to Jerusalem's workforce, thereby advancing, upgrading, and improving the organizational landscape of Jerusalem," explains Prof. Yosef Frost, Department Chair. Many national and local institutions are in the process of overhauling their service culture with the help of the program's graduates. These institutions, both private and public, include Jerusalem's Municipality, the Ministry of Tourism, large tourist sites, government offices, retirement homes, hospitals and other major service providers.

The Program in Management of Service Organizations attracts many working professionals seeking to improve their position in the workplace. This adds to the serious, no-nonsense atmosphere of the program. Students in the program also benefit from the network of working colleagues they develop during their studies at Hadassah Academic College. Almost all of the students report that they are satisfied with their position upon graduation.

"We believe our program fulfills a mission to increase access to postsecondary education for many students who are the first in their families to pursue a college education. We aim to instill a culture of curiosity, academic research and practice among our students in order to encourage them to aspire higher," concludes Prof. Frost.



Mahmoud Hirbawi (24), Human Resources manager and **Bassel Abu Vesnina (23)** manager at Taldor, one of Israel's leading computer IT companies.

Bassel Abu Vesnina and Mahmoud Hirbawi were born and raised in east Jerusalem. Following completion of the College's pre-academic preparatory program, they enrolled in and successfully graduated from the Department of Management's Human Resources track.

Mahmoud is today a manager at a Government of Israel-Jerusalem municipality – JDC sponsored career counseling center in east Jerusalem.

Mahmoud encouraged fellow student Bassel to participate in the career center's workshops that help him prepare for the job market, how to write a resume, how to look for a career opportunity and prepare for job interviews.

When Bassel was close to graduation, there was a management opening at Taldor, and Mahmoud immediately thought of Bassel. Mahmoud adds, "Bassel was accepted after a long ninety minute interview. He is now among the company's top group leaders".

Bassel describes his job responsibilities: "I manage 30 staff members and am responsible for work scheduling, payroll, and assistance in the work area. I also interview and accept new employees and organize training sessions for them."

In addition to having successfully placed Bassel, Mahmoud rightfully takes pride in securing jobs for over 400 employees in both the public and private sectors and maintains contacts with 250 potential employers in the Jerusalem region.





Politics and Communication (B.A.)

Prof. Arye Naor, Department Chair

Politics and communication are so intertwined that a serious approach to one discipline necessarily requires extensive training in the other. The College's Department of Politics and Communication is the only undergraduate program in Israel to combine political science and media studies.

The three-year undergraduate program aims to prepare students for careers in political communication as campaign managers, spokespersons, political correspondents, publicists, lobbyists, political strategists, and consultants. Through both theoretical and practical instruction, students learn to recognize the influence of mass media on policy design and on the construction of images and stereotypes. Students study a range of specific and interdisciplinary theory courses covering topics such as international communication, mass communication, propaganda and political campaigns, ethics, political and diplomatic strategy, and more.

There are currently 200 students enrolled in the department. This study track is also open to students enrolled in the College's "Campus Strauss" Haredi program.

To help students gain an understanding of their field, the program organizes study visits to the country's leading news outlets, Israel's Supreme Court, government ministries, and the Knesset. As a respected journalist and former government Cabinet Secretary with vast experience in the field, Department Chair, Prof. Arye Naor, updates the academic program continuously to ensure that the students gain the best professional preparation available in Israel.

This year, the department introduced a new specialization program in Public Diplomacy headed by Professor Dov Shinar. The purpose of the program is to train students in official and non-governmental diplomacy activities. The program's students learn and experiment with public diplomacy principles and techniques, and participate in lectures and workshops. The program also offers an overseas study tour for students to experience and understand foreign perspectives. The first such visit, conducted in May 2016 to Poland, was co-sponsored by the College and a Polish non-profit organization.

Study internships are a key element of the program to allow students to gain hands-on training during the course of their studies. Students are employable from the day they graduate partly because of their practical training experience. Internships are offered at a number of Jerusalem-based public institutions such as the Jewish Agency for Israel, Ministry of Foreign Affairs, Knesset television station, and various NGO associations.

Prior to graduation, the College's Career Center offers every student individual and group guidance to ensure their success in securing rewarding employment in the field. The department has already graduated two classes, with some graduates continuing directly toward a master's degree at major universities, some employed by media agencies, and others accepting their first positions in public relations departments in the Knesset, branches of government, and political parties.

Students form a tightly knit community. They offer each other academic and social support and are also able to initiate projects and organize together.

In January 2016, 15 HAC students participated in a model UN general assembly together with 200 student participants from Israel and abroad. Held at Haifa University, the gathering debated subjects including the Syrian refugee crisis, civil war in Yemen, threat of ISIS terrorism, and the illegal drug trade.

The Department also hosted an interdisciplinary seminar in January 2016 on the role and responsibilities of the media in times of crisis and emergency. The event was co-sponsored with Wagner College (NY) and the University of Haifa's Minerva Center for the Rule of Law under Extreme Conditions.

Guests included academicians from Concordia University (Montreal), Kinneret Academic College, Netanya Academic College, the Hebrew University of Jerusalem, Ariel University, Herzliah Interdisciplinary Center, and the Israel Democracy Institute as well as media professionals, decision-makers, legislators and regulators from Israel and abroad.

Students also organized a one-day conference on Israel's response to the international BDS movement in March 2016.



Former Israeli Ambassador to the U.S., MK Michael Oren addresses a department seminar



Tal Eliav, graduated in 2015, now spokesperson for the Jewish National Fund

"I am from Jerusalem and wanted to remain in the city for my post-secondary studies. Friends and students with whom I consulted recommended Hadassah Academic College because of its known student-friendly environment and personal attention to each student. The College also has a reputation for its practical, career-focused approach.

I chose to study Politics and Communication as I have a love of public relations, public speaking, and journalism. I understood too that my studies could open doors to pursue a career in the field such as a Knesset assistant or in the Foreign Ministry.

I particularly found the third year practical workshops to be very helpful in preparing for a career in the field. The workshops really turned theory into practice.

I now serve as a spokesperson at the national offices of the Jewish National Fund in Jerusalem. The College prepared me well for the job as I learned how to build a good story and market it in such a way that it attracts media attention and makes headlines."



Authority for Research and Development

Prof. Michael Berman, Chair

Although the College is primarily a teaching institution, faculty is encouraged to pursue original research. Incentives include a reduction in teaching hours, participation in conferences and training opportunities, and bonuses for securing research grants.

HAC incentivizes active research as it serves the College's mission to offer students top-tier teaching from up-to-date researchers who can ensure that students are exposed to cutting edge technologies, knowledge, and methods.

The Authority promotes interdisciplinary collaborations both within the college and through national and international partnerships. This collaborative spirit has played a major role in the College's securing competitive grants from the European Union.

A current successful initiative is the College's participation in an EU funded project in Lifelong Learning in Applied Fields (LLAF). This project brings together seven Israeli institutions and nine European institutions including partners in Austria, Germany, France, Ireland, Latvia, Spain and Portugal. The project consists of four pillars: Learning to Do- dedicated to applying knowledge; Learning to Be –dedicated

to ethical conduct; Learning to Live Together – dedicated to community involvement; and Learning to Know – dedicated to remote access.

In another project, Hadassah Academic College is collaborating with the Shenkar College of Engineering, Art and Design to promote innovation and creativity in Israeli industry entitled CLEVER - Creative Leadership & Entrepreneurship - Visionary Education Roadmap.

European partners include the Copenhagen Business School (Denmark), Creative Business Cup (Denmark), University of Brighton (UK), Iceland Academy of the Arts, Estonian Business School, and THINK – School of Creative Leadership (Netherlands). The College's participation is headed by Prof. Moshe Caine, Chair of the Department of Photographic Communication. The consortium's quality assurance is overseen by Authority Chair Prof. Michael Berman and CIO Moshe Kalige.

This project will allow faculty and students to learn about new programs and academic modules recently introduced at various European institutes. The project is expected to open additional career opportunities for department graduates as well as opportunities

for interdisciplinary cooperation among the College's departments.

HAC has also launched a forum to encourage entrepreneurship among both students and faculty and in collaboration with similar groups in Jerusalem. In February 2016, the forum hosted its first meeting with social entrepreneur and Knesset member Erel Margalit. Prior to his election to the Knesset, MK Margalit founded and led JVP-Jerusalem Venture Partners, one of Israel's leading venture capital firms with over \$900 million under management. The majority of the funds' activities are led out of its international media quarter in Jerusalem with outreach to an international network of strategic partners.



Deputy Minister of Education Meir Porush (center) visits Campus Strauss

Campus Strauss

Yaakov and Rivka Yeruslavsky, Administrative Co-Directors

The ultra-Orthodox "Haredi" sector in Israel – an estimated 10% of the population – is growing rapidly. In tandem, its effect on the Israeli economy is growing as well. A majority of the members of this community are younger than 14 years of age. This means that the productive participation of this community in the Israeli economy is an existential imperative. If its members remain outside of the circle of employment, they will be a heavy burden on the economy; however, if they join the workforce, they will become an invaluable engine of growth.

In March 2012, the Israel Council of Higher Education issued a call to all colleges and universities to propose special undergraduate degree tracks for "Haredi" men and women ("Machar"). The purpose of the initiative is to encourage the ultra-Orthodox to pursue a career-focused academic education while respecting their way of life, leading to full and productive integration into the workforce and the strengthening of Israel's economic and social infrastructure.

The College was among a small group of institutions selected to pioneer this national initiative. In order to reach the ultra-Orthodox

community, the College partnered with the Lomda Institute, a respected school of vocational training in the Haredi community.

The College's program opened in January 2013 with the first pre-academic programs ("mechinot"). After only three years, the College's Haredi program is now home to nearly 800 students, representing over half of all Haredi students enrolled in the national "Machar" program. The program is expected to draw 1,000 students per year when at steady state.

All of the students in the program are the first in their family to pursue a college education, and all come from challenging socio-economic conditions. One of the early achievements of the program is that it has succeeded to attract applicants from "yeshivot" that until now did not permit their students to pursue an academic education and professional career. One-third of the program's Haredi students are from the Lithuanian yeshivot; one-third from Hassidic yeshivot; and the remaining third are from Sephardi yeshivot.

In order to qualify for entry to college, students begin the program with a one year intensive

preparatory program ("Mechina") designed specifically for the needs of "Haredi" student. This includes studies in English, mathematics, and the sciences. Classes for men and women are conducted separately in respect of the community's traditions.

Upon successful completion of the "Mechina", students are offered six different bachelor degree tracks. Each track is on the same academic level and with the same requirements as in the College's general degree program. Degree tracks include Biotechnology; Optometry; Computer Science; Management; Politics and Communication; and Communication Disorders.

During the course of their studies, each student is provided with individual assistance to ensure his/her success. Toward graduation, each student is provided career counseling to prepare for successful entry to the workforce. The College's Career Center is working with relevant employers in both the private and public sectors in order to offer rewarding career opportunities and a welcoming work environment for program graduates.

This year, the first class of female Haredi students studying Biotechnology will graduate and enter the workforce. The inaugural classes of students in Optometry and Management are due to graduate in the forthcoming academic year.

Though the program is only in its third year, Campus Strauss students are already emerging as role models of success and achievement within their community. The College is committed to produce well educated and trained graduates ready and qualified to work and succeed in the wider society, and in doing so, serve as a bridge of dialogue and mutual respect between Israel's secular and Haredi communities.



Challenge Center & Pre-Academic Programs

Ms. Ofra Rotem, Director

The College's Challenge Center provides students with any and all assistance they may need to pursue college study and successfully graduate. Its initiatives aim to acclimate students to academic life, a task all the more vital given the fact that over half of the College's students are the first in their families to pursue a college education.

The Center offers workshops, seminars, tutoring, mentoring and scholarships tailored to every student's needs. "Students need to know that the College cares about them," says Ofra Rotem, Challenge Center Director. This caring attitude dominates the College as a whole. Every department Chair in the College is committed to provide personal attention to each and every student. The Challenge Center has helped to create the nurturing atmosphere which has brought the College its well-earned recognition for helping students flourish and succeed. The continuing rise in College enrolment is testament to this positive approach.

The Challenge Center's advisors assist over 1,000 students each year. Beyond the regular gamut of difficulties which most college

students encounter, whether it is learning to manage and prioritize assignments, tests and associated anxieties, the Center provides special attention to students with learning disabilities. Students with recognized learning disabilities are invited to contact the Center prior to the start of the academic year and trace out a program before classes commence. The Center is also the point-of-contact for students who require accommodation due to medical conditions, whether chronic physical conditions such as diabetes, or psychological difficulties such as PTSD. The Center connects with care providers in the community to build a joint treatment plan.

As not all students are aware of the range of services offered by the Center, its staff actively pursues its target audience. Director Ofra Rotem personally sets up informational meetings with program chairs and advisors to discuss their classes and to identify students who require support. The Challenge Center is continuously seeking to improve its outreach and does not hesitate to initiate intervention when necessary.

The Center helps students adjust to student life and to become self-reliant. Workshops introducing students to online learning tools and other readily available technologies fill up quickly and are limited in number to ensure an effective, personal setting.

The College's Pre-Academic Programs ("Mechina") are designed to help students meet the necessary prerequisites to qualify and enroll in their academic program of choice. These preparatory programs are key to HAC's success at opening the doors to academia to so many students while maintaining high academic standards. Thus native Arabic speakers who require additional Hebrew language skills can enroll in a specialized mechina program for Hebrew instruction. Approximately 70% of these students choose to enroll in undergraduate programs at HAC upon completion of their preparatory program while the remainder registers at other universities and colleges in Israel.

The Center also offers a special mechina program for new immigrant students to improve their Hebrew language skills and to adjust to academic studies in Israel.

Mature students over the age of 30 may enroll in yet another specialized mechina. A new mechina program was also initiated this year for students with mental health disabilities in partnership with the National Insurance Institute.

Perhaps the most far-reaching, ambitious vehicle for social change has been the Center's special mechina for male and female Ultra-Orthodox students. The program, which opened three years ago, offers a full-year preparatory program for men, and a six month program for women. In addition, faculty members who teach ultra-Orthodox students are provided workshops in cultural sensitivity in order to understand the Ultra-Orthodox student.

The Challenge Center and Pre-Academic Program ensure that the campus addresses the cultural needs of all students. The Center is always receptive to student and faculty requests, and is dedicated to its mission of promoting cultural awareness within the College.



Office of the Dean of Students

Dr. Simcha Rozen, Dean

Since its establishment, the College has ensured that no qualified student be unable to pursue degree studies due to lack of financial means. The College therefore offers various forms of scholarship assistance thanks to the generous support of its alumni and friends around the world.

"Over half of the College's students could not pursue a college education without scholarship support", explains Dr. Simcha Rozen, Dean of Students. "Over half of our students come from challenging socio-economic backgrounds and need to work while studying to finance their tuition and living costs. The College has assumed the responsibility to provide access to postsecondary education to segments of Israeli society who are underrepresented in academia including immigrants from Ethiopia and Eastern Europe, Ultra-Orthodox men and women, Muslim and Christian Arabs, Druze and others".

"Scholarships are a way to establish trust," further expounds Dr. Rozen. Students often encounter hardships that are not specifically financial or academic. These challenges are often personal, and may involve family matters. Other times students may require assistance in their dealings with bureaucratic matters. Students may need advice on banking, setting

up networking services, or rescheduling military reserve duty. In these and many other concerns, the Office of the Dean of Students is available to help. The key, explain Dean and Vice-Dean of Students, Dr. Simcha Rozen and Yael Lezmi, is to achieve a level of trust among students that will make them comfortable enough to ask.

Every year, the Office introduces its services to every incoming class. With so many students being the first in their families to attend college, it is important to help them feel at ease on campus. Indeed, many students choose to enroll at the College because they are looking for a more supportive environment. The goal is for each and every student at the College to know that they can receive help, if only they request it.

The College is also committed to shaping a student body that is socially aware and involved. The Office offers various volunteer opportunities to promote a spirit of volunteerism and leadership. The Office's flagship volunteer program, "Above and Beyond" is a three-year program for students in social entrepreneurship. This program aims to help students establish community projects that will continue after the students' graduation. Recent initiatives include a language-pathology intervention program for

children living with their mothers in shelters for abused women. Another project with an environmental focus is to work with residents in neglected neighborhoods of Jerusalem to establish community gardens.

Every scholarship recipient is required to give at least two hours each week of community service over the course of the year. Volunteer responsibilities are limited so as not to impede studies or place additional hardship on working students.

Students have organized holiday parties for at-risk children, and contacted social service offices for names of elderly individuals in need of help. One group of students helped repair the homes of elderly residents in preparation for Passover.

As some students need additional coaching in order to engage in a meaningful volunteer project, the Office offers structured volunteer opportunities which are tailored to fit the students and aimed at connecting students to organizations outside of the College. A new course for social entrepreneurship blended lectures with community hours and paired students with community initiatives started by others at the College. One of the teams worked with the Jerusalem Municipality to improve

street signs around the city. Another course for intergenerational photography brought students into geriatric homes to document life stories through video and still photography. A third course brought together a group of twenty Arab students for a photographic documentary project depicting Israel's Arab society today.

The Office also contributes toward the goal of creating a pluralist, mutually-respectful environment on campus. A program to promote mutual understanding between Jewish and Arab students is now in its second year. This program includes a series of six meetings dedicated to understanding the other's culture through the appreciation of art, music, food, and dance.

Over 90% of students at Hadassah Academic College successfully complete their degree and over 85% find employment in their area of studies. These figures translate into unmistakable social impact and a concrete contribution to a better Jerusalem. The Office of the Dean of Students is proud of the role it plays in supporting students and promoting their social engagement and leadership skills.



Ruth Blond Information Resource Center

Ms. Orah Lipsky, Director

Like any institution of higher learning, the College's library is the primary resource for both our students and faculty.

The Ruth Blond Information Resource Center holds more than 20,000 print volumes and provides access to an array of resources that includes subscriptions to print and on-line databases and journals. The Library's dedicated staff assists students and faculty to navigate their way through the overwhelming resources that are available to them. This year the Library added the very useful Sage research database.

The Blond Resource Center is comprised of three floors with areas for both individual and group study. Facilities include computer stations and printers for the student's use. The entire library offers wireless internet access.

This year, the College's Student Union approached the Library to partner in a program to enable students to borrow much needed study supplies such as scientific calculators and electronic dictionaries.

The Library is currently in the process of cataloging two newly donated collections in the fields of industrial design and ecology.



Connected Campus

Moshe Kalige, CIO

Wifi connectivity is available to students at any point on campus. Students also enjoy full access to the Office 365 Suite (an online version of Microsoft Office software) including videoconferencing and cloud storage. Remote access and videoconferencing have also transformed learning and teaching at the College. Students and faculty enjoy full remote access to the College's servers and Moodle, a learning platform designed to provide educators, administrators and learners with a secure and integrated system for personalized learning.

The Internet line bandwidth makes it possible to conduct fully interactive online classrooms and to host research webinars online. Lecturers away for international conferences no longer need to reschedule or cancel class; instead, they make use of these connectivity tools and conduct class online. Programs at the College have brought international speakers into their classrooms – all via the virtual classroom.

This year the College has introduced a new initiative to record and film classes. Three classrooms were equipped with a fixed high-quality camera operated as a service through a private vendor. More than 50 lessons are recorded and edited per week, all of which are available for viewing anytime, anywhere

using computer, laptop, tablet or smartphone. The recorded lessons bring tremendous benefit for some 1,000 students who currently receive additional learning support from the College's Challenge Center.

Recorded classrooms are also setting a new standard in accessibility. Students struggling with language barriers, eyesight or hearing problems, decreased mobility and many other difficulties, already report that this new service has changed their learning experience. This class recording service also makes it possible for any student to make up classes missed for any number of reasons, whether for military reserve duty, work, or medical causes.

Conferences held on campus are live streamed on YouTube. Anyone interested can pre-register for an event and the program will provide a reminder. Many questionnaires are now conducted online. The clinics have also evolved and the Optometry Department has completed its switch-over to a common electronic medical record system.

Finally, several time-lapse cameras on campus document campus events. These include job fairs, conferences, renovation projects and construction of the new Helmsley Charitable Trust Interdisciplinary Science Center.



Campus development



This year, the College continued to invest resources and partner with friends of the College to upgrade its teaching facilities both to accommodate student growth and to ensure that its classrooms and laboratories meet the highest of standards.

Construction continues on schedule to complete the Helmsley Charitable Trust Interdisciplinary Science Center. This seven-floor teaching facility will provide urgently needed state-of-the-art classroom and seminar facilities for over 1,000 students each and every day throughout the year.

Thanks to a generous gift of the Azrieli Foundation of Canada, and the partnership of the Jerusalem Foundation of Canada, the entrance floor of the Helmsley Building will serve as a public gallery to display works by students and alumni of the College's departments of Inclusive Industrial Design and Photographic Communication, and works by Jerusalem artists. Scheduled to open in the autumn of 2017, the Azrieli Gallery is expected to enhance the cultural life of Jerusalem and contribute to the revitalization of the city's downtown.

The College is completing the upgrading of the Joseph and Caroline Gruss Building. This includes refurbishment of the building's lecture halls and classrooms, public areas, elevator and staircase. This major renovation was made possible through a partnership with the EGL Charitable Foundation (U.S.), the Israel-based Beracha Foundation, and the Planning and Budget Committee of the Israel Council for Higher Education.

Prior to the start of this academic year, and in accordance with city plans, the entrance to the College was redesigned to allow for a wider pedestrian sidewalk on Rehov Hanei'im. The College is now planning to replace this temporary entrance to the campus with a new pavilion in time for the start of the 2016-17 academic year thanks to the generous support of the EGL Foundation, Audrey and Martin Gruss Foundation, and Beracha Foundation.

As the first classes of ultra-Orthodox Haredi students have begun their academic studies, the College needed to provide additional new teaching laboratories in biotechnology. These new labs were completed in time for the start of the current academic year thanks to the generous support of Michael A. and Andrea Leven (U.S.), the Friedberg Charitable Foundation (Canada and Israel), and the Planning and Budgeting Committee of the Israel Council for Higher Education. This 5,000 square foot facility includes two large teaching laboratories, preparatory rooms for laboratory assistants, and storage rooms for chemicals and instruments.

This past year, the College also refurbished its student administration offices to provide a friendly and welcoming campus environment.

All these projects are meant to ensure that the College remains at the forefront of academic institutions in Israel and provide its faculty and students with facilities expected of a top tier institution of higher learning.

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Promotions and Appointments (2016)

Kenneth Segal –

Associate Professor of Creative Arts

Dr. Keren Mazuz – Senior Lecturer

Dr. Doron Shultziner – Senior Lecturer

Visiting overseas faculty

Optometry and Vision Sciences

Assoc. Prof. Simon Barnard, Institute of Optometry, London, U.K.

Prof. Patrick Caroline, Pacific University, USA

Dr. Bruce Evans, Institute of Optometry, London, U.K.

Prof. John E. Larcabal, OD, Assistant Professor, Southern California College of Optometry, USA

Prof. Michel Millodot, Cardiff University, Wales, U.K.

Prof. Mark Roth, University of Melbourne, Australia

Dr. Dorothy Thompson, Great Ormond St. Hospital for Children, London, U.K.

Prof. Barry Weissman, Southern California College of Optometry, CA, USA

Computer Science

Prof. Stéfan Jacques Darmoni, Department of Biomedical Informatics, Rouen University Hospital, France

Inclusive Industrial Design

Prof. Josef Bar-Pereg, Lecturer in Design and Ergonomics, Netherlands

Maja Kecman, Head, Department of Design, Helix Center, St. Mary's Hospital, London, U.K.

Communication Disorders

Prof. Elaine Geller, Department of Communication Sciences & Disorders, Emerson College, Boston, USA.

Dr. Lilian Cristine Hübner, Linguistics Department, Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil

Prof. Nelson Moses, Department of Communication Sciences and Disorders, Speech-Language Pathology Program, Long Island University, Brooklyn, USA.

Prof. Loraine Obler, Program in Speech-Language-Hearing Sciences and Linguistics, City University of New York Graduate Center, USA.

Prof. Liliana Tolchinsky, Department of Linguistics, University of Barcelona, Spain.

Photographic Communication

Paul Margolis, Documentary & Fine Art Photographer, New York, USA.

Ducan Vranic, Director & Chief Editor, Associated Press, Israel & The Palestinian Authority

Politics and Communication

Prof. Steven Beschloss, Senior Communications Specialist, Wagner College, USA.

Prof. John Esser, Chair of Sociology, Wagner College, U.S.A

Prof. Stephen Greenwald, Director, H.K. Carey Institute for Government Reform, Wagner College, U.S.A

Prof. Csaba Nikolenyi, Dept. Political Science, Director, Azrieli Institute for Israel Studies, Concordia University, Canada.

Lifelong Learning in Applied Fields (LLAF) Tempus project:

Astrid Dürnberger, Department of Education, University of Salzburg, Austria

Prof. Joan Gispets, Terrassa School of Optics and Optometry, Universitat Politècnica de Catalunya (UPC), Spain

Lydia Linortner, Department of Education, University of Salzburg, Austria

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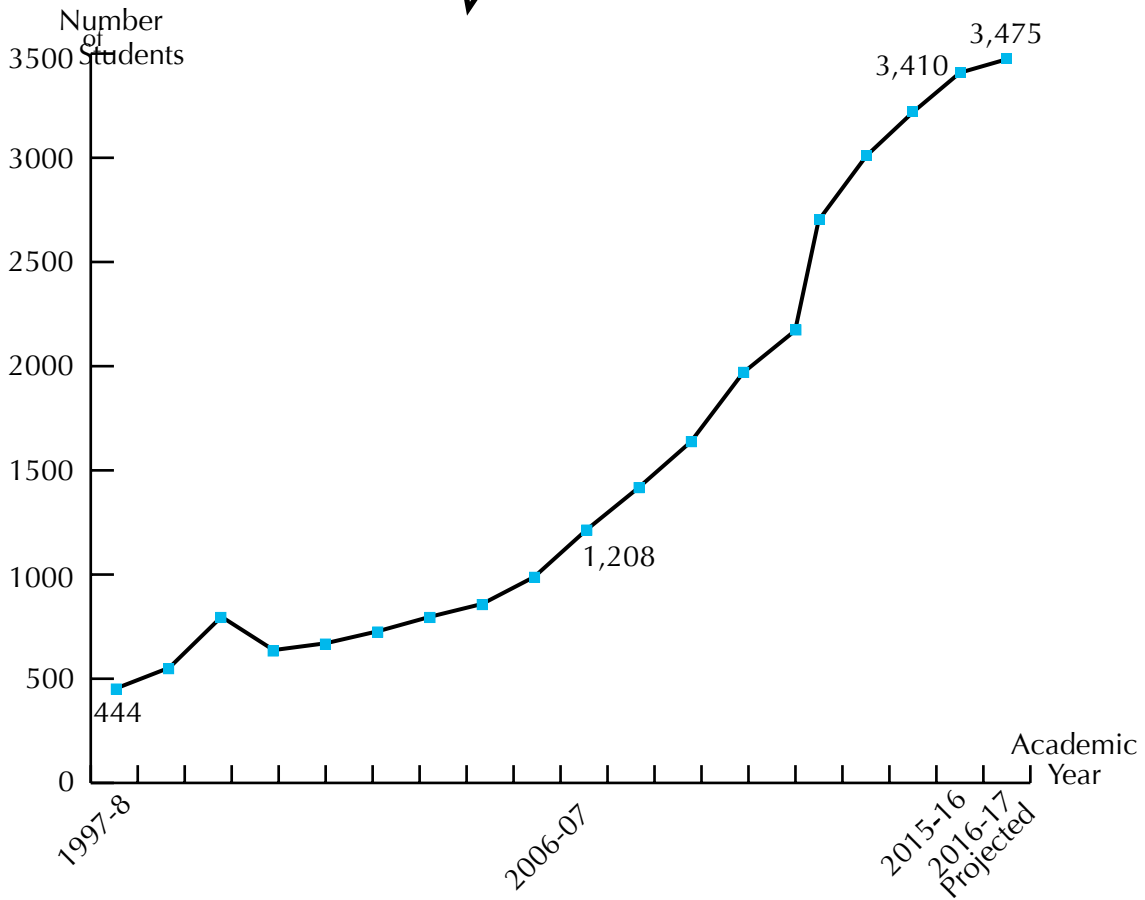
Dr. Pedro Ramos, Artificial Intelligence, University Institute of Lisbon (ISCTE-IUL), Portugal

Prof. Núria Tomás, Terrassa School of Optics and Optometry, Universitat Politècnica de Catalunya (UPC), Spain

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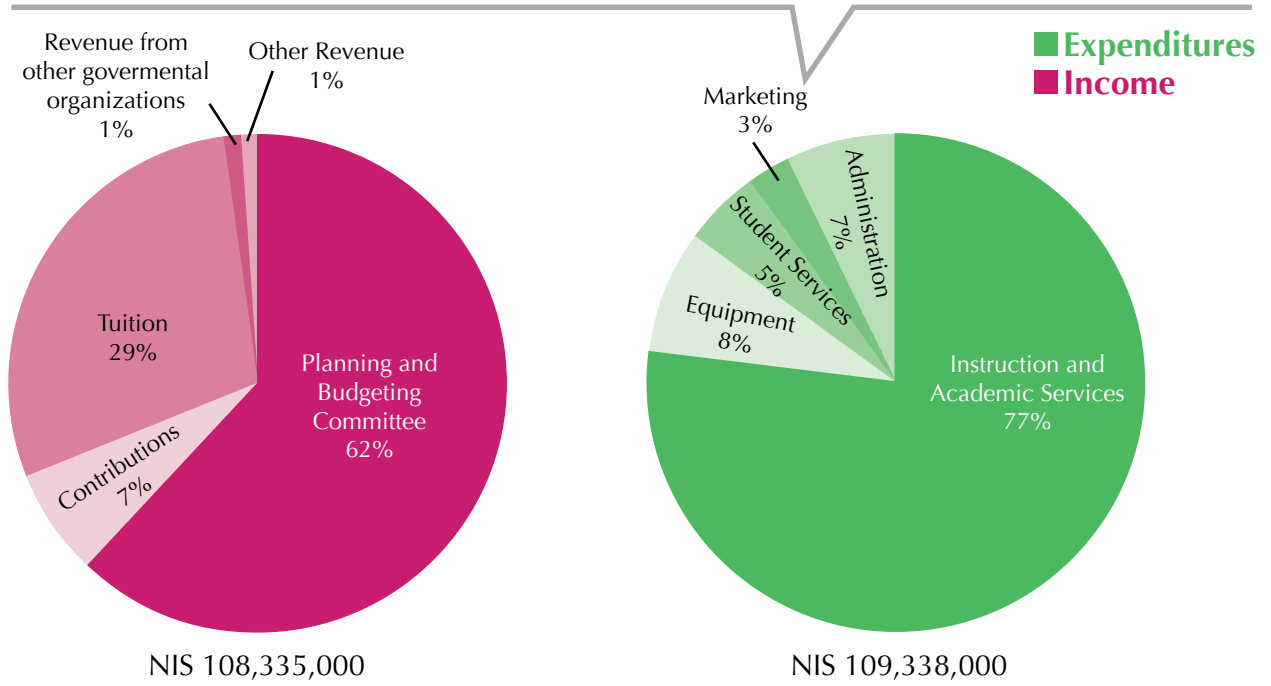


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