

Hadassah Academic College

From the Inside Out

Chanukah 2019



Exceptional Growth in 2019-2020

HAC is thrilled to report that there was a 16% increase in the size of the class of first-year students at the HaNevi'im campus. Overall, HAC has grown to a total of some 4,135 students.



Azrieli Gallery Exhibit

On October 30, HAC's Azrieli Gallery opened its third exhibit entitled "The Seer and the See." The exhibit focuses on the role of Prophets Street, on which both the Gallery and the College are located. After the early settlement outside of the Old City walls and Jerusalem's development westward, Prophets Street became the location for foreign consulates, hospitals, and private estates. The main transportation axis continued to extend along Jaffa Street, while Prophets Street was

considered a "backstreet." The exhibit portrays the tension still lingering in the geographic area of the Azrieli Gallery, reflecting the ancient conflict between the king's authority and the prophet's speech - challenging the kingdom's often-subversive norms and customs, and sometimes even showing the ruler the correct path to take.

[Click here for a 3D virtual tour of the exhibition.](#)



Coffee with the President

Luna Ashti, a graduate of HAC's Department of Management of Service Organizations, is a true success story. Luna first came to HAC for the pre-academic program without any prior knowledge of Hebrew. She completed her BA with honors and even worked at HAC's Career Counseling Center as a placement counselor for Arab graduates. Today, Luna is a real source of pride in as much as she is now an MA student in Organizational Consulting and Development at The

Academic College of Tel Aviv-Yaffo, and has returned to HAC to teach a class on career management and job search skills. Luna recently had a chance to meet with the President of HAC, Prof. Bertold Fridlender, for a cup of coffee.



Photography Exhibition, October 2019

The latest exhibit from students and staff of the Department of Photographic Communication is entitled "Point Cloud." This exhibit is the fruit of the common curating efforts of both the Department of Photographic Communication, and the DAN Department of Creative Human Design. The exhibit presents contemporary images, the production of which has advanced using 3D imaging technologies based upon data (whose origin is in photography, or digitally derived). These technologies have numerous applications in a variety of fields such as replicating historical artifacts, research and measurement, and design and the arts. The crossover between two-dimensional displays to 3D displays - and conversions from real space to virtual space, are a central theme explored in the exhibit.



Tachlit Exhibit, Department of Communication Disorders

Every year, students in the Department of Communication Disorders present didactic games that they have developed for children with various speech and language difficulties. These games were created within the context of a course, guided by Senior Lecturer Dr. Avivit Ben David, that deals with the evaluation and treatment of children with pronunciation issues. The games were designed to provide a source of enjoyment and motivation to children during treatment, and demonstrated an impressive level of clinical knowledge, along with considerable creativity. This project was another example of the emphasis that the Department places on the integration of theoretical background together with clinical knowledge, which is required to train professional speech and language



therapists who are oriented towards hands-on clinical practice.

Year End Exhibition, DAN Department of Creative Human Design, Summer 2019

In July 2019, the DAN Department of Creative Human Design (HAC's department of inclusive industrial design) held its year-end exhibition, which dealt with the theme of the process of design and the role of the designer and thus its name: "Change Agents." Studies in the Department are based upon a social ideology that rests on the need to link the designer to the forces that shape the social and cultural environment in which they work, with the conviction that design can make a critical difference. This concept is derived from the idea that the place of the designer of the future will be an interdisciplinary interpreter with the ability to both understand complex social processes and to point out effective solutions using design tools.



DAN Department of Creative Human Design

On June 13, 2019, in the presence of donors from Canada and members of the Dan family, HAC hosted a ceremony in which the Department of Inclusive Industrial Design was dedicated with its new name: The DAN Department of Creative Human Design. The group was accompanied by Alina lanson, CHW National Executive Director, and Marilyn Libin, CHW National President. Marla, Aubrey, and Elyse Dan formally awarded the first annual Dan Family Scholarships that were presented to Eliraz Eitam and Nadav Goren – designers of the award-winning "Opinion Factory" project. As part of the ceremony, a special gift was presented to the Dans, inspired by Opinion Factory and which, in the spirit and tradition of the Department, was created in-house using HAC's impressive CNC (computer numerical controller).



New Faculty Appointments and Additions



We are happy to announce the appointment of HAC's faculty member **Dr. Ayelet Arbel-Eden** as the new Chair of the Department of Medical Laboratory Sciences.



Dr. Zvika Afik was recently selected to become Chair of the Department of Management of Service Organizations. Zvika was previously a Senior Lecturer of Finance in the Guilford Glazer Faculty of Business and Management at the Ben Gurion University of the Negev.



We are also happy to announce that Ms. **Judith Guetta**, a Senior Lecturer at HAC, was appointed Chair of the Department of Photographic Communication.



Professor Avi Besser joined HAC this year as Chair of the Department of Communication Disorders. Avi was a faculty member in the Department of Human Resource Management and the School of Social Work at Sapir Academic College, and eventually served at Sapir as VP for Academic Affairs.

Meet Professor Avi Besser, Head of the Department of Communication Disorders:

Q: What impression did you get about HAC when you came to work here? What do you find unique about the College?

A: I was very impressed with the reception that I received from Levital Ziv, head of the Human Resource Department, and her professional staff. I was also very impressed with the professional academic and clinical staff in the Department of Communication Disorders, and its high level. I have been very impressed by the other department heads and academic and administrative staff that I meet here – who demonstrate that HAC is like a big family and very people-oriented.

Q: How do you see your own research interests intersecting with the focus of the Department?

A: I combine my own research interests in the area of the psychology of personality, together with the academic subjects of the Department. For example, I published an article on the ramifications of stuttering on romantic desirability, and another article on the negative consequences of stuttering for perceptions of leadership ability. I am also planning research on perceptions of masculinity concerning men who suffer from Puberphonia – a high-pitched voice. I am doing everything possible to help students acquire research skills at a very high level, and to promote the faculty's academic advancement in the area of research.

Q: What makes HAC's Department of Communication Disorders one of the best in Israel?

A: The Department has many strengths that lie in the quality of the professional and clinical training that the students receive. The Department develops the

student's clinical skills and turns them into masters of a broad and meaningful array of tools. We offer the very highest academic level available, with an emphasis on supervised, evidence-based clinical training and, on top of it all, a very personal approach and individual support.

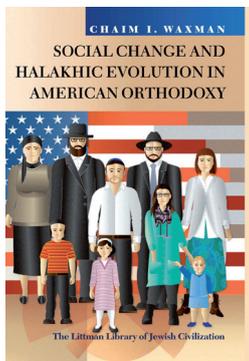
Q: What characterizes the students that come to learn in the Department at HAC?

A: Students who are attracted to the Department of Communication Disorders are the highest quality individuals in terms of their achievements and, no less important, their character. These students are strong, opinionated, inquisitive, competitive, and driven. At HAC, they acquire a solid foundation upon which to become excellent clinicians through the intensive and thorough training process that the Department provides them. At the end of the day, we strive to train graduates who think critically, and conduct themselves as professionals.

Q: What attracted you to the position as Head of the Department of Communication Disorders at HAC?

A: I was already very familiar with HAC, and its status, from my position at Sapir Academic College - as well as through my daughter, who is a 4th year student in the Department. I was happy to respond favorably to the offer I received from President Prof. Bertold Fridlender, with the support of the VP and Dean of Academic Affairs, Dr. Tzachi Milgrom.

Prof. Chaim Waxman



Prof. Waxman, Chairman of HAC's Department of Behavioral Sciences, was interviewed in Haaretz on October 22, 2019 about his most recently published book entitled "Social Change and Halakhic Evolution in American Orthodoxy." Waxman has been described as an astute observer of American Jewish Society for some four decades. In the

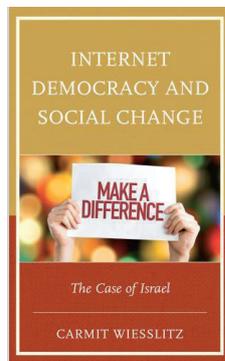
book, Waxman examines the rightward movement of American Orthodox Jews, with a clear trend towards stricter religious observance. While this community's move to conservative politics is somewhat related to the Republicans' stand on Israel, it is also related to the underlying identification of the Orthodox with more traditional values, as upheld by fundamentalist members of the Republican party. One of the results of this trend has been a higher percentage of Orthodox Jews who voted for Donald Trump, a phenomenon about which Waxman was not "overly surprised."

Oculus Project Lecturers Meeting

During September 2019, HAC held a meeting of lecturers in schools of optometry from around the world who are working to advance the level of academic instruction in this field. The meeting took place within the context of the International Oculus Project that works under the rubric of Erasmus +, together with the European Union, that was designed to improve and enrich the level of instruction in optometry internationally. The project is a joint effort of the Department of Optometry and Vision Sciences at HAC, and the Department of Optometry at Bar Ilan University, together with three Indian universities, as well as lecturers from Spain, England, and Norway.



Dr. Carmit Wiesslitz



Congratulations go to Dr. Carmit Wiesslitz, a Lecturer in the Department of Politics and Communication, on the publication of her book "Internet Democracy and Social Change – the Case of Israel." The book documents the on-line activities of social change organizations in Israel over a decade, and gives a glimpse into the less glamorous day-to-day aspects of

the internet activity of those who set out to promote societal change in Israel. The book tells the story about Israeli activists, and breaks down certain myths in relation to the status and perceptions of the power of the internet for makers of social change. During times in which the social media is seen as a central means through which to promote societal improvements, social change organizations are struggling more than ever to stand out in the crowded arena of players competing for public attention.

Visitors to Campus

- Rebecca Katz-White**, UJA NY
- Greg Meisal**, CEO, Keren Hayesod-United Israel Appeal
- Fred and Trisha Margulies**, Geneva IL
- Canadian Hadassah-WIZO** mission to Israel including Marla, Aubrey and Elyse Dan
- Dana and Jim Adler**, Florida
- Mustafa Daka**, Optinice Ltd.
- Inbal Gottesman**, Start Up Nation Central
- Joe Gitler**, Chairman, LEKET Israel
- Michal Steinman**, One8 Foundation
- Martin H. Blank**, Gilbert Foundation
- Richard S. Ziman**, Gilbert Foundation
- Laurie Heller**, Gilbert Foundation

