

# Establishing a Global Presence

President's Report 2023

**HAC**  
Jerusalem



# Establishing a Global Presence

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Innovative learning for a changing world



Photo credit: Sapir Moualem, Curator: Amir Cohen

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*Dear Friends,*

*This has been a very intensive and, thankfully, uninterrupted year of fruitful academic activity and growth for HAC.*

*The last few months in Israel have not been easy: we have experienced another all-too-familiar period of violence and terror, and an extremely tense security situation. On top of all this, Israel is coping with the worrisome trend of escalating social polarization. This has been accompanied by an unprecedented level of hostility that has penetrated both the public discourse and private conversations, sometimes tearing even friends and families apart. In light of these threats, HAC continues to encourage open discourse and new channels of communication between our faculty, students, and administration, together with our Azrieli Center for Diversity and Inclusion in Higher Education and Employment, and through additional initiatives. We continue relentlessly to create the most favorable conditions to facilitate positive intergroup dialogue, tolerance, and mutual respect, while promoting integration and equal opportunities for all our students.*

*I am extremely proud this year to highlight HAC's achievements in the realm of international academic activities, and the new partnerships we've created with institutions of higher education outside of Israel. Our Department of Optometry and Vision Science has launched HAC's first international English language master's degree program with eight foreign students, including 3 from the Palestinian Authority. While increasing the involvement of international experts at HAC from a growing number of disciplines, we've expanded the list of academic institutions with*

*which we maintain partnerships to include universities in the US, Cyprus, the Czech Republic, Hungary, Spain, and Germany.*

*Here at home, we have successfully initiated our new M.A. degree program in the Development of Children with Special Needs, which has become our largest graduate program. This coming fall, we'll be initiating Israel's only master's degree program in Medical Laboratory Science - for the M.Med.Lab.Sc. degree. Alongside these academic achievements, we have become fully engaged in a systematic, college-wide strategic planning process to ensure that HAC remains relevant in light of the formidable changes expected in the dynamic world of higher education during the next 5 to 10 years.*

*I hope that you will enjoy reading this report, which celebrates the successes of our inspiring faculty members, devoted staff, and motivated students. But we can't imagine taking sole credit for these accomplishments, as none of them would be possible without the stalwart support of our donors. Therefore, I want to take this opportunity, on behalf of our faculty, staff, and students, to express our sincere gratitude and to thank you once again for your friendship and generosity.*

*With warm regards,*

*Prof. Bertold Fridlender  
President of HAC*

# Going Global





In recent years, HAC has increased its international visibility and established an impressive global network of partnerships with universities across four continents.



HAC celebrated a major milestone by launching its first full-fledged **international English language degree program: the master's degree in Optometry and Vision Science (M.Optom.)**. The program includes eight students from Iceland, Slovenia, the Czech Republic, Greece, and the Palestinian Authority who began their studies in the spring semester of 2023. At the end of each academic year, these students will come to Jerusalem for ten days of practical training, hands-on workshops, and cultural encounters.

## International Activities in the Department of Optometry and Vision Science:



HAC's Pediatric Optometry course this year concluded with a visit by Prof. Simon Barnard, Chief Medical Officer of **IRISS Medical Technologies**, an expert in retinal diseases among children, and a Visiting Professor in HAC's Department of Optometry and Vision Science.



The Pediatric Optometry course is one of HAC's most popular international courses, and was offered along with a course on *Treating Patients on the Autistic Spectrum* led by Dr. Paul A. Harris of the Southern College of Optometry.

Dr. Michael H. Mittelman,



President of **Salus University** and Dr. Melissa Vitek, Dean of International and Continuing Education, visited HAC and lectured to students in the Department of Optometry and Vision Science. Dr. Vitek also conducted a unique workshop on cultural humility for the Department. HAC's collaboration with Salus also included the visit of Prof. Mitchell Scheiman, Director of Graduate Programs, Biomedicine, and Dean of Research at Salus, who gave several lectures to HAC's graduate and undergraduate students of optometry, along with international participants from abroad.



In January 2023, four members of the **European Council of Optometry and Optics (ECO)** visited HAC. During 4 days, this team reviewed the curriculum and procedures within the Department of Optometry and Vision Science. This step will advance HAC's request for international accreditation for the B.Optom. degree program by the ECO.



## A Wealth of Additional International Collaborations



Together with the **Camilo José Cela University (UCJC)** in Spain, HAC launched a new international exchange course entitled *Employment in the New Global Market*. In September 2022, UCJC students came to Israel to learn about Israeli innovation and business culture. HAC students participated in online classes and lectures given by major European business leaders.



In an ongoing collaboration concerning heritage preservation technologies and their application in the Mediterranean region, HAC has forged a new partnership with the **Science and Technology in Archaeology and Culture Research Center (STARC)** at the **Cyprus Institute**. The first endeavor of this collaboration is the study of ancient graffiti inscriptions, the methods of their application, the digital techniques used for their interpretation, and their social and religious meanings.



A new international course entitled *Current Challenges as Reflected in Politics and Media* was launched as a result of the collaboration between HAC's Department of Politics and Communication, and the Department of Media and Journalism at **Charles University (Czech Republic)**.



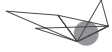
**HAC's tourism studies are on the map.** Dr. Irit Shmuel, Head of the Tourism Track in HAC's Department of Management, represented the College at the final conference of the European **Horizon 2020 SPOT** initiative, which took place in Vienna last December. In another exciting development, Irit was awarded funding by **Zayed University** in the **United Arab Emirates** to continue her research on Israeli tourists' perceptions about the UAE and Bahrain.



In March 2023, the Yossi Nahmias Photography Gallery of HAC's Department of Photographic Communication launched *Apples of their Eyes*, an exhibition by **Gabor Maté**, Chair of the Photography Department at Budapest's **Moholy-Nagy University of Art and Design**. The photos exhibited examine the mental and emotional states of children of divorced parents.



HAC hosted a small delegation of researchers from **Taiwan** who are developing an app which will assist people with health-related case management issues, with special attention to the healthcare needs of patients with diabetes.



Dr. Ella Tour from the **University of San Diego**, who specializes in teaching methodologies and inquiry-based research in the biological sciences, came to HAC for two weeks, during which she worked to upgrade the curriculum in HAC's Department of Medical Laboratory Science. Dr. Tour's visit at HAC was covered by a Fulbright Specialist Program grant.



Prof. Moshe Caine, of HAC's Department of Photographic Communication, conducted a second consecutive international course in *Digital Imaging and the Preservation of Tangible Heritage*, that hosted over 19 experts in photography and cultural preservation from around the world.



In June 2022, HAC hosted the 2022 **iTEM** (*Innovative Teaching Education in Mathematics*) Conference. The consortium's main objective is to improve the teaching and study of first-year mathematics among engineering and computer science students in Europe, Israel, Kosovo, and Uzbekistan.



HAC recently participated an international course, in association with the **Athena European University**, as a central component of the *Blended Interactive Program* to enhance students' research, digital, and "soft" skills. The course was designed to raise the awareness of the significance of these proficiencies that have been proven to increase students' employability and prospective professional development.



HAC students of Politics and Communication in the international course "Current Challenges as Reflected in Politics and Media" at Charles University in Prague.

## Exploring New Channels for Further International Cooperation



In coordination with the Israel Vietnam Chamber of Commerce, the **Vietnamese Ambassador to Israel, The Honorable Ly Duc Trung**, visited HAC in mid-January. This was a first step towards promoting partnerships between the College and academic institutions in Vietnam.



In cooperation with the Ministry of Foreign Affairs and *The Blender*, HAC's *Center for Innovation and Entrepreneurship*, the College hosted a delegation of government, medical, academic, and business professionals from 11 countries in South America in order to lay the foundation for joint programs that promote entrepreneurship and innovation.

## Honored International Guest Lecturers



Prof. Daniel Drucker, of the University of Toronto, the recent winner of the Wolf Prize in Medicine for new drug treatments for diabetes.



Dr. Alexander Brill, the University of Birmingham, who lectured on deep vein thrombosis.  
Dr. Ilya Raskin, of the Department



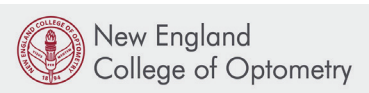
of Plant Biology at Rutgers, the State University of New Jersey, and Resident of the Global Institute for Bio-Exploration (GIBEX).



Dr. Andrea Thau, a Fellow of the American Optometric Association (AOA), and a Fellow of the College of Optometrists in Vision Development.



Prof. Sima Gerber, from Queens College - City University of New York, who presented a workshop on speech therapy for children on the autistic spectrum.



Prof. Bruce Moore from the New England College of Optometry, who lectured on screening for amblyopia (lazy eye) and amblyogenic risk factors in children.



# New Academic Programs

By offering innovative and up-to-date academic programs, HAC is fulfilling its central mission: to prepare our students for the modern work force.



This fall, HAC will launch Israel's only **master's degree program in Medical Laboratory Science (M.Med.Lab.Sc.)**. The program will address the requirement that medical laboratory workers now acquire a broader base of scientific knowledge and technical skills, such as the ability to use complex diagnostic equipment, and to manage advanced quality systems. The program will address these unique needs and prepare students for management positions, while giving them a considerable edge when looking for a job.

Dr. Shay Attias, of the Department of Politics and Communication, and the former head of the Department of Public Affairs in Israel's Prime Minister's office, launched the first in a series of workshops on **Citizen Diplomacy**. Students were required to develop PR campaigns related to various controversial issues under consideration today within Israel society, and to present their work to senior advisers of Israeli President Isaac Herzog.



HAC's Department of Medical Laboratory Science, in collaboration with the Israeli Fertility Association, launched a unique course entitled *In Vitro Fertilization: from Science to Practice*, the first and only program of its kind in Israel. The course includes 38 participants, all excellent students who were chosen following a rigorous selection process, and who will study together with experienced IVF laboratory employees.

The **M.A. program in the Department of Management** has introduced a number of innovations. The degree program will now address contemporary aspects of organizational management such as AI, robotics, information systems, data mining, digital marketing, business development and strategy, finance, and more. Starting this fall, the M.A. program will also grant a distinct certificate in the sought-after specialization of product management.



# New Faculty Appointments

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Congratulations are in order to **Prof. Ariela Gordon-Shaag** on her appointment as Chair of HAC's *Interdisciplinary Faculty for Science, Health, and Society*. Prof. Gordon-Shaag served as Chair of the Department of Optometry and Vision Science from 2013-2022 and was also the founding director of HAC's Master's degree program in Optometry and Vision Science (M.Optom.).



**Dr. Hadas Ben-Eli** has succeeded Prof. Gordon-Shaag as the new Chair of the Department of Optometry and Vision Science. A Senior Lecturer in Ocular Pathology and Statistics in the undergraduate program, and coordinator of research projects for master's degree students, Dr. Ben-Eli earned her undergraduate degree in Optometry at HAC, and then completed a graduate degree in Behavioral Neuroscience and a Doctorate in Public Health, both at The Hebrew University of Jerusalem. Dr. Ben-Eli is also the Director of Hadassah Medical Center's Optometry and Biometry Services.





**Prof. Ann Saada-Reisch** was appointed to direct the new Master's degree program in Medical Laboratory Science. Prof. Saada-Reisch completed her undergraduate, graduate, and doctoral studies at The Hebrew University of Jerusalem. She served for many years as a member of the Faculty of Medicine at The Hebrew University Hadassah Medical School, and is a researcher at Hadassah Medical Center in Jerusalem.

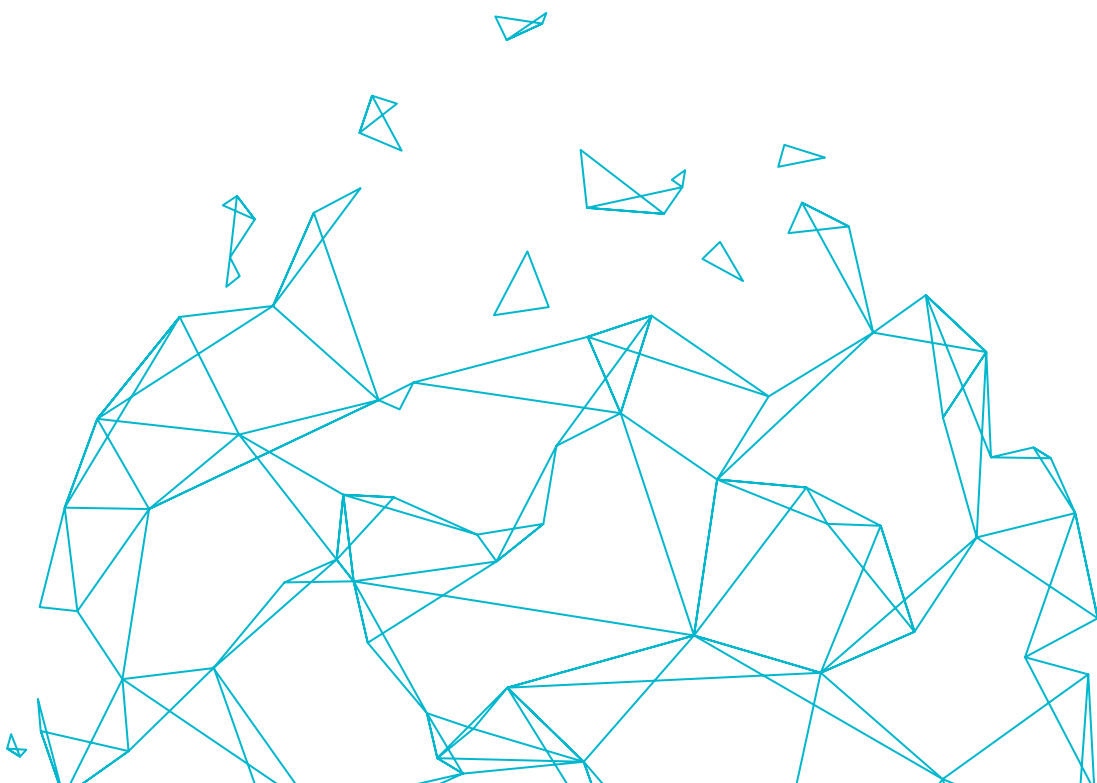
We wish them considerable success in their new positions.

### **Additional Promotions and Appointments:**


- Dr. Simcha Rozen was appointed Dean of Academic Affairs.
- Mr. Kobi Wirzer was appointed Director of Human Resources.
- Ms. Yael Lezmi was appointed Dean of Students.
- Prof. Dina Shahar, Senior Lecturer in the DAN Department of Creative Human Design, was assigned responsibility for gender equality, and was also appointed advisor to the President on the advancement of women.
- Dr. Yael Biberman, Senior Lecturer in the Department of Medical Laboratory Science, was assigned responsibility for handling issues related to sexual harassment.
- Dr. Rema Shabany-Khayyat, Senior Lecturer in the Department of Optometry and Vision Science, was assigned responsibility for access to higher education for students from the Arab sector.
- Dr. Simo Karavani, an Instructor in the Department of Biotechnology, was appointed campus ombudsman.

# KUDOS to HAC

Faculty and Students





 Dr. Revital Azoulai, a Lecturer in the Department of Medical Laboratory Science, won the **Outstanding Quality Employee award for 2022** from the forum on quality of the **Israel Society for Clinical Laboratory Sciences**.



Tali Kayam, M.A., curator of the Azrieli Gallery at HAC, was selected for **The Marker's 40 Most Promising Young People** list. Tali is described as “a refreshing and unusual figure in the closed and arrogant local plastic arts world and, unlike previous generations of curators, she does not define hierarchies of what is permitted or forbidden in art.”



Eddie Gerald, an Instructor in the Department of Photographic Communication, together with journalist Itay Engel, won the **Forum of Documentary Filmmakers Award for Best Documentary of 2022**. Their 66-minute film entitled *The Battle for Kiev*, was described by the judges as “a shocking and authentic document on heroism and humanity.”





Yoram Pony, a Senior Lecturer in the DAN Department of Creative Human Design, was awarded two **Good Design awards** for 2022 in the category of industrial design.

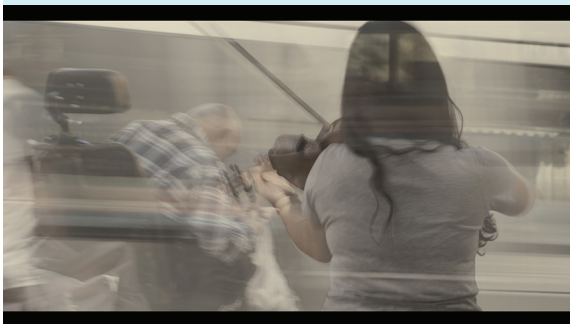



Dr. Liat Gantz, Senior Lecturer and Head of HAC's Master's of Optometry degree program, was chosen to serve as an academic editor on the editorial board of **PLOS ONE**, a QI journal with the goal of promoting freely available multidisciplinary and inter-disciplinary studies.



 Tal Heres, a graduate of the Department of Photographic Communication, exhibited her work at “*Local Testimony*” - the annual exhibit of photojournalism and contemporary documentaries at the **Eretz Israel Museum**. Tal’s work consisted of a series of inspiring portraits depicting amputees.

 Badoor J’bara, a fourth-year student from the Department, also displayed her video work at the exhibition, which explored street scenes from Jerusalem’s Jaffa Street.



 The optometry research findings of M.Optom. degree program students **Inbar Wunch, Ricky Morocco, Tamar Wint, and Deborah Berry** were presented by Prof. Arie Markowitz at an important conference on micro eye surgery. Prof. Markowitz is Director of the Cornea Unit in the Department of Ophthalmology at the Kaplan Medical Center.



# Spotlight on Our Graduates



Shira Attia

Computer Science, 2023

Shira Attia, 24, who grew up in the ultra-Orthodox (Haredi) community in Jerusalem, is a software developer (and former automation engineer) at Check Point Software Technologies. Shira has been working at Check Point for almost a year and cites the respectful work environment there, which is important to her as a Haredi woman. She mostly works from home, which makes her life easier, considering that she is the mother of two young children.

Studying for an undergraduate degree in Computer Science at HAC's Strauss Campus for Haredi students was a great experience for Shira. She is especially grateful for the *Me'amakim* ("from the depths") mentoring program which was designed to help Haredi students integrate into hi-tech industries. "They supported us in every way, from helping us write a CV, to introducing us to potential work opportunities, and helping us after we began working. Even after completing your studies, there is still so much to learn on the job. You feel like you don't know enough, and you aren't good enough, and their support was really important."



Dr. Meni Kvin

Biotechnology, 2013

Dr. Meni Kvin grew up in a deeply-rooted Haredi family in Jerusalem. At the age of 21 he left the traditional path of yeshiva studies and went into the IDF. Three years later, he began studying for a full matriculation certificate at the Jerusalem College of Technology.

A 20-minute conversation with Ofra Rotem, Director of HAC's Azrieli Center for Diversity and Inclusion in Higher Education and Employment, became a pivotal moment in Meni's journey. "She saw my potential right away," he recalled. Even though the results of his matriculation exams were not yet available, Meni was conditionally accepted to HAC, where he successfully completed a B.Sc. in Biotechnology (Summa Cum Laude and Dean's List). Following four years of medical studies at Bar-Ilan University, Meni began his residency at Shaare Zedek Medical Center in Jerusalem, where he is specializing in internal medicine (gastroenterology).

Meni is grateful for the encouragement and support he received during his studies at HAC. "The impressively high level of instruction and excellent teachers made it so much easier to later pass the exams required for medical school," he said.



Addis Abay

Social Work, 2023

Addis, 26, was born in Ethiopia and immigrated to Israel with her family at the age of 6. She is the first child in her family to gain access to higher education. Addis had already decided to study social work when she learned that HAC launched a new program in social work the year before.

She immediately applied and was accepted. "I felt that at HAC they really listened to me - there were good people there and the environment was really great," she said. Today, Addis works as a social worker with AKIM Israel, an organization that serves people with developmental intellectual disabilities. Her clients include people with disabilities who live independently in AKIM housing units throughout Jerusalem. In addition, Addis oversees a dozen volunteers (including a few HAC students). She has dreams of continuing her education to study for a graduate degree, and ultimately would like to become a group therapist.



Hagar Rotem

Biotechnology, 2019

A graduate of the Jerusalem High School for the Arts, Hagar Rotem studied industrial design for two years before deciding to change disciplines altogether and concentrate on the sciences. HAC was a natural choice for many reasons: she was renting an apartment a few blocks away from HAC, and her mother, a senior employee at the College, warmly recommended the institution.

Hagar opted to enroll for a B.Sc. in Biotechnology. “They start with the basics, so it was perfect for me,” she said. “It’s a comprehensive program of mandatory courses, with no electives, but the result is excellence. Even though college degree programs are often wrongly perceived as inferior to those at the universities, I was accepted into the graduate program at the Weizmann Institute and, on many occasions, I saw that I was more knowledgeable and informed regarding the latest developments in the field than my fellow students who had studied at the leading universities in the country.”

Hagar is currently completing a doctorate at the Weizmann Institute in the field of immunotherapy. Specifically, her research focuses on developing new biological drugs for the treatment of cancer.



Mohamad Hroub

Biotechnology, 2018

Mohamad, 32, grew up in East Jerusalem. After high school, he studied Hebrew and prepared for his psychometric exam before enrolling in HAC’s undergraduate program in biotechnology in 2012. The first year was difficult because his Hebrew was not yet perfect but, by the second year, because of his high marks, he was already tutoring first year students. Mohamad was active on campus, and even initiated the establishment of a prayer room for Moslem students. Upon graduating, he began working in the central lab of Meuhedet Health Services, first in the department of immunology and later in genetics. After obtaining certification as a medical lab professional, he worked for two years in the pathology lab of Maccabi Health Services and then at Maya Food Industries. When COVID-19 broke out, he began to work at AID Genomics, a company that supplied millions of PCR testing kits in Israel alone. Though he started out as a lab worker, Mohamad quickly rose through the ranks to the roles of team director, facility director and, finally, project manager. Just recently, Mohamad began working as a product manager at Danyel Biotech, which provides solutions to the Bioscience industry.



The Blender

# Innovation is our Middle Name

- 1 The Blender, HAC's Center for Innovation and Entrepreneurship, sponsored a 48-hour "HACathon" (hackathon) in which students produced new solutions to improve the daily lives of people suffering from aphasia, in collaboration with HAC's Adler Aphasia Center. Two of the three winning teams that conceived practical applications are currently receiving support from The Blender to turn their ideas into a marketable product.
- 2 The Blender organized a meeting of 100 HAC students in March, together with the **Tikun Olam Makers** community, to develop new ideas to improve the lives of people with disabilities.
- 3 In a new collaboration with the Department for the Promotion of Business in the Municipality of Jerusalem, The Blender launched a new course in April 2023 for students from the DAN Department of Creative Human Design, alongside students in Industry and Management at the Azrieli College of Engineering. Together, these students worked in teams to enhance the digital profiles and activities of 25 businesses by using Wobily, an online eCommerce platform.
- 4 In collaboration with leading startups in the field of climate and sustainability, and together with the University of Passau in Germany, The Blender announced a climate challenge open to students, graduates, and HAC faculty. The three challenges included the *Smart Water Bottle Challenge* (in collaboration with **impacX**), the *Desalination Challenge* (in collaboration with **Techlinic**), and the *Heat in a World of Urban Planning Challenge* (in collaboration with **WiseCity**).





# Another Groundbreaking Exhibition

Azrieli Gallery's exciting spring exhibition (February 8 - April 30, 2023), was entitled *Visual Exercises*, and reflected a first-of-a-kind collaboration between the Gallery and HAC's Department of Optometry and Vision Science. Like some of the Gallery's previous exhibitions, *Visual Exercises* attempted to explore the Gallery's unique role in relation to the College, with which it maintains a constant dialogue.

The connection between optics and art is age-old. From cave paintings and hieroglyphics to Renaissance landscapes and contemporary photography, humankind has tried to capture and mediate what it sees through form and technology. *Visual Exercises* continued this tradition by eliciting analytical, scientific, and creative explorations of this theme by guest artists and students.



A number of now obsolete optometric diagnostic and testing devices were displayed in the interior gallery space - together with written descriptions. The artwork inspired by these devices, and produced by contemporary artists, was displayed in close juxtaposition to them, conveying messages about memory, gender, freedom of information, and the true reality behind what we see. The Azrieli Gallery windows were also utilized to display posters designed by students to detail various visual impairments and their treatment.



From left: Aderet Sompulinski - Visionix; Ofer Ancri - Luna; Dr. Dana Gothilf-Nezri - Shamir Optical; Dr. Oren Yehezkel - NovaSight; Dr. Hadas Ben-Eli - HAC; Yariv Hadid - Deep Optics; Doron Weizman - ORCAM

# HAC's



## Strauss Campus

# Continues to Shine

With 1007 graduates to date (818 women and 189 men), HAC's Strauss Campus for ultra-Orthodox (Haredi) students continues to be a shining star in the academic skies of Jerusalem. Some 90% of these graduates have integrated into the work force in social work, computer science, optometry, management, biotechnology, communication disorders, and medical laboratory science. Many Haredi graduates (primarily the women) have continued into graduate studies, and some have even enrolled in medical school. Every student who completes their education at the Strauss Campus (often contending with opposition from community leaders and peers) and goes on to work in his or her new profession, serves as an inspiration to other young Haredi men and women who seek to gain economic security while remaining true to their religious lifestyle and values.

In March 2023, 158 female graduates gathered with their families to celebrate their degrees, earned through sheer perseverance and a keen determination to succeed. Thirty-nine of these degrees were in Social Work, 33 in Communication Disorders, 31 in Management, 14 in Optometry, 12 in Medical Laboratory Science, and 9 in Computer Science. Brachi Tranovski, who spoke on behalf of her fellow students, said "we had the privilege of studying at an amazing institution that is uncompromising when it comes to academic standards and religious values. Throughout our years of study, you gave us the best tools to succeed."

Not all the students, however, had family members nearby to support them: R' is a new immigrant from France who always dreamed of studying in Israel. "The staff here were like a family to me," she says. "It was challenging, but I overcame the language barrier and began to understand the Israeli mentality. Today, I am a successful social worker working in the mental health services of the Jerusalem Municipality. I found a home here."

HAC President Prof. Friedlander said at the ceremony: "We have built an amazing partnership together with the Strauss Campus based on candid dialogue, mutual respect and acceptance, and academic excellence. Our students can now pursue academic professions that until now were unheard of in the ultra-Orthodox community."



## Embracing Entrepreneurship and Innovation at the Strauss Campus

The Blender, HAC's Center for Innovation and Entrepreneurship, opened a new branch at the Strauss Campus on May 14, 2023 in the presence of Ms. Hagit Moshe - Deputy Mayor of Jerusalem, Prof. Bertold Fridlender, and Yaakov and Rivky Yeruslavsky - Managers of the Campus. By offering training, workshops, and other events, the new Center will promote entrepreneurship among the ultra-Orthodox students, as well as innovation in a variety of fields, thus improving their skills as needed for the work force and particularly in the high-tech sector.

Deputy Mayor Moshe said that, in her view, HAC represents a combination of innovation and added social value, and that the new initiative contributes to the Municipality's efforts to integrate all the communities in Jerusalem into the modern economy. Prof. Fridlender reiterated HAC's vision of making higher education accessible to all sectors of Israeli society and promoting professionalism, entrepreneurship, and economic growth for Jerusalem. Blender Director Dr. Tali Hadasa Blank noted the significant achievements of The Blender during the last two years, and expressed her goal to continue to add to this success through the activities planned for students learning at the Strauss Campus.



*From left: Rivky Yeruslavsky, Hagit Moshe, Dr. Tali Hadassa Blank, Prof. Bertold Fridlender, and Yaakov Yeruslavsky.*

# HAC in the Media



**Channel 13 TV**  
(Dec. 12, 2022).

In an interview on the over-burdened Israeli health system, Prof. Nissim Alon, Chair of HAC's Department of Health Systems Management, explains that our longer life span has resulted in a severe shortage of healthcare personnel, and that there needs to be a revolution in training a significantly greater number of medical professionals.

**Yedioth Ahronoth** (Jan.

11|כא

**Channel 11 TV**  
(Nov. 11, 2022).

Dr. Yitshak Alfasi, a social psychologist and Lecturer in the Department of Behavioral Science, was interviewed about modern parenting, and specifically the trend in which parents spend extravagant sums of money on their children's birthdays.

**ידיעות אחרונות**

(Jan. 18, 2023). In an interview, Dr. Ariela Nachmani, Senior Lecturer in the Department of Communication Disorders, explains the need for close supervision by speech therapists of children born with a cleft palate.

**כלכליסט**

**Calcalist** (Feb. 9, 2023): Why do we follow people on social media that we despise or with whom we disagree? In her article, Dr. Aya Yadlin, a Senior Lecturer in the Department of Politics and Communication, addresses this interesting phenomenon.

**Ynet** (Feb. 25, 2022). In



a column in honor of the 100th anniversary of the death of Eliezer Ben-Yehuda, Dr. David Lavi, Lecturer in the Department of Politics and Communication, asserts that Eliezer Ben Yehuda had a central role in engineering Israel's national culture beyond merely reviving the Hebrew language.

**Globes** (Feb 28, 2023): Is

## גלובס

there room for four prime time TV news programs in Israel? Dr. Oranit Klein Shagrir, Senior Lecturer in the Department of Politics and Communication, was interviewed about this question.

## מקור ראשון

**Makor Rishon** (March 17, 2023). In an interview for a report on Israeli academic institutions, Prof. Bertold Fridlender explains that the question is not how a student can simply get through his/her undergraduate studies, but how to complete them in the best way possible.



## Channel 12 TV

(March 18, 2023).

התלווייה של ישראל

Prof. Doron

Shultziner, Chair of the Department of Politics and Communication, was interviewed by World Order show anchor Arad Nir about what constitutes an effective protest and explained that “the more violent the protests, the less likely they are to succeed.”



## Reshet Bet Radio

(April 16, 2023).

Dr. Chen Bram, a Senior Lecturer in the Department of Behavioral Science, was interviewed about the destruction of the Caucasus Jewish community during the Holocaust.



## Channel 12 TV

(March 21, 2023).

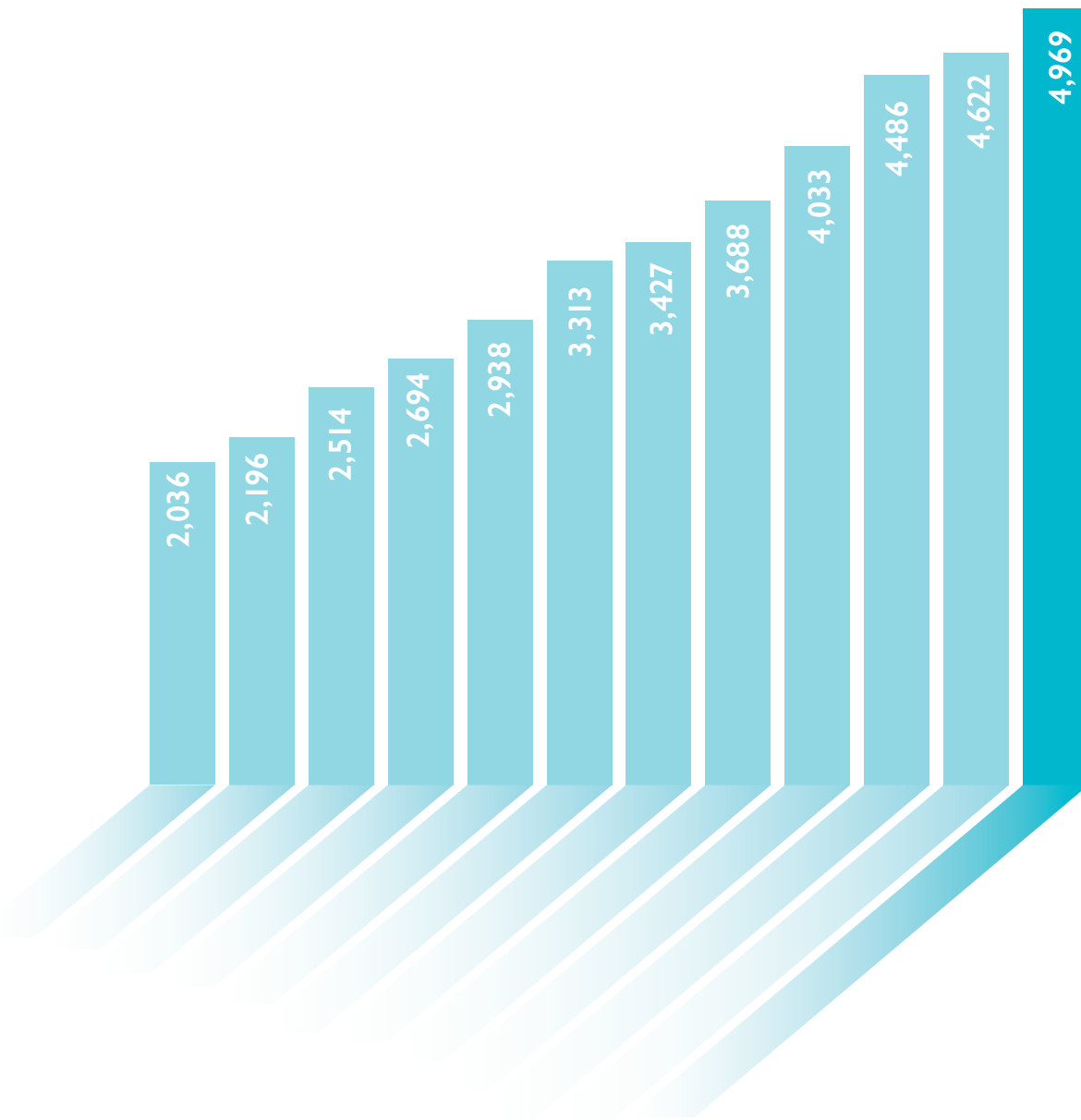
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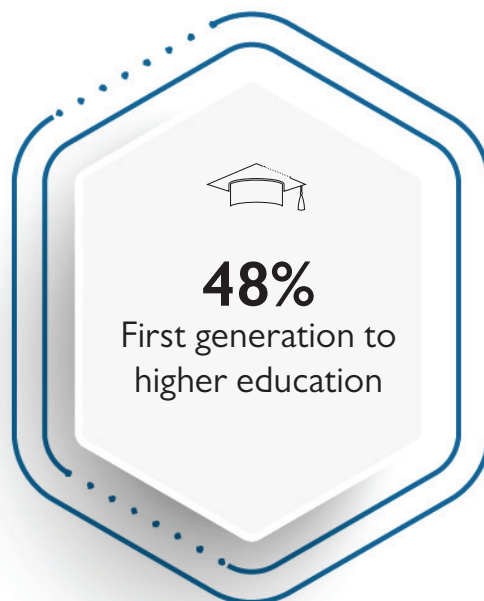
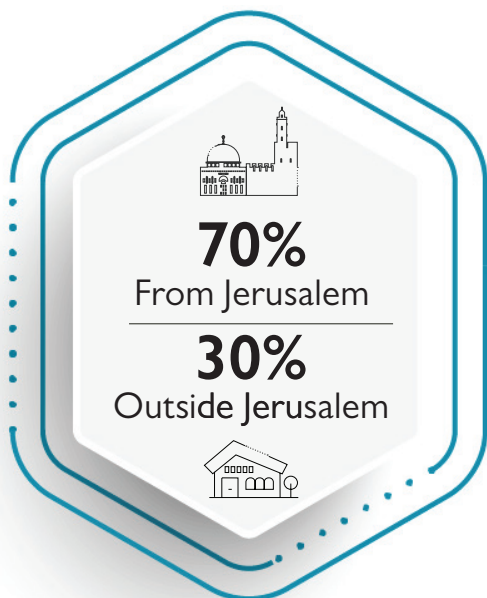
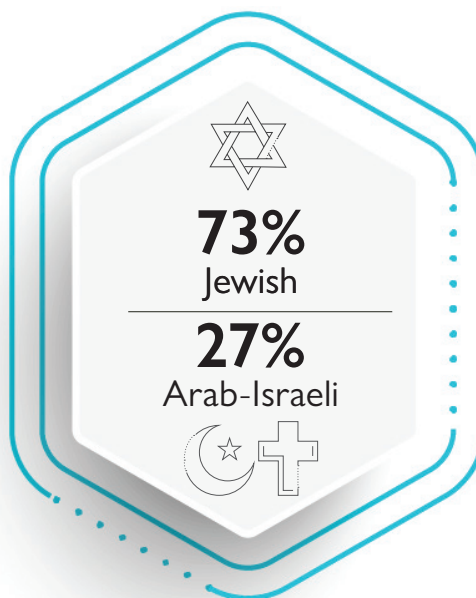
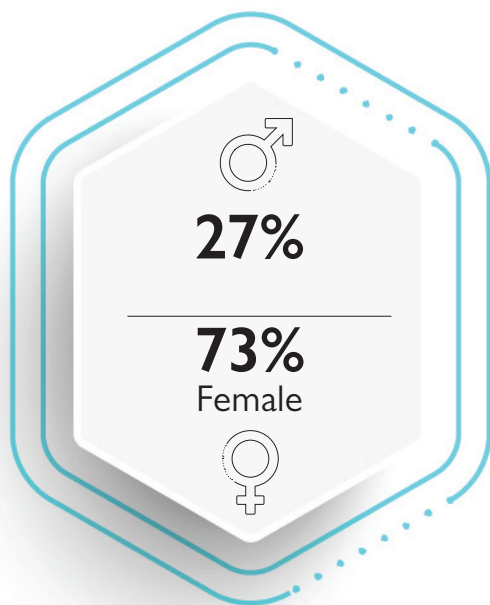
In an interview on Channel 12's morning talk show, Dr. Darya Maoz, Senior Lecturer in the Department of Management, presents the findings of different studies about how relationships between men and women are affected when the women earn more than the men.

# HAC

## Student Body

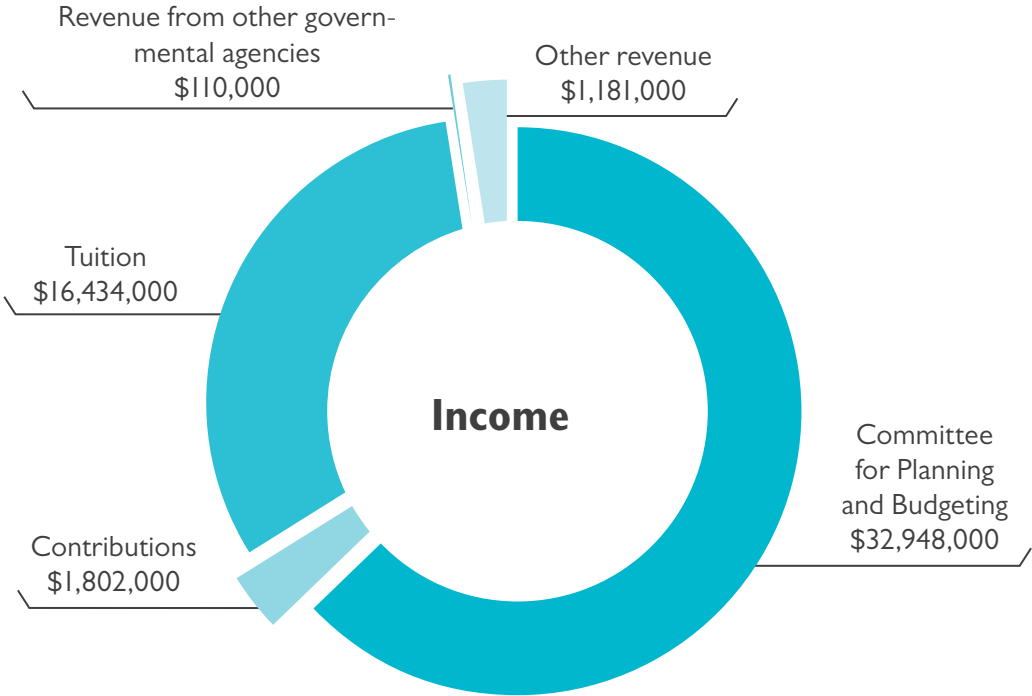
Growth in the number of students during the last decade.



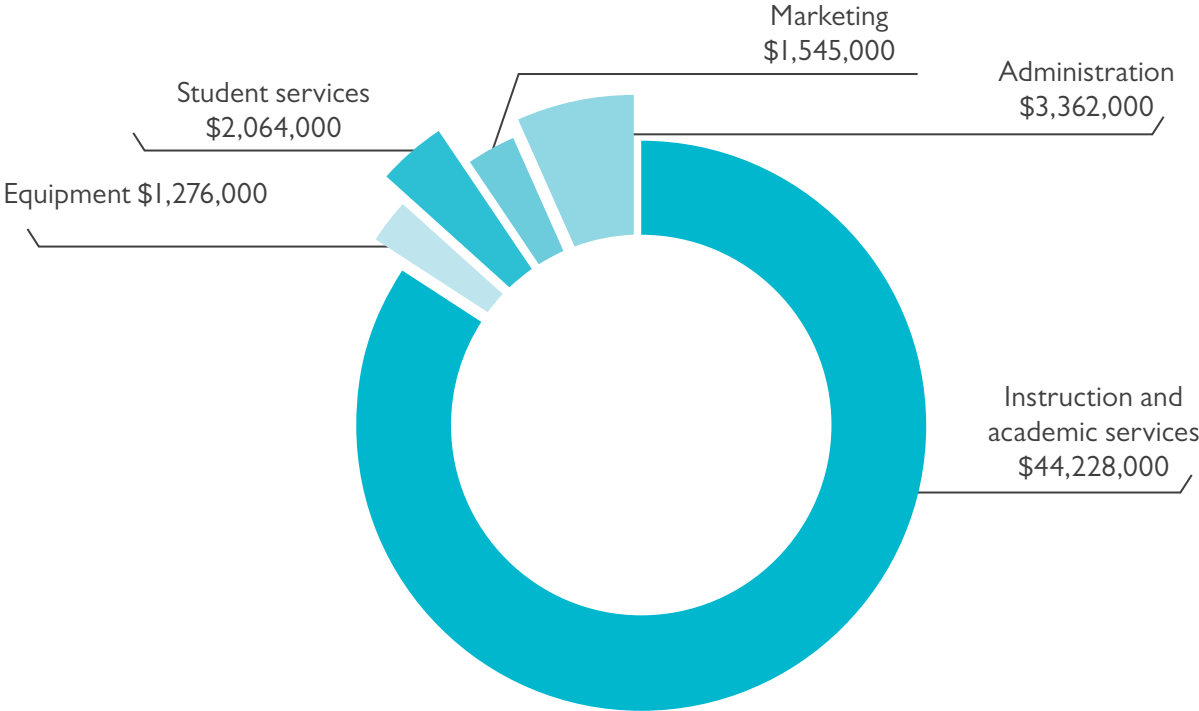


# Financial Summary

Fiscal Year 2022-2023



**Total: \$52,475,000**



**Total: \$52,475,000**



## Interdisciplinary Faculty for Science, Health, and Society

**Prof. Ariela Gordon-Shaag**, Chair

### **Abrons Department of Computer Science** (B.Sc. and M.Sc.)

**Prof. Michael Berman**, Department Chair

**Prof. Michel Bercovier**, Head of  
Computer Studies Program

**Dr. Yoram Yekutieli**, Head of  
the Master's Program

### **Biotechnology** (B.Sc.)

**Dr. Danny Zeevi**, Department Chair

### **Communication Disorders**

(B.A. and M.A.)

**Prof. Avi Besser**, Department Chair

**Dr. Atalia Hai Weiss**, Head of  
the Master's Program

### **DAN Department of Creative Human Design** (B.Des.)

**Liran Elbaz Bloch**, Department Chair

### **Elfant Department of Optometry and Vision Science** (B.Optom. and M.Optom.)

**Dr. Hadas Ben-Eli**, Department Chair

**Dr. Liat Gantz**, Head of Master's Program

### **Environmental Quality Science** (B.Sc.)

**Dr. Geula Sharf**, Department Chair

### **Medical Laboratory Science**

(B.Med.Lab.Sc.)

**Dr. Ayelet Arbel-Eden**, Department Chair

**Prof. Ann Saada-Reisch**, Head of the  
Master's program (M.Med.Lab.Sci.)

### **Development of Children with Special Needs** (M.A.)

**Prof. Asher Ornoy**, Department Chair

## Interdisciplinary Faculty for Society and Community

**Prof. Yoram Eden**, Chair

### **Behavioral Science** (B.A.)

**Dr. Shani Oppenheim Weller**,  
Department Chair

### **Economics and Accounting** (B.A.)

**Prof. Yoram Eden**, Department Chair

### **Management** (B.A. and M.A.)

**Dr. Zvika Afik**, Department Chair

**Dr. Keren Mazuz**, Head of the Master's Program

### **Photographic Communication** (B.A.)

**Judith Guetta**, B.F.A., Department Chair

### **Politics and Communication** (B.A.)

**Prof. Doron Shultziner**, Department Chair

### **Social Work** (B.S.W.)

**Prof. Chaya Itzhaky**, Department Chair



Photo credit: Badoor J'bara

## Student Support Services

### Azrieli Center for Diversity and Inclusion in Higher Education and Employment

**Ofra Rotem**, M.A., Director;  
Manager of the Challenge Center  
**Hagit Freeman**, M.A., Deputy Director;  
Manager of the Career Counseling Center

### Dean of Students

**Yael Lezmi**, M.A., Dean

### Pre-Academic Programs

**Karina Linetsky**, M.A., Director

## Additional Programs and Services

### HAC International Office

**Yael Catalan**, M.A., Director

### Student Administration

**Inbar Levi**, B.A., Manager

### Ruth Blond Information Resource Center

**Eric Royi**, Library Director

## Community Outreach Programs

### Azrieli Gallery

**Tali Kayam**, M.A., Curator  
**Judith Guetta**, B.F.A., Academic Director

### Adler Aphasia Center

**Dafna Olenik**, M.A., Director

### Canadian Hadassah-WIZO Centre for Clinical Training & Community Care

**Prof. Cahtia Adelman**, Director  
of Audiology Clinic  
**Tzila Shwartzshtein**, M.A., Director  
of Speech and Language Clinic

### Community Optometry Clinic

**Cyril Kahloun**, M.Optom., Director  
of Optometry Clinic

### Strauss Campus for Haredi Students

**Rabbi Yaakov & Rivky Yeruslavsky**, Directors

## Community Clinics

### Annual Number of Patient Visits



Audiology

**2882**



Speech and Language

**2910**



Optometry

**7400**

## Administration

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Prof. Bertold Fridlender, President  
Dr. Tzachi Milgrom, Vice President  
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Rami Hazan, Spokesman and Director of Public Relations and Marketing  
Moshe Kalige, Chief Information Officer  
Yosi Lifshitz, Director of Academic and Student Administration  
Dr. Simcha Rozen, Dean of Academic Affairs  
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Gadi Singer, Chief Logistics and Operations Officer  
Kobi Wirtzer, Director of Human Resources

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Dr. Aharon Lapidot  
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Audit Committee  
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Offer Sossover, CPA

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Prof. Gadi Glaser	Dr. Aya Yadlin
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Ms. Judith Guetta	Dr. Danny Zeevi
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Prof. Alik Honigman	Ms. Dafna Nuriel
Prof. Haya Itzhaky	

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## HAC's Vision

HAC is a multi-disciplinary institution of higher education that encourages excellence among its students, academic faculty, and administrative staff. The College prioritizes students' success and wellbeing, while promoting tolerance and cultural diversity. HAC utilizes advanced educational methods and technologies to offer its students high-level academic courses, personalized practical training, and all the tools they need for professional advancement throughout their career. With its diverse student body, burgeoning number of outstanding graduates, stellar faculty, and exceptional achievements, the College is a driving force of innovation in the academic landscape, and makes a significant impact on the social and economic development of Israel and especially the City of Jerusalem.

## American Friends of HAC, Jerusalem

We are happy to announce that, together with a select group of friends and supporters in the US, we have established the American Friends of HAC Jerusalem, a 501(c)(3) organization. Through this initiative, we will be able to publicize HAC's activities in a more effective way, and raise awareness of HAC's critical impact on Israeli society and economy, especially in Jerusalem. We invite our friends and donors to become active in this organization, join us in our efforts to promote support for HAC from a wider audience, and help us increase our critical network of donors and friends. We will keep you informed about further developments.

For further information contact:

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