



# Educating for the Challenges of Tomorrow

**HAC**  
Jerusalem

President's Report 2021





Innovative learning for a changing world

This report showcases the inspiring artwork and designs of our talented students from the Department of Photographic Communication and the DAN Department of Creative Human Design. Enjoy the exhibition!



■ Shani Dahan, Seasons of the Year



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Dear Friends,

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This has been a year like no other. A year in which we have had to reshuffle our priorities and rethink our strategies and practices. A year that has tested the limits of solidarity, human creativity, and innovation.

Albert Einstein once said that “the measure of intelligence is the ability to change.” It gives me great pride to report that HAC has not only embraced and internalized changes this past year, but also continues to thrive and grow. Our students - many from underprivileged communities - both suffered from financial hardship, and were isolated and challenged by the unfamiliar realm of remote learning. The implementation of digital instruction across HAC’s entire curriculum precipitated a major shift in our pedagogy and teaching methodologies. This process required considerable creativity, humility, and imagination, as a result of which we have emerged stronger, united, and more attuned to one another’s needs. The innovative digital teaching platforms we implemented will endure, and we are committed to their effective development in the future.

I am also thrilled to note a few other groundbreaking achievements this year. With the launch of **The Blender, HAC’s Center for Innovation and Entrepreneurship**, in March 2021, the College has now become an active player within Jerusalem’s dynamic and innovative business ecosystem. In June 2021, we inaugurated the **Azrieli Center for Diversity and Inclusion in Higher Education and Employment**, the first of its kind at any Israeli institution of higher education. This initiative, which consolidates all of our student support services into one central

location on campus, will enhance our ability to ensure the optimal integration of all members of our diverse student body, and strengthen their sense of belonging.

We have forged ahead with a number of international partnerships and projects - some uniquely restructured to suit the new reality, and continue to internationalize selected components of our curriculum to promote the sharing of knowledge, and the cultural competence of our students and faculty. We also continue to encourage new research initiatives, and are proud of the growing number of published academic books and articles written by HAC faculty from year to year.

This year we witnessed a very difficult period of violence between Israel and her neighbors, and worrisome internal tensions between Jews and Arabs. Despite all the unfortunate events we experienced, however, HAC continues to be committed to ensuring that we can all live, work, and study together peaceably in the future.

All this would not have been possible without the dedicated support of our loyal donors, who believe in our mission to educate the citizens of tomorrow: ambitious, focused, and determined professionals dedicated to excellence and innovation, and to shaping local and global communities based on equal opportunity, diversity, and mutual respect.

We extend our heartfelt thanks for your continued support.

With warm regards,

A handwritten signature in blue ink, which appears to read "Bertold Fridlender". The signature is fluid and cursive.

Professor Bertold Fridlender  
President, HAC



■ Dima Bogoslaviz, Smart Ski Helmet, Solidworks Design Competition winner



# Innovation: One Step Ahead of the Future

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## Digital Instruction: Formidable Challenges, Promising Opportunities

Starting back in 2016, HAC began focusing on the introduction of innovative teaching methodologies to ensure the highest possible level of quality instruction. We were hit with COVID-19 half-way into this digital revolution, and were required to take all our courses online overnight. In retrospect, we see how this challenge became a valuable opportunity.

Adapting HAC's entire curriculum for remote learning was a colossal task. Our faculty was quickly trained to use new digital teaching tools, without compromising the pace or quality of instruction. They embraced these changes and experienced a renewed sense of solidarity, mutual support, and the sharing of new knowledge and ideas. Even so, the wide array of disciplines taught at HAC posed many challenges in this effort. The digital tools and models available for teaching mathematics or English, for example, were not necessarily effective when teaching biotechnology or industrial design.

This is a work in progress. Many technical and pedagogical issues require further exploration. What is the best way to carry out online testing and evaluation? How do you build an educational relationship with a student you only know as a square on your Zoom screen? How do you encourage interaction between students from different ethnic backgrounds when the shared space is virtual? While the end of the pandemic may be in sight, it does not signal the end of this

process. Teaching will never return to the way it was before. Both students and faculty have now internalized that frontal instruction no longer requires a classroom, when a lecture can be delivered in the form of a pre-recorded lesson.

**“We want our graduates to be ready for the 21st century, to feel at home in a digital environment. More importantly, to be able to learn independently, and take responsibility for their on-going education. If they lack knowledge about something, we want them to know how to get it.”**

**Michaela Fenakel Fiedelman, Director for the Development of Quality Teaching**

In fact, the Ministry of Education recently issued directives regarding the development of digital instruction that must be implemented over the next three years. Rising to the challenge, HAC's administration will lead the transition to create a cutting-edge method of “hybrid instruction” (combining both frontal and online instruction), a circumscribed portion of which will be digital. This will ensure that our teaching is still personal, effective, and accessible to our students, and meets the standards required throughout the realm of higher education.

# Shaping a New Ethos: The Blender, HAC's Center for Innovation and Entrepreneurship

March 2021 marked a new milestone for HAC with the inauguration of **The Blender, HAC's Center for Innovation and Entrepreneurship**. This new initiative, implemented in partnership with the Jerusalem Development Authority, will promote our efforts to nurture a new spirit of entrepreneurial thinking at HAC. The Blender will sponsor specially designed programs and activities to provide students, graduates, and faculty a springboard into the world of innovation.

Harnessing our unique multicultural make-up, The Blender, as its name implies, will be a space where individuals from different backgrounds and disciplines can create new and exciting "blends" together. This effort has the potential to reconfigure the innovation arena: while over 70% of HAC's students are women, today women comprise just 20%-30% of those involved in start-up activities. HAC's student body also includes Arab-Israeli (20%) and Haredi (20%) students, as well as many new immigrants, communities whose representation in the world of Israeli innovation is long overdue.

The Blender is offering an exciting assortment of activities throughout the year, such as the 10-week pre-accelerator program - launched in April 2020 for 20 participants, monthly "speed-blending" events (interdisciplinary networking events focused on creating solutions to specific challenges), hosting



"I've seen how great ideas start from student experiences which, with the appropriate support system, can grow into truly great initiatives. I aim to make The Blender a nurturing center in which any, and all ideas get a chance to develop to their fullest potential."

**Tiferet Solomon-Sadan**  
CEO, The Blender



■ **Daniella Khaner,**  
Climbing Wall and Game

guest lecturers from Jerusalem's business community, and more. These programs will be customized and adapted for the different target audiences in our student body. For instance, there will be separate pre-accelerators for both Haredi men and women studying at our Strauss Campus.

The Blender already hosted the Czech-Israeli Virtual Hackathon titled "Women, Security and Technology." The Israeli team's efforts focused on solutions to combat violence against women and children, and innovations addressing sexual assault and harassment. The Hackathon was sponsored by The Blender, AtoBe - the Entrepreneurship Center at Azrieli College of Engineering, the Municipality of Jerusalem and the Israeli Embassy in Prague, and leading NGOs in both Prague and Israel including Diversio, Konsent, ESD Global, and El HaLev, as well as Amazon, and Monday.com, along with leading academic institutions in Prague.

With its unique DNA, HAC is poised to play a singular role in the Jerusalem business innovation ecosystem. The College's approach to economic empowerment promotes social mobility and success upon entering the work force. Its campus is a celebration of both interdisciplinary collaboration and individual creativity. Strategically located in the center of Jerusalem, HAC can offer innovative solutions to local businesses: its community clinics are natural beta-sites.

**Dr. Tali Hadasa Blank,**  
**Founding Director and Head of**  
**Innovation and Entrepreneurship**



Yarden Gabay



■ Sari Cohen, Feelings and Experiences of COVID-19

# Beyond Academic Excellence: Maintaining a Competitive Edge

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## New Academic Programs

HAC continues to adapt its academic offerings to the needs of our society and economy. We are thrilled to launch a new B.A. program in **Health Systems Management** that will begin in the fall of 2021. Prof. Nissim Alon, a lecturer in HAC's Department of Management of Service Organizations, and former CEO of the Leumit Health Fund, will head the program, which seeks to cultivate a cadre of skilled professionals to promote the health of communities through improved management, planning, coordination, and communications in the health-care service sector.

The only degree program of its kind in Jerusalem, this program will place special emphasis on the unique healthcare service landscape in Israel's capital. Jerusalem's healthcare system, which serves a wide range of populations from diverse communities including East Jerusalem, Israeli settlements over the green line,

self-contained Haredi neighborhoods, international residents, and more - poses many complex logistical, cultural, and security challenges.

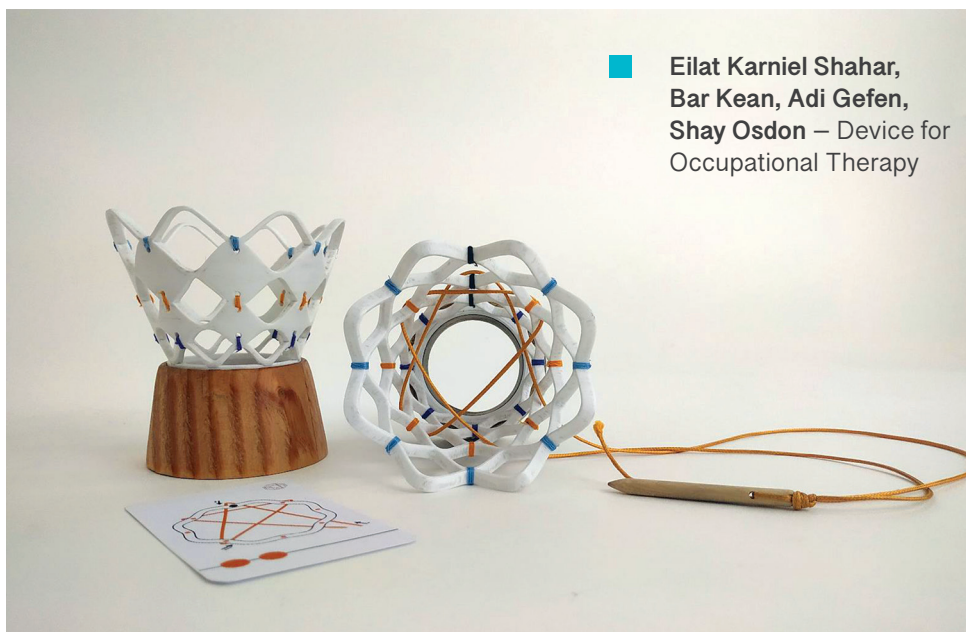
In another development, this year the Department of Management of Service Organizations began a new track in **Information Systems Management**. This track was developed to provide a response to growing professional needs in this specialty in Jerusalem. Home to Israel's national government ministries, and a large number of businesses and non-governmental agencies, the capital increasingly requires qualified professionals who can manage the complex information systems of large entities in a digital environment. The degree track will cater to current students, as well as senior professionals who seek to upgrade their skills in order to ensure their organization's viability in the digital age.



**Tehilla Cohen**, who completed her undergraduate studies in HAC's Department of Medical Laboratory Science with highest honors, has been awarded the prestigious Hammer Scholarship from the Council for Higher Education that will enable her to pursue an advanced degree at The Hebrew University in the biomedical sciences.

## Cultivating a New Generation of Researchers and Scholars

Nearly half of HAC's students are the first in their families to pursue higher education, and they initially don't dare to dream of studying beyond an undergraduate degree. Upon graduation, however, an increasing number of our graduates are encouraged to pursue advanced degrees. It's especially uplifting to see that an impressive and growing number of HAC graduates continue their education at the best academic institutions in Israel, including a number who are accepted into medical school.



## HAC Faculty Achievements: Excelling in Research and Recognition in the Arts

HAC President **Prof. Bertold Fridlender** has effectively cultivated an academic climate that places considerable emphasis on research and scholarship, thus ensuring that HAC faculty remain on the cutting edge in their respective fields. As a result, since January 2020 the number of publications produced by HAC faculty has surged. Faculty achievements include published books and dozens of peer-reviewed articles, some of which have been presented at significant international conferences. To spur fruitful interdisciplinary discussions and collaboration, HAC holds periodic in-house research symposiums, in which faculty present and share these research projects with their peers.

In the fields of Photography and Industrial Design, our faculty have also distinguished themselves by curating prominent exhibitions, and premiering films at prestigious international festivals.

**Holy Wine – Nothing is Sacred**, a documentary feature film by **Ron (Snow) Shai**, lecturer in the Department of Photographic Communication, premiered at the 2021 Sonoma International Film Festival in California. The film explores Israeli winemaking culture and shows that when the new world blends with ancient traditions, nothing is sacred.



■ Keren Levy

## Faculty Promotions

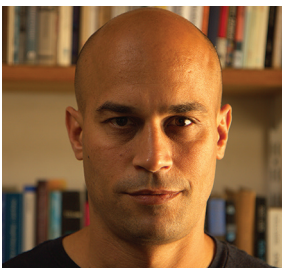
Faculty promotions are an important tool for providing incentives and stimulating a climate of academic excellence. In just the past year, 18 faculty members from six different departments earned academic promotions. When recruiting new talent, special consideration is given to fully qualified HAC graduates. After attaining advanced degrees, a significant number of them return to teach at the College, inspired by the opportunity to carry out HAC's unique academic and social mission.

## A Few Graduates Now Teaching at HAC

**Dr. Hadas Ben-Eli**, Department of Optometry and Vision Science. Hadas earned a Ph.D. in Public Health from The Hebrew University. She lectures at HAC on the subject of ocular pathology, and also serves as Director of the Optometry and Biometry Service at Hadassah Medical Center.

**Dr. Ilana Caspi**, Department of Biotechnology. Ilana earned an M.Sc. in Human Genetics, and a Ph.D. in Microbiology from The Hebrew University. Ilana is conducting research on how cells cope with the effects of stress, and lectures at HAC in the areas of molecular biology and human genetics.

**Dr. Atalia Hai Weiss**, Department of Communication Disorders. Atalia earned a Ph.D. in Cognitive Sciences from The Hebrew University, and is slated to become the new head of the M.A. program in Communication Disorders at HAC later this year.



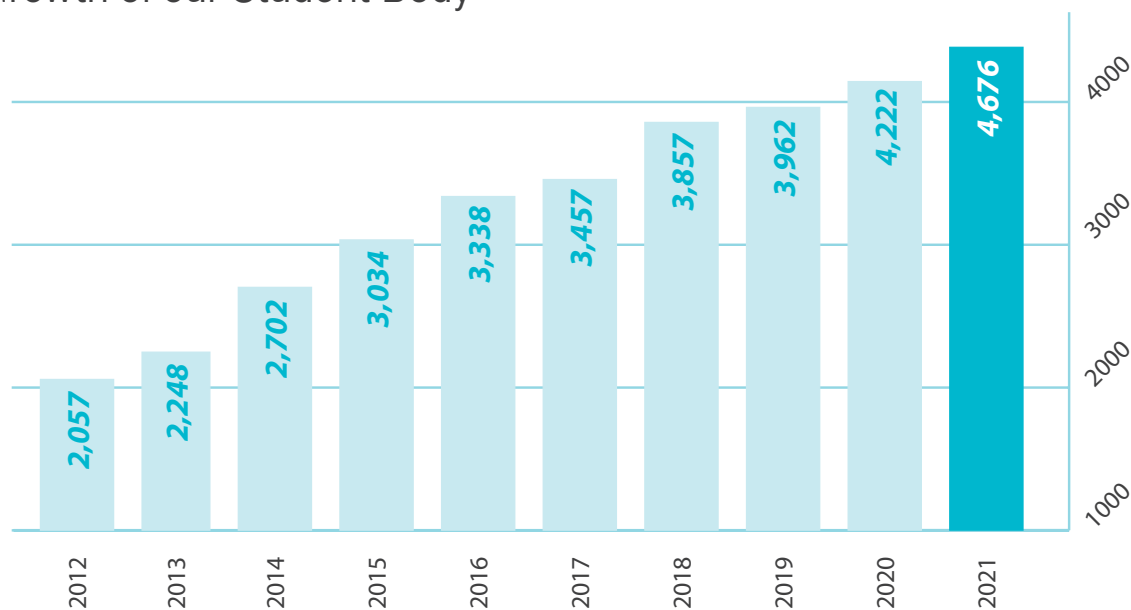
## Recruiting New Talent

HAC is happy to welcome **Dr. Danny Zeevi** to our faculty. Dr. Zeevi, a genetics researcher, lecturer, and entrepreneur, is the new Chair of HAC's Department of Biotechnology. Danny earned a doctorate in genetics from the Weizmann Institute of Science and has conducted post-doctoral research in human genetics at both Princeton and UCLA.

## Celebrating Success

Two films of HAC students were chosen for screening at the **2021 Jerusalem Women's Film Festival**. The first is **Shiri**, directed by **Yael Shelach**, a short psychological portrait of Shiri, a farmer, her perception of herself and the choices in her life. The second is **Gray Area**, directed by **Noam Ben Zeev**, which explores themes related to sexual assault.

## Growth of our Student Body



“Technology is developing at lightning speed, so our graduates are equipped with the most updated knowledge and tools; we create a win-win environment of life-long learning and development where our alumni community mentor our students.”

**Judith Guetta, Chair of the Department of Photographic Communication**

“There is something magical about HAC that you don't see in other colleges. You find creative ways to build bridges, and unexpected connections are made.”

**Dr. Zvika Afik, Chair of the Department of Management of Service Organizations**





■ Hagar Amibar, Urban Landscape

## Pride in our Alumni



Photo: Ori Taub

### Gal Ben Zeev

Gal Ben Zeev graduated from HAC in 2006 and, several years later, found her unique professional niche as a Food Photographer. Today, Gal owns a successful studio that employs 10 other photographers, six of whom are HAC

graduates. For the last seven years, Gal has been teaching a 'Food Stories Workshop' that attracts small business owners, foodies, and chefs. When the COVID-19 pandemic broke out, and her clients were adversely affected and canceled work assignments, Gal kept her business thriving by launching new product lines that she developed, including online courses, 'SHOOTOO' do-it-yourself photography kits, and more.

Gal cites the many reasons that HAC's Department of Photographic Communication is an extraordinary learning environment. "Judith Guetta, the Department Chair, has introduced a fresh mindset – and is always one step ahead of developments in the field. In addition, HAC lecturer Yoram Reshef's "People of Tomorrow" mentorship program really prepares students for the job market. HAC graduates are in an entirely different league in terms of professionalism, I can spot them a mile away."

For the last four years, Gal has been teaching a course at HAC on culinary photography, while placing special emphasis on video skills, which are increasingly in demand today. An avid entrepreneur, it's not surprising that entrepreneurship is a prominent subject of discussion in her classroom. "It's not enough to be a photographer - that is a small word. You need to be an entrepreneur and bring the world your own story."



Photo: Kan 11  
Israeli Public  
Broadcasting  
Corporation

### Suleiman Maswadeh

From the moment Suleiman graduated from HAC with a B.A. in Politics and Communication in 2019, his career can only be described as meteoric. While in school, he first started working as a student intern at Kan 11, The Israeli Public Broadcasting Corporation, where today he serves as

Kan's TV and radio Jerusalem Correspondent.

Born in the Moslem Quarter of the Old City of Jerusalem, Suleiman learned Hebrew only at age 20, after enrolling in HAC's pre-academic program, and he has made a tremendous effort to master the language in which he now reports daily.

His choice of a career in an Israeli public institution has exacted a heavy price. "I'm on the receiving end of a lot of hatred," he says. "People say they hope I will take a bullet or be fired." During the pandemic, when he published a story of how worshipers on the Temple Mount were not adhering to health regulations, he and his family were criticized. His family was upset with him, while some Arab journalists boycotted him and called him a collaborator.

But sometimes there are advantages to remaining objective and not taking sides. As Jerusalem Correspondent, he encounters the whole mosaic of the capital's diverse population. "Because of my identity, everyone talks to me, secular people and also quite a few Arabs who nonetheless see me as a reason to be proud," he says. During the past year, when Suleiman covered the impact of the pandemic on both Arab and Haredi communities in Jerusalem, he discovered many similarities between the two. He jokes that "he is as famous in the streets of Mea She'arim as in East Jerusalem."



## Arie Noyoz

Born in a Haredi neighborhood of Jerusalem, Arie attended ultra-Orthodox schools through high school. He then decided to acquire a profession that would enable him to provide for his family and to develop a meaningful career. “I chose HAC’s Strauss Campus,” he explains, “because of the high academic level as well as the attentive and caring staff that ultimately went to great efforts to provide me with all the support I needed to succeed.”

Today, with a B.Sc. in Computer Science under his belt, Arie is a Cloud Infrastructure Engineer at Mobileye, a leader in vision-safety technology for the automobile industry. He already had a foot in the door at this prestigious company as a student intern, following a referral and warm recommendation by Dr. Yoram Biberman, Chair of HAC’s Department of Computer Science. “HAC graduates are in high demand,” Arie says, “because we have a solid base of practical, and not only theoretical, knowledge.”

While Arie’s career is not typical for someone from his background, he feels that times are changing. The Haredi community is gradually accepting the world of technology, and entrepreneurs from the community are even establishing start-ups. Although Arie’s immediate plans are to remain at Mobileye, he also envisions a day where there will be many new job opportunities for talented professionals working within the ultra-Orthodox community.



## Areen Usman

Photo: Binyamin Touito

Areen’s interest in the functioning of the human body, medical ailments, and potential treatments, all led her to enroll in HAC’s Department of Medical Laboratory Science. While she initially began her studies at one of Israel’s top universities, Areen quickly transferred

to HAC, after realizing that she wanted a more supportive learning environment where the teachers were fully invested in the personal success of each individual student.

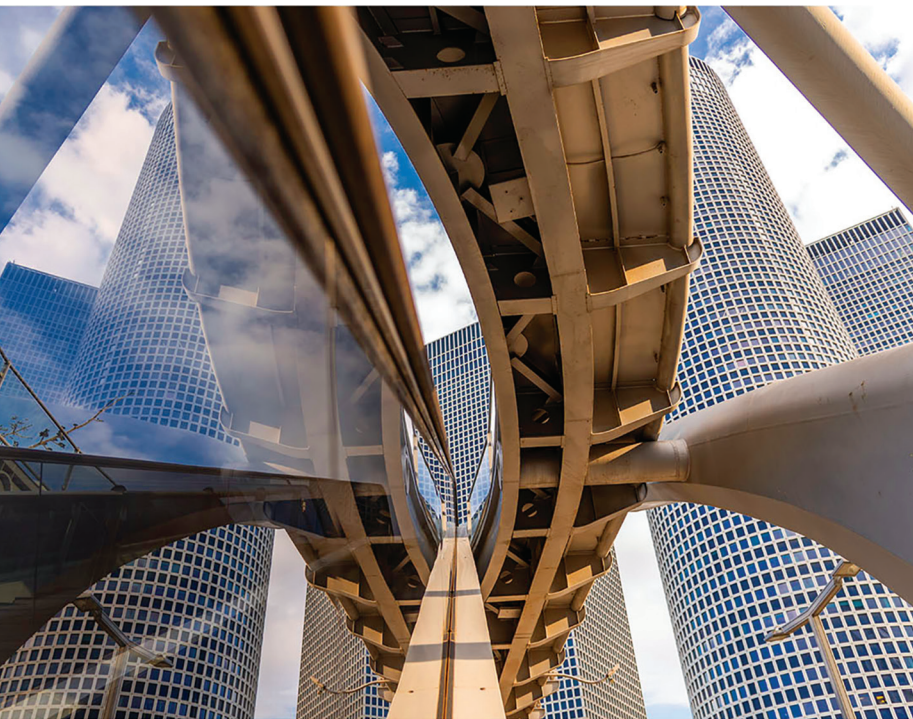
The second child in her family, Areen and her older brother (a lawyer and graduate of The Hebrew University of Jerusalem), were raised in the Arab-Israeli town of Sakhnin in the Galilee, and are the first generation of college graduates in their family. Areen describes herself as a true go-getter. During her third year at HAC, she applied for a place in the internship program and began working in a neurological research laboratory at The Hebrew University. “They were surprised at my skills, and I was surprised that I was able to jump right in and work independently,” she says. “I believe that HAC deserves a lot of credit for providing its students with exceptional practical experience.”

When Areen’s mentors at The Hebrew University suggested she pursue an advanced degree, she was at first somewhat intimidated. However, Dr. Ayelet Arbel-Eden, Chair of HAC’s Department of Medical Laboratory Science, gave her the warm encouragement she needed. Areen is currently completing graduate studies in the biomedical sciences at The Hebrew University’s Department of Neurology, and has already registered to begin Ph.D. studies there in the fall.

## International Collaboration

To better prepare students for the increasingly global work force, HAC incorporates intercultural and international elements into its academic programs, teaching methods, and learning outcomes. We are aware that our graduates venture out into a world where academic and professional knowledge alone are not always enough. To be relevant, they need to acquire transnational skills such as English, along with cultural competencies.

HAC previously received support from the Council for Higher Education to develop graduate courses in Communication Disorders (2020-2021) and Optometry (2021-2022) in order to offer an international degree in these fields. In addition, there are significant efforts underway to introduce HAC students to extensive academic content in English, which is done by providing international online courses, guest lecturers from abroad during HAC's "Academic Lunch" events, and global partnerships with universities and colleges abroad that enable student interaction, peer learning, and student exchange programs.



■ Hagar Amibar, Urban Landscape

### Thinking Globally

“Once we complete the international accreditation process (delayed due to COVID-19), our graduates will be recognized in most European countries. This step could even change the Israeli Ministry of Health policies regarding the use of diagnostic pharmaceuticals by our practitioners, thus improving national eyecare services.”

**Dr. Ariela Gordon-Shaag, Chair of the Department of Optometry**

Current international initiatives include:

HAC's Department of Optometry, together with the University of Houston College of Optometry, is conducting joint research on various behavioral and environmental influences (i.e. the use of electronic devices) that impact eye growth and myopia in both Israeli and American children. The results of the research will aid with the development of targeted treatment options.

An exciting partnership between the DAN Department of Creative Human Design, together with Moholy-Nagy University of Art and Design in Budapest, Hungary, launched the International Network of Social Design, which will promote shared research and innovative design solutions to contemporary social challenges.

HAC's Department of Communication Disorders operates an international academic program in collaboration with the University of Essex, UK. One recent seminar explored the therapeutic value of employing narrative stories for improving the speech, language, and communication capabilities of children with special needs.

HAC's Department of Optometry piloted the Collaborative Online International Learning Program, which forges international academic partnerships, and connects students between four universities and colleges in India, Norway, Spain, and Israel, while providing opportunities for global learning experiences that are integrated into degree studies.

HAC's Department of Photographic Communication and Department of Politics and Communication have partnered with the Johannes Gutenberg University of Mainz, Germany, for an exploration called "Migration, Integration, and Media – The Other Person." The project includes joint online classes and work assignments; hopefully, it will enable students to travel to meet one another in the near future.



■ Shay Osdon,  
Bluetooth Speakers



# Diversity and Opportunity: Foundations for Effective Social Mobility

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## Personalized Support for Greater Integration and Success

The first of its kind on the Israeli academic landscape, the **Azrieli Center for Diversity and Inclusion in Higher Education and Employment** emerged from HAC's determination to be a significant game changer in the promotion of equal access to higher education in Israel, and specifically in Jerusalem. Inaugurated in June 2021, the Center now enables HAC to provide a "one stop shop" of integrated services for its diverse student body, including personalized solutions that address our students' unique educational and psychosocial needs.

The challenge to provide personalized and high-quality support services for students from different ethnic, religious, and socio-economic backgrounds is deeply ingrained in the DNA of the College, and evident in our consistently high rate of student retention. This includes a commitment to provide for the special needs of students suffering from learning disabilities or emotional challenges, and those suffering from physical or sensory disabilities or chronic illnesses. Remarkably, every year nearly 50% of our students are the first in their families to pursue higher education. HAC is renowned for its staunch commitment to every student's success, which is backed by sensitive faculty and staff, accessible learning reinforcement programs, generous scholarships, and first-rate career counseling.

I am thrilled to watch students, who never thought they would make it, experience success and personal empowerment, and the sense that they met a professional team that really understood their needs.

**Ofra Rotem, Head of the Henrietta Szold Challenge Center and Pre Academic Programs**

The Azrieli Center will ultimately promote greater coordination among all of HAC's student support services. This will result in the ability to provide more uniquely tailored interventions, counseling, and guidance, and better assistance for graduates embarking on their career. Located on the recently renovated fifth floor of the impressive Helmsley Charitable Trust Interdisciplinary Science Center building, the Azrieli Center houses the Office of the Dean of Students, Pre-Academic Programs and the Henrietta Szold Challenge Center, and the Career Counseling Center. The new facility, slated to serve some 3000 students annually, will also help improve the level of faculty engagement and staff collaboration in serving our students. It will afford a greater level of privacy during individual guidance and counseling sessions, and offer inviting seminar rooms for workshops, trainings, and other activities.



■ Photography - **Zohar Moyal and Egor Gutin**, “ADAM: Water, Air, Earth, Fire”  
 Production Assistant - **Omer Benita**  
 Styling - **Yael Barak**  
 Hair and Make-Up - **Shahaf Ravid**  
 Models - **Eden Teganya** (TLVagency), **Anastasia Zitrov**, **Valerie Polischuk** (Grace MM),  
**Gal Benjamin**

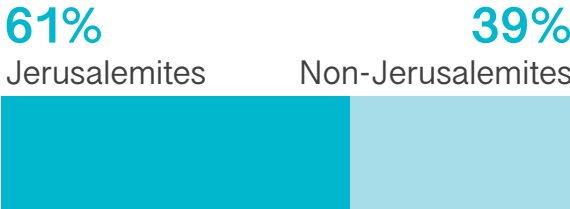


Total Number of Degree Program  
and Pre-Academic Students:

**4,676**

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Breakdown:

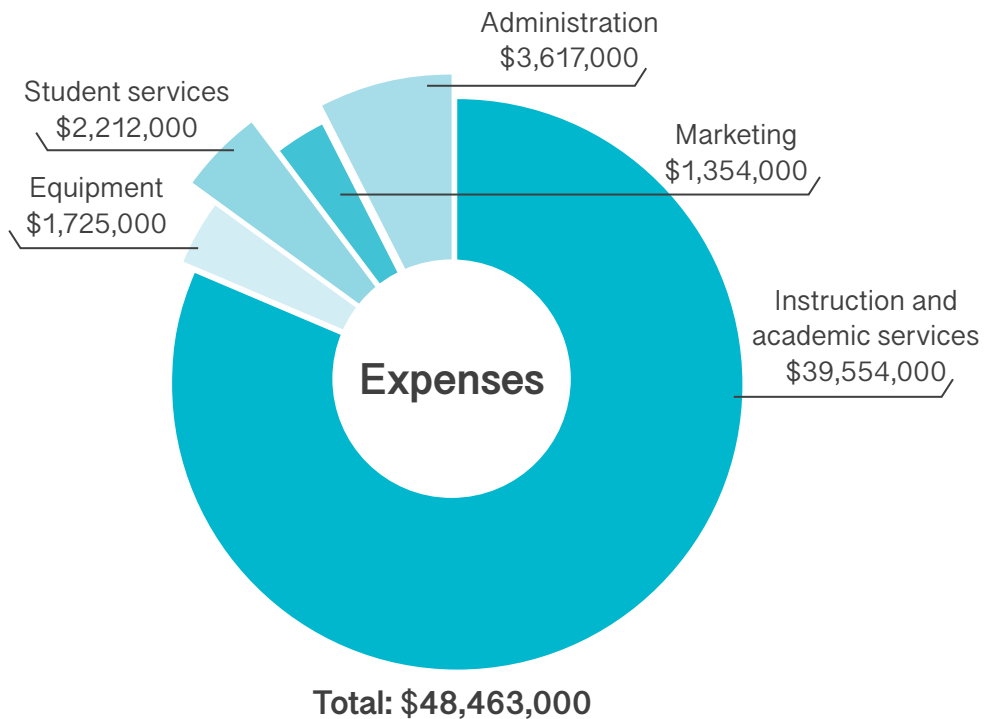
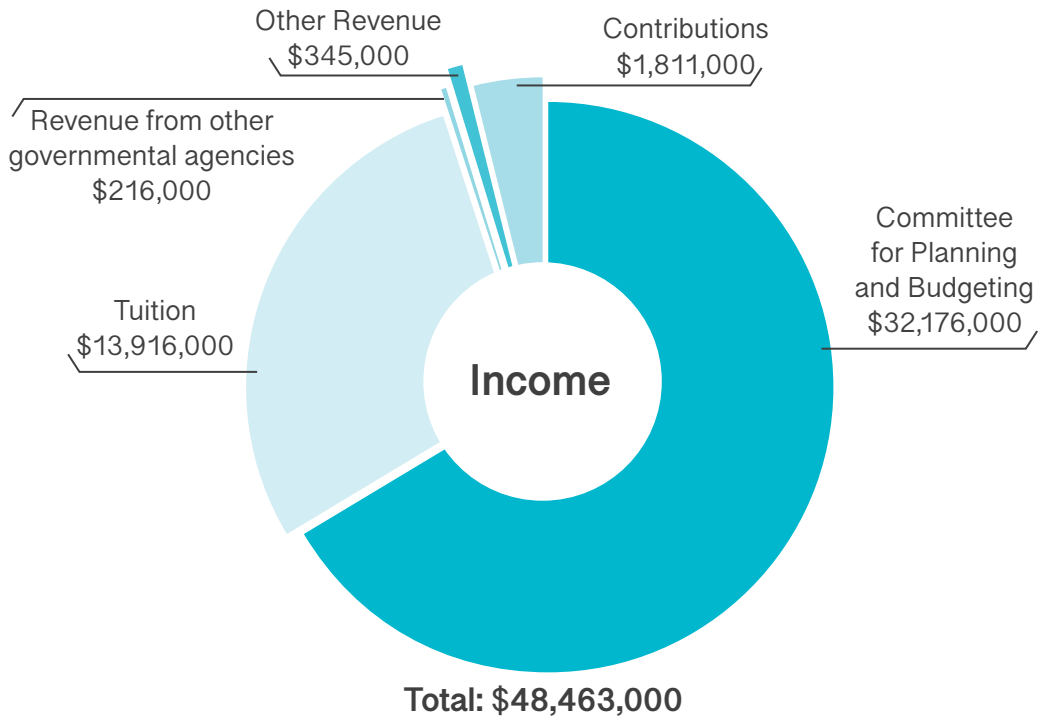




■ Coral Goldner - photography, Moshe Bukhman - lighting

# Financial Summary

Academic Year 2020-2021





**Ori Dahan,** One inside-the-other cook set



**Shani Dahan,** "What we see is a dream within a dream"

## Interdisciplinary School for Science, Health, and Society

**Prof. Oded Khaner,** Chair

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

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

**Dr. Yoram Biberman,** Department Chair

**Dr. Solange Karsenty,** Head of M.Sc. 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,** Incoming

Head of the M.A. Program

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

**Gideon Dotan,** M.Des., Department Chair

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

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

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

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

**Dr. Geula Sharf,** Department Chair

### **Medical Laboratory Science (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

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

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- **Pre-Academic Programs and the Henrietta Szold Challenge Center**  
Ofra Rotem, M.A., Director
- **Career Counseling Center**  
Hagit Freeman, Director
- **Office of the Dean of Students**  
Dr. Simcha Rozen, Dean

## Community and Academic Programs

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### **Azrieli Gallery**

Tali Kayam, M.A., Curator  
Judith Guetta, BFA, Director

### **Office of Academic Affairs and Internationalization Program**

Yael Catalan, M.A. 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

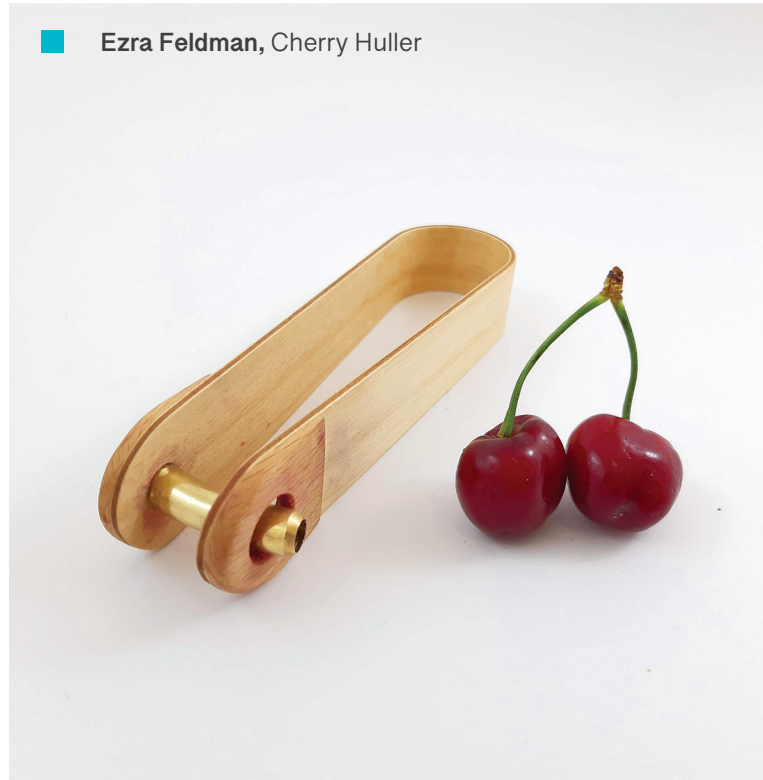
### **Community Optometry Clinic**

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

### **Strauss Campus for Haredi Students**

Rabbi Yaakov & Rivky Yeruslavsky, Directors

■ Ezra Feldman, Cherry Huller



## HAC Administration

Prof. Bertold Fridlender, President  
Dr. Tzachi Milgrom, Vice President  
and Dean of Academic Affairs  
Maya Shraga-Albalak, CPA,  
Chief Financial Officer  
Zachary Harris, Director of  
Institutional Advancement  
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 Students  
Gadi Singer, Chief Logistics  
and Operations Officer  
Levital Ziv, Director of Human Resources

## Executive Committee of the Board of Trustees

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Yakir Gerassi  
Prof. Ariela Gordon-Shaag  
Dov Keren-Yaar  
Zvi Koren  
Ilan Levanon  
Prof. Chezy Ofir

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Eldad Brik  
Offer Sossover

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