



President's Report

HAC

Innovative learning for a changing world

HAC

President's Report 2020

"The Secrets of Our Success"





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A Year of **CHALLENGE, TRUST** and **COMMITMENT**



Dear Friends,

We were thrilled to begin this academic year with the largest number of students ever to study at HAC, a number double the size our student body just 8 years ago, when I first took the helm as President. Unlike other institutions of higher education, our sustained growth has been driven by a number of unique advantages: our career-oriented degree programs, solid reputation for preparing students to obtain good jobs upon graduation, our ability to accommodate and nurture special populations who until recent years had restricted access to higher education, and the close personal attention that we afford our students.

We were very excited earlier this year when the Azrieli Foundation approved a generous grant to match a grant made by our committed partners and wonderful friends at the Russel Berrie Foundation, to help us fulfill our dream to build and establish Israel's first Center for Diversity and Inclusion for our students.

When the coronavirus arrived in Israel, we knew that we had to do everything in our power to keep our students and staff safe, while making every effort to function effectively to allow our students to continue in their academic programs. We began our Spring Semester by moving all our courses

on-line, and spent considerable resources and energies to aide our staff and students to become accustomed to the nuances of remote learning. Our IT team and student support services worked intensively to provide the support needed to undertake this transition successfully. Due to the spirit of cooperation that epitomizes the faculty and staff at HAC, and the unique relationship that we enjoy with the HAC Students' Association, we have successfully enabled our students to continue this semester almost seamlessly. We are now making every attempt to get back to the business of teaching on campus, and our operations staff have instituted all the necessary provisions to reopen our facilities to ensure the maximum health and well-being of our students and staff.

Unfortunately, many of our students (who typically work part-time jobs to support themselves) were hit hard by the sudden and prolonged closure of the economy. We have done everything we can to help them - and made whatever accommodations we could. We were fortunate this year to be able to offer no-interest loans to a much larger number of students, in cooperation with our generous partners at the Magbit Foundation. We wish we could do more to support our students, but our resources are strictly limited.

In this report, we are particularly proud to highlight the contributions made by some of our faculty and graduates from our Departments of Medical Laboratory Sciences and Biotechnology, who were centrally involved here during the COVID-19 pandemic through their extraordinary efforts

to conduct diagnostic testing, carry out cutting-edge research, and provide support for the healthcare system. We have already reopened our state-of-the-art laboratories, and hope to continue to interest future generations of students in the critical role that these healthcare fields play for the future of Israel, and all of mankind. At this time, our registration statistics for next year look favorable for both of these departments, and we have aspirations, despite the difficulties of the last few months, to open the 2020-2021 academic year with yet a further increase in our total number of students.

I want to extend a warm welcome to our new Department Chairs, Prof. Avi Besser, and Dr. Zvika Afik, who joined HAC this year, and about whom you can learn more in the following pages. They join our own long-standing faculty members Ms. Judith Guetta, and Dr. Ayelet Arbel-Eden, who were promoted to Chair their respective departments.

Along with our entire teaching faculty and administrative staff, we are even more committed to our mission of preparing the next generation of young Israelis, from all sectors and populations, for meaningful careers, and to become fully contributing members of Israeli society.

I would like to thank the members of our Board of Trustees and Executive Committee for their commitment and support. I am pleased to share this year's President's Report with you - our friends and supporters - without whom all these pursuits would simply not have been possible.



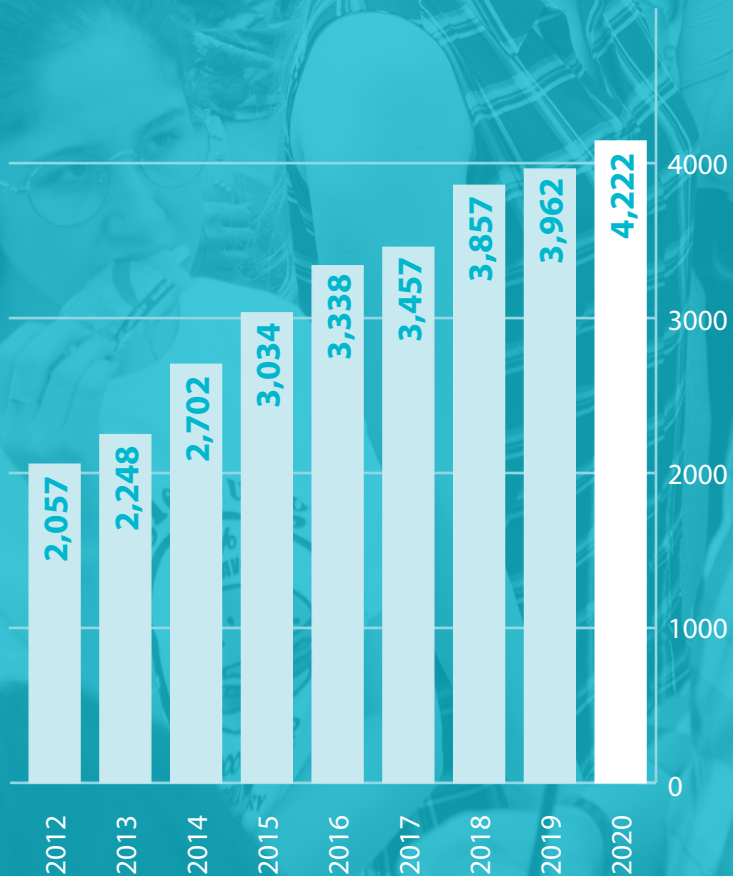
Professor Bertold Fridlender
President



HAC is a fully accredited institution of higher education that offers innovative, career-focused, academic undergraduate and graduate degree programs. Located in the heart of Jerusalem, HAC is dedicated to providing a culturally inclusive learning environment for a diverse student body, and the knowledge and skills students need to build successful careers. This is accomplished by providing individualized attention from caring faculty and staff, supporting students from disadvantaged backgrounds, and pursuing excellence in instruction, scholarship, and research.

Growth

Student enrollment at HAC has more than doubled during the last 8 years. For the 2019-2020 academic year, this number surpassed 4,200 for the first time.



“The Secrets of Our



This year HAC continued to focus on the ‘secrets’ of its success, which help explain the College’s phenomenal growth during the last 8 years, and the remarkable success of its students and graduates.

Learning Together

Students from a wide variety of backgrounds learn side by side in a remarkable environment of tolerance, respect, and mutual understanding.

Earlier this year, thirty two students participated in the fifth annual **Jewish-Arab Dialogue Program**, an elective class of joint activities for Jewish and Arab Israeli students that was designed to create familiarity with each other's cultures, break down stereotypes, and foster cultural sensitivity. This year, participants topped off the program of musical events, field trips, and culinary adventures with an arts workshop in which they designed an integrated Hebrew-Arabic font for the word "together" to express their newly learned shared language of respect.



SPIRIT of Community Service

Students are committed to volunteer for the benefit of less fortunate members of the community.

In addition to presenting awards for academic excellence, the Dean of Students annually presents the **Dean's Awards for Excellence in Community Service**. This year HAC bestowed honors upon twenty students who demonstrated outstanding community-building efforts through exceptional volunteer work with organizations serving the elderly, the disabled, youth at-risk, and other needy populations in both East and West Jerusalem. HAC fosters this spirit of community service by requiring each student who receives financial aid to volunteer a minimum of 50 hours with one of some forty schools and community-based organizations throughout the City.



Prepared for the Workforce

Students at HAC study in practical, career-oriented academic degree programs, are groomed to enter the workforce upon graduation, and become effectively employed in extraordinary numbers.

HAC's **Career Counseling Center** is a campus hotspot. One in three students obtains critical guidance and participates in the Center's workshops, and more than one thousand students typically attend its annual Spring Job Fair. The newly expanded Internship Program allows a significant number of students to obtain credit and gain valuable employment experience through on-the-job-training. In light of the current situation, the Center is now assisting many more alumni too, by offering job search seminars and social media networking workshops, and is also poised to launch a mentoring program especially designed for ultra-Orthodox computer science students. The Center's success in helping students prepare for the workforce, and by serving as a model for other Israeli institutions of higher education, persuaded the **Edmond de Rothschild Foundation**, which first established the Center in 2014, to renew its generous support for the next three years.

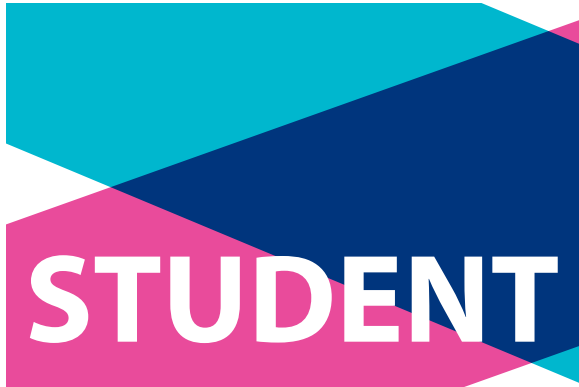


A Diverse and Inclusive Environment



HAC is establishing the **Azrieli Center for Diversity and Inclusion**, to strengthen efforts to absorb and retain students from a wide variety of backgrounds, and accommodate their unique learning needs in order to ensure their success in higher education.

Advanced steps are underway to establish the **Azrieli Center for Diversity and Inclusion**, the first center of its kind at any Israeli college or university. The Center is being made possible through generous grants from the **Azrieli Foundation**, together with the **Russell Berrie Foundation**. The Center will support the absorption and retention of students from underprivileged, underrepresented, and minority backgrounds, including the ultra-Orthodox, Arab-Israelis, Ethiopian-Israelis, and new immigrants, and will help integrate students with physical and learning disabilities, and those with emotional challenges. The Center will enable HAC to better coordinate and expand the critical services it provides through the Office of the Dean of Students, the Henrietta Szold Challenge Center, and Career Counseling Center, which together provide support for HAC's student body, and ensure the success of every individual student.



STUDENT

Spotlight

4,222

students

890

Graduating Seniors

3,457 Main Campus

765 Strauss Campus for Ultra-Orthodox Students

94%

Completed degrees



85%

Found jobs in their field



47%

First in family to attend higher education




21%


Received financial aid directly from HAC and its donors






74%
Female

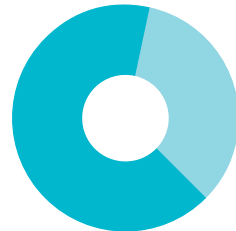
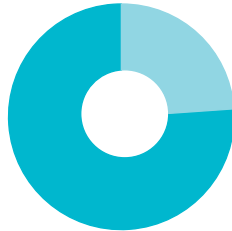
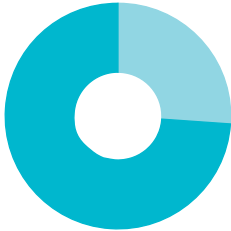

26%
Male


76%
Jewish


24%
Arab-Israeli


66%
Jerusalemites


34%
Outside of Jerusalem



Staff

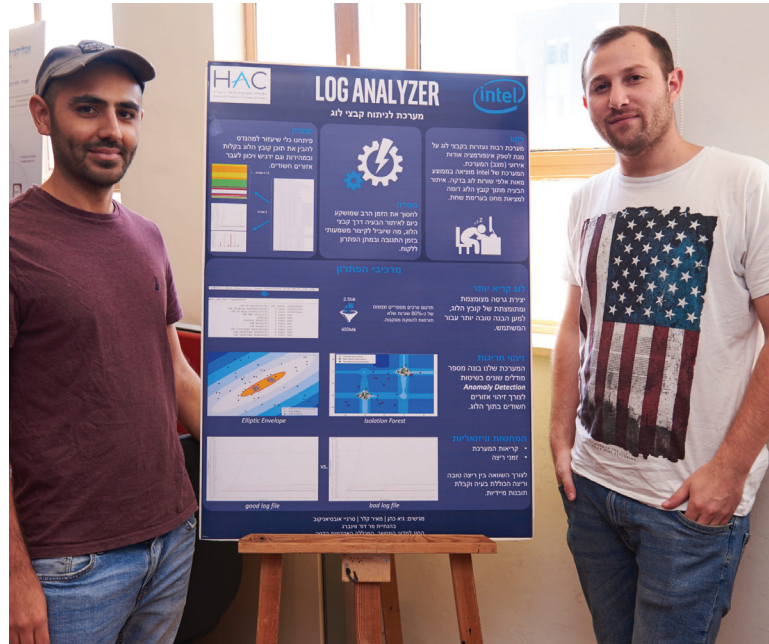
602 Teaching Faculty
452 Management/Administrative staff

7:1 Student Faculty Ratio

48 Articles published

8 Academic Conferences at HAC

5 Faculty books published



ACCELERATING BUSINESS DEVELOPMENT

The **Jerusalem Development Authority** approved the establishment of the **HAC Accelerator**, a technological innovation hub and laboratory for entrepreneurship. The Accelerator will be a dynamic environment in which students and graduates can learn how to design innovative start-up ideas, develop business models and acquire marketing strategies, and network with venture capitalists, intellectual property attorneys, accountants, and other mentors. HAC looks forward to enabling students, faculty, and alumni to collaborate on both cutting-edge business and social ventures, and to putting HAC squarely on the map of the Start-Up Nation.

Azrieli Gallery:

SEEING and BEING SEEN

The **Azrieli Gallery** at HAC was established to bring our design and photography students into the larger art world, and to draw the public onto HAC's downtown campus. This year, the Gallery already produced three new exhibitions with public opening events, guided tours, and artist talks. The exhibitions included: "The Seer and the See," which drew upon the College's historic Jerusalem location on Prophets Street; "Lines of Action," which explored the common ties between photography, animation, and illustration; and "Taking Stock," which highlighted the work of more than twenty HAC alumni. The Azrieli Gallery has quickly earned a respected place on Jerusalem's cultural landscape by addressing the City's contrasts and complexities—Jewish and Arab, secular and religious, national and international—through the fields of photography, the visual arts, and design.



The false prophet is not the prophet of the grime. The false prophet lives in the courtyard with its pleasures, as he is the one with encouraging speeches, the one who receives the royal bounty. The one who incites is the one who rinses clean, often until things are deceptively shiny. It is precisely in the sewers, in tatters, that the true prophet is to be found, the one who dares to proclaim his generation's filthiness is awarded with filth in return by his listeners, who deny his preaching. There are dirty things, so it seems, that we confront directly only when forced to by God.

Activities of Faculty and Graduates of
HAC's Departments of

**Medical
Laboratory
Sciences**

and

Biotechnology

during the

**COVID-19
Pandemic**

This spring, when **Dr. Ayelet Arbel-Eden**, Chair of the Department of Medical Laboratory Sciences at HAC, wasn't teaching on-line, she took a very active role in Israel's national effort to contain COVID-19. Dr. Arbel-Eden voluntarily joined the new staff formed to support the virology laboratory at Hadassah Medical Center in Jerusalem, in order to double the number of diagnostic tests it was able to perform in a day, and to accelerate the pace of providing these results to the individuals being tested.

Dr. Tamar Grossman, another HAC faculty member who lectures in the area of parasitology, and who manages Israel's National Parasitology Center, also volunteered to help establish a number of new diagnostic laboratories to identify carriers of the coronavirus. Recently, Dr. Grossman was working at the Ministry of Health's central COVID-19 laboratory at Sheba Tel HaShomer Medical Center, and helped establish another new diagnostic laboratory in Jerusalem. A further HAC staff member, **Dr. Esther Vaknin**



In the photo: Dr. Tamar Licht (from right to left), Dr. Ayelet Arbel-Eden, and Ayelet Peretz.

To prepare for her role, she was coached by her former student - Ayelet Peretz, a *graduate of HAC's Department of Medical Laboratory Sciences*. Ayelet Peretz performs a critical role in the operation of the QIASymphony - a sophisticated diagnostic robot, which simultaneously produces RNA from 96 samples from the individuals being tested. Ayelet instructed Dr. Arbel-Eden in the operating procedures of the robot, and Arbel-Eden summarized their meeting as follows: *"we learn something from everyone who has ever taught us, but from our students, we learn even more."*

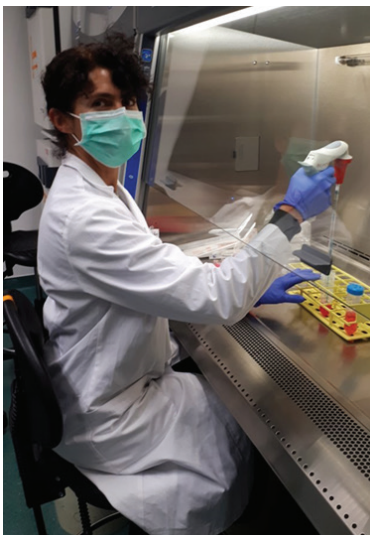
Joene, a lecturer in the area of virology in the Department of Biotechnology, and *herself a graduate of our Department of Medical Laboratory Sciences*, has been managing a diagnostic laboratory for COVID-19 at the Hadassah Medical Center in Jerusalem. **Dr. Mazal Bialsky**, yet another HAC lecturer in the area of immunology, was also mobilized to identify carriers of the coronavirus at Jerusalem's Shaare Tzedek Medical Center, her regular place of employment.

To Ayelet, Tamar, Esther and Mazal, we salute your meaningful contributions both in teaching, and on the front lines in the struggle to contain COVID-19.

Meet **Hanin Hamad** (left), and **Liat Cohen Kadosh**, graduates of HAC's Department of Biotechnology, who completed their degrees last year. Both of them volunteered to work in the laboratory of Prof. Dana Wolf, at Hadassah Medical Center, Jerusalem, with the objective of assisting in the national effort to contain the coronavirus pandemic. We are proud of them and their contribution to the health of the Israeli public.

HAC Faculty Involvement in COVID-19 Research

We are happy to present **Dr. Leah Braz**, a Senior Lecturer in HAC's Department of Medical Laboratory Sciences, and a researcher in the laboratory of Dr. Alex Robinsky, of the Hadassah Hebrew University School of Medicine. Dr. Braz took an active part in a research project investigating COVID-19. The research will expand the wealth of knowledge



about the body's immunizing response to the virus, and help to

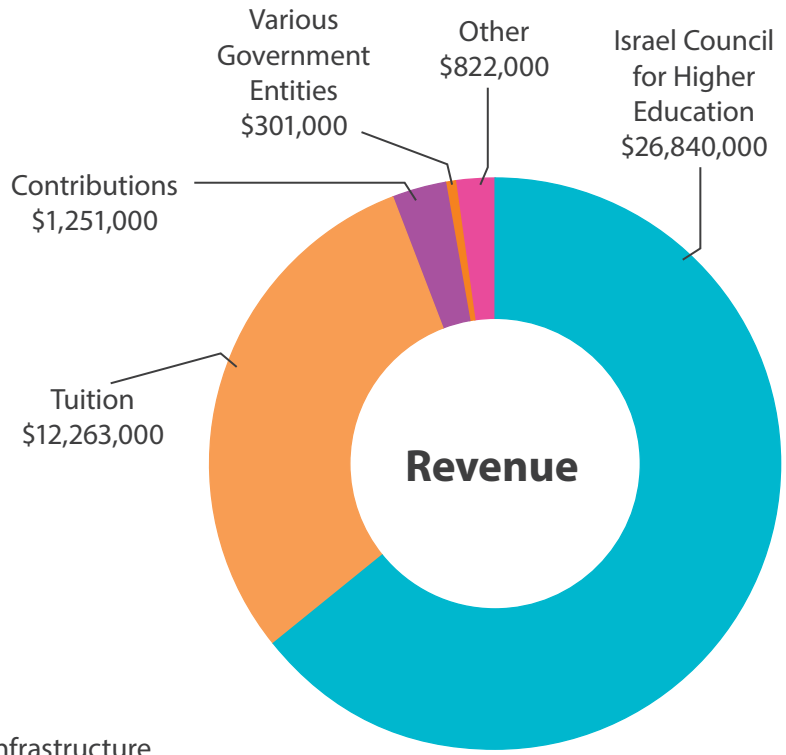


isolate the most effective antibodies in order to provide them as a treatment to people who become sick from the virus. The second direction of her research involves decoding the mechanism by which the coronavirus gains entry into human cells.

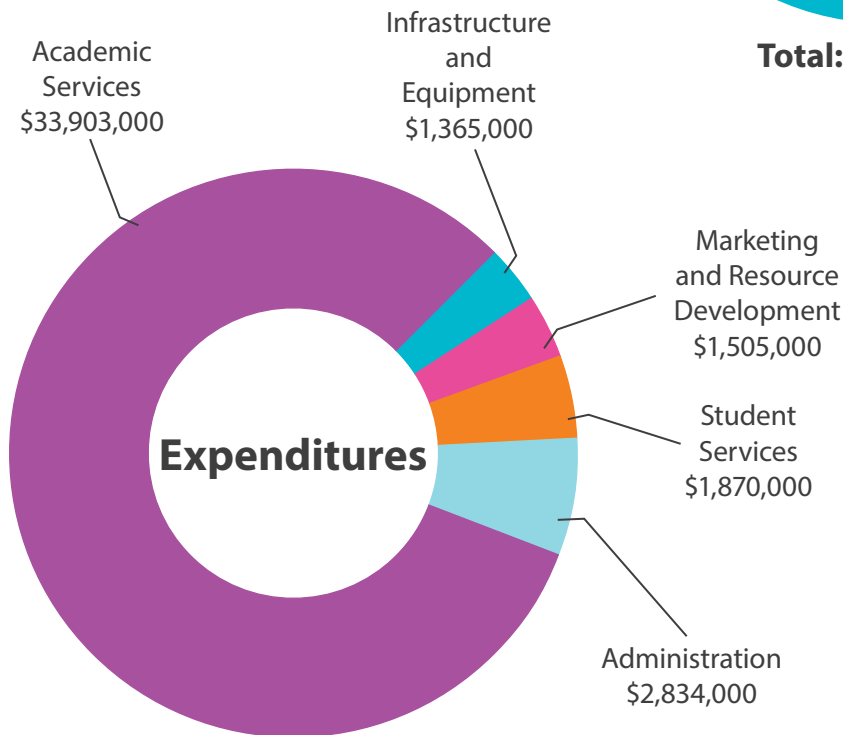
Dr. Braz summarized this laboratory research experience with the following: *"I am happy to participate in this fascinating research which has a real-life application, and in the process of thinking together about how to cope with this new virus, which did not even exist until just a few months ago."*

We praise our academic staff and graduates for their professional work and their research contributions to understanding COVID-19.

FINANCIAL SUMMARY



Total: \$41,477,000



Total: \$41,477,000

New Department Chairs:

HAC was excited this year to welcome two important new additions to our academic faculty.



Dr. Zvika Afik was selected to become the new Chair of the Department of Management of Service Organizations. Zvika was previously a Senior Lecturer of Finance in the MBA program at the Guilford Glazer Faculty of Business and Management at Ben Gurion University of the Negev. With a background in electrical engineering and business, Zvika brings a rich record of involvement in industry to his students.



Professor Avi Besser joined HAC as the new Chair of the Department of Communication Disorders. Avi was previously affiliated with Sapir Academic College in the Department of Human Resource Management, and the School of Social Work. He later rose to the position of VP for Academic Affairs at Sapir, and still serves as Chairman of its Center for Personality, Life Transitions, and Stressful Life Events.

In addition to these newcomers, we are happy to announce the appointment of HAC faculty members Judith Guetta, BFA, as Chair of the Department of Photographic Communication, and Dr. Ayelet Arbel-Eden, as Chair of the Department of Medical Laboratory Sciences.

Faculty Promotions

The following faculty members were promoted at HAC this year as follows:

Prof. Jonathan Ventura

Associate Professor,
Inclusive Industrial Design

Dr. Iris Yaffe

Senior Lecturer,
Management of Service
Organizations

Dr. Tali Hadasa-Blank

Senior Lecturer,
Management of Service
Organizations

Dr. Orit Bershtling

Lecturer,
Social Work

Dr. Shlomi Eliashar

Senior Lecturer,
Social Work

Doron Altaratz, M.A.

Senior Lecturer,
Photographic Communication

Dr. Hadas Ben Eli

Lecturer,
Optometry and Vision
Sciences

Noa Rotenberg, M.Optom.

Senior Lecturer,
Optometry and Vision
Sciences

Irit Koren, M.A.

Senior Lecturer,
Communication Disorders

Mimi Gerstenfeld, M.A.

Senior Lecturer,
Communication Disorders

Dafna Olenik, M.A.

Senior Lecturer,
Communication Disorders

Sari Lotem, M.A.

Senior Lecturer,
Communication Disorders

Dr. Shani Oppenheim-Weller

Senior Lecturer,
Behavioral Sciences

Dr. Ari Engelberg

Senior Lecturer,
Behavioral Sciences and
Social Work



Schools and Departments

Interdisciplinary School for Sciences, Health, and Society

Prof. Oded Khaner, Chair

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

Dr. Yoram Biberman, Department Chair

Prof. Michel Bercovier, Head of Computer
Studies Program

Dr. Solange Karsenty, Head of M.Sc. Program

Biotechnology (B.Sc.)

Prof. Alik Honigman, Department Chair

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

Prof. Avi Besser, Department Chair

Dr. Judy Kupersmitt, Head of M.A. Program

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

Gideon Dotan, MID, Department Chair

Elfant Department of Optometry and Vision Sciences (B.Optom. and M.Optom.)

Prof. Ariella Gordon-Shaag, Department
Chair

Dr. Liat Gantz, Head of M.Optom. Program

Environmental Quality Sciences (B.Sc.)

Dr. Geula Sharf, Department Chair

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

Dr. Ayelet Arbel-Eden, Department Chair

Interdisciplinary School for Society and Community

Prof. Yoram Eden, Chair

Behavioral Sciences (B.A.)

Prof. Chaim Waxman, Department Chair

Economics and Accounting (B.A.)

Prof. Yoram Eden, Department Chair

Management of Service Organizations (B.A. and M.A.)

Dr. Zvika Afik, Department Chair

Dr. Keren Mazuz, Head of M.A. Program

Photographic Communication (B.A.)

Judith Guetta, BFA, Department Chair

Politics and Communication (B.A.)

Dr. Doron Shultziner, Department Chair

Social Work (BSW)

Prof. Ilana Duvdevany, Department Chair

Management

Prof. Bertold Fridlender,
President

Dr. Tzachi Milgrom, Vice
President and Dean of
Academic Affairs

Zachary Harris, Director of
Institutional Advancement

Rami Hazan, Spokesman and
Director of Public Relations
and Marketing

Moshe Kalige, Chief
Information Officer

Yossi Lifshitz, Director
of Academic and Student
Administration

Dr. Simcha Rozen, Dean of
Students

Maya Shraga-Albalak CPA,
Chief Financial Officer

Gadi Singer, Chief Logistics
and Operations Officer

Ruthi Weinbach, Manager of
President's Office

Levital Ziv, Director of Human
Resources

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* Completed their term on June 1, 2020

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Prof. Asher Ornoy
Prof. David Peleg
Prof. Eliora Ron
Prof. Kenneth Segal
Dr. Geula Sharf
Dr. Doron Shultziner
Prof. Chaim Waxman
Prof. Charles Weissman

The family of HAC is saddened at the recent passing of Ehud (Udi) Haviv, ה"ר a true friend of the College for many years. Udi was a member of the Board of Directors of Hadassah Technological College during the 1990s, and played a central role in the transformation of the Technological College into HAC. Udi later served as an active Executive Committee member for many years through 2018. May his memory be a blessing.



Student Services

Pre-Academic Programs and Henrietta Szold Challenge Center

Ofra Rotem, M.A., Director

Career Counseling Center

Ms. Hagit Freeman, Director

Office of the Dean of Students

Dr. Simcha Rozen, Dean

Office of Academic Affairs

Ms. Yael Catalan, M.A., Director

Community Outreach Programs

Azrieli Gallery

Tal Schwartz, B.A., Curator

Judith Guetta, BFA, Director

Adler Aphasia Center

Dafna Olenik, M.A., Director

Canadian Hadassah- WIZO Centre for Clinical Training & Community Care

Dr. 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

SUPPORTERS

Joan & Lowell Abramson, US

Louis & Anne Abrons Foundation, US

Elaine Adler, The Adler Aphasia Center, Inc. US

Family of Gamliel Anda-Eden, ל"ט, Israel

Annenberg Foundation, US

Applebaum Foundation, US

Dee Dee & Robert Ashburn, US *

Augustine Foundation, US

Azrieli Foundation, Canada

Azrieli Foundation, Israel

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Bader Philanthropies Inc., US

Ben David Shalvi Kop (BDSK), Israel

Beracha Foundation, Israel

The Philip & Muriel Berman Foundation, US

Russell Berrie Foundation, US

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Rachel Liba Cardozo Foundation, US

Melvin S. Cutler Charitable Foundation, US

Rose Dabush, Canada

The Aubrey and Marla Dan Charitable Foundation, Canada

Hasida Dodi, Israel

Meredith Drench Charitable Trust, US

EGL Charitable Foundation, US

Debbie Eisenberg and Gary Levene, Canada

Barbara Epstein Foundation, US

Paul & Isabel Faibish, Canada

Patricia Fleischman, US

Stuart & Jane Fischman, Israel

Mr. & Mrs. David Fellman, US *

William Fischer, US *

Nathan Anne Kim & Julian Geller Foundation, US

The Rosalinde & Arthur Gilbert Foundation, US

Diane & Guilford Glazer Foundation, US

Ilse Gluckstadt, Israel

Gottesman Fund, US

Irwin & Bethea Green Support Foundation, US

Aaron Gutwirth Fund, Israel

Arie & Eva Halpern Foundation, US

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Magbit Foundation, US
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Adv. Pinchas Mendlovic, Israel
David & Inez Myers Foundation, US
Ariella & Mark Nadel, US, in memory of
Dr. Robert Segal, ל"ר
Family of Yossi Nahmias, ל"ר, Israel
Marshall & Harriet Newman, US
Optinice Ltd., Israel
PCT Network, US
PEF Israel Endowment Funds, Inc., US
Perlman Family Foundation, US
L.E. Phillips Family Foundation, US
Posner-Wallace Foundation, US
Gilbert Rashbaum, US

Moshe Robbins, Israel
Gail Reid, US *
Arlene Rose, US
Edmond de Rothschild Foundation, Israel
Albert & Batsheva Ruback Gift Fund, US
Harold E. Salzman, US
Samis Foundation, US
Bella & Marcel Schwarz Fund, Israel
Beth & Joshua Schwartz, US
Esther Wainman Shendelman, ל"ר
Cathy Stern, US
Walter Strauss, Switzerland
Subaru Jerusalem, Ltd., Israel
United Israel Appeal of Canada, Inc.
United Israel Appeal, Jewish Federations of
North America
Howard & Tova Weiser, US
Prof. Beywl Wolfgang, Switzerland
Dr. Howard & Barbara Woolf, US
Mrs. Aileen Zeigler, US *

**Gifts in memory of Esther Wainman
Shendelman, ל"ר*

Endowment Funds

M & H Belinker Fund, US

The Hazel G. Berkowitz
Scholarship Fund, US

Lottie S. Bilgrey Fund, US

The Bliss Family Endowment
Fund, US

Hannah & Benjamin Cantor
Fund, US

The Miriam & Alfred Dreisman
Fund, US

Meredith, Daniel and Barbara
Drench Fund, US

Alice Eisenshtadt Medical
Laboratory Science Fund, US

Gershon J. Feigon Endowment
Fund, US

Florence Feldman Fund, US

Dr. Eric Fischer Scholarship
Memorial Fund, US

Sylvia & David Fine Fund, US

The Louis & Edith Freed
Spivak Fund, US

The Ruthe M. Goldwater
Memorial Scholarship Fund,
US

The Natalie Gorelick Fund, US

The Randy & Thomas
Heidenfelder Fund, US

Henrietta Hassoun Fund, US

The Nathaniel Kruglack Fund,
US

The Reggie and Aleck Leitman
Fund, US

The Eva Lipson Estate Fund,
US

Francis Morris Trust, US

The Jeanbelle & Zachary
Rosenman Fund, US

Carol E. & David Wolfson
Robinson Fund, US

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