

The Class of 2012

Nearly four hundred undergraduate students were awarded their academic degrees at the College's annual graduation ceremony held in June 2012 at Jerusalem's City Hall Safra Square. Enrolment continues to rise for the coming academic year, and follows last year's twenty percent increase.



Rothschild Caesarea Foundation Career Counseling Center

Thanks to the generous support of the Rothschild Caesarea Foundation (Israel), the College is establishing a Career Counseling Center to provide personal assistance and guidance to students about to enter the workforce. The Center will advise students on all phases involved in identifying and applying to potential employers... from finding career opportunities to composing a resume and successfully interviewing. The Center will further strengthen the College's already strong ties to industry, fulfilling its mission to provide well-trained professionals.

Those students who choose to continue on to graduate study will also find assistance at the new Center.

Summer Study Program for Overseas Students

The College is establishing an English-language summer study program initially for U.S. and Canadian undergraduate students. Scheduled to open in July 2013, the four-week program will offer a core course in Politics and Communication as well as courses in Photographic Communications, Hospitality Management, Environmental Health Sciences, and Inclusive Industrial Design. Each course offered will include study site visits throughout Jerusalem, and students will travel the country throughout the course of their stay.



Calling all Graduates to Come Home!

Hadassah College is forming an active Alumni Association thanks to an initiative sponsored by the Rosalinde and Arthur Gilbert Foundation. Based on successful American models, the College will mobilize its alumni to assist in student enlistment activities and to serve as mentors for current students at the College. The new Association will facilitate networking among the alumni including offering career opportunities to fellow graduates. Alumni will be encouraged to contribute financially to their alma mater and "give back" to the institution that provided them with the knowledge and tools for their professional advancement. The College anticipates that the new Association will emerge as an important model for other institutions to emulate.



College to expand in the heart of Jerusalem



Our downtown Jerusalem campus will soon be expanding thanks to a generous lead gift from the Leona M. and Harry B. Helmsley Charitable Trust.

Last academic year, student enrolment grew by an unprecedented twenty percent as more students chose to study at Hadassah Academic College. The College anticipates even further major student growth in the years to come. The seven-story **Leona M. and Harry B. Helmsley Charitable Trust Interdisciplinary Science Center** will provide urgently needed state-of-the-art classroom facilities as well as a 350-seat auditorium for College and community-wide events and a public gallery for art, photography, and cultural exhibits.

Jerusalem Mayor Nir Barkat played a key role to secure this magnificent gift to the city. Mayor Barkat stated, "The expansion of Hadassah Academic College, made possible through the great generosity of the Helmsley Trust is a strategically important and deeply meaningful gift to Jerusalem. It strengthens the city by increasing the young population and creates an engine for the growth of the sciences, one of Jerusalem's key economic drivers".

In expressing the College's gratitude to the Helmsley Charitable Trust, David Brodet, Chairman of the College commented that "the new Center strengthens the College's presence and academic impact in Jerusalem".

The new Center has been designed by the Jerusalem architect firm of Goldschmidt Arditty Ben Nanyim (GAB). Construction is scheduled to begin this coming winter and to be completed by June 2015. A major initiative for newly-elected College President Prof. Bertold Fridlender, he enthusiastically stated, "The new Center will be a jewel in the crown of Jerusalem, and key to enabling the College to attract even more talented young people from all parts of Israel to live and learn in the heart of our nation's capital".

The Leona M. and Harry B. Helmsley Charitable Trust supports a diverse range of organizations and institutions with a major focus on health and medical research in addition to programs in human services, education, cultural access, and conservation. The Trust is committed to contributing to the development of Israel, both for the country's benefit and for humanity in general.

Prof. Bertold Fridlender elected President of Hadassah Academic College



Hadassah Academic College Jerusalem recently elected Prof. Bertold Fridlender to serve as the College's President effective August 1, 2012.

Prof. Fridlender, who has served as Chair of the College's Department of Biotechnology since 2004 was recommended by a Search Committee headed by College Chair David Brodet.

Prof. Fridlender earned his master's degree in biochemistry at the University of Chile, and his doctoral degree in medical microbiology and immunology from the University of California at Los Angeles (UCLA). Prior to Prof. Fridlender's appointment in 1972 as a visiting professor at the Hebrew University of Jerusalem, he pursued research for four years under the guidance of the Nobel Prize Laureate in Chemistry, Prof. Luis Leloir.

In addition to his appointment at Hadassah Academic College, Prof. Fridlender has spent the past six years as a visiting professor at Rutgers University. He has also served as a CEO, president and consultant for a number of biotechnology start-up companies in Israel and abroad.

Prof. Fridlender recently secured a nearly EUR 2 million competitive grant from the European Union to pursue research focusing on the protection of plant diversity in the Mediterranean. Collaborative research will be pursued by scientists from Hadassah Academic College together with colleagues from research institutes in Spain, Greece, the Palestinian Authority, and Rutgers University and North Carolina State University in the United States.

Prof. Fridlender succeeds Prof. Nava Ben-Zvi who completed her term of office after thirteen years of dedicated leadership.

An interview with Prof. Bertold Fridlender

Tell us a bit about your background.

My professional career has been a close combination of academic and industrial work. During many years I have been able to coordinate these activities and bridge the needs required by these two environments. My initial activities in Israel in 1976 were as a visiting professor at the Virology Department, Hebrew University Faculty of Medicine. Many years later I had the honor of becoming the Chairperson of the Biotechnology Department at Hadassah Academic College. I have also served as a visiting professor at Rutgers University since 2005. I have dealt with academic and industrial authorities in Israel, Europe, Chile and the US. This has given me a clear understanding of globalization and showed that the problems are not very different from country to country. However the solutions need to be adapted based on the realities of each country

What is your vision for Hadassah College? What new directions do you see for the College?

Hadassah Academic College is today one of Israel's main institutions of higher education and its location in Jerusalem is of national and international significance. I see the College as an academic and cultural center that prepares its students to play a significant professional and social role in our community. We want to provide an academic curriculum together with a sense of social responsibility. We not only want to prepare professionals but want to be an incubator for leaders in our different programs. The College is a mini cosmos of Israeli society and a place of interaction and tolerance for the different cultures and communities that make up Israel's social mosaic. We aim to reach out to the Haredi community and interact with them while understanding their culture and needs. We see as part of our obligations to contribute toward the education and integration of the Haredi community into the workforce.

Our main objective is to significantly increase our student body by offering new programs to answer to the future needs of the country while assuring that our graduates are integrated into the Israeli work-force and advance academic studies if they wish to do so. We also want to invest in our academic staff and provide an environment and means in which professional development is feasible and teaching obligations are shared with research and development

activities in their areas of relevance. To our administrative personnel we want to offer a pleasant working environment and possibilities to make progress within the system.

I see the College extending its activities internationally by creating programs for foreign students to be taught in English. We view this as an opportunity to let foreign students get a different and more accurate perspective of what Israel is and become our ambassadors around the world. This will also allow our local students to become acquainted with different cultures.

Israeli students have a wide variety of institution to which they may apply. Why Hadassah College?

One of the unique aspects of the College is the personal relationship that we develop with each student from the first day they put a foot in the College and well after graduation. We simply care for each and every student. At our College each student has a name and is not simply a number. We try to deal with the many different problems that the students may encounter, not only those related to academic studies, but as well any personal issue. We have a policy that no student will need to drop out due to financial limitations, and we will support them until they graduate. We are now establishing a career placement center and also an alumni association that will try to bring our academic obligations well beyond the point of graduation. We want to grow but never lose the feeling that we are one big family.

How do you view the College's role in Jerusalem?

I see the College being one of the pillars of the present and future development of the city. As the only academic institution located in the heart of downtown Jerusalem we should play a model role of integration and tolerance for all the different cultural and religious groups that comprise this unique city. Jerusalem is considered by many to be the center of the world and the College should be a magnet that attracts students and professionals to be part of this great city. We want everybody to feel at home in our College. We are expanding and offering attractive professions to the young generation and in that way making Jerusalem an even more attractive place not only for Jerusalem residents but for

students from around the country. We want to open doors to the world and showcase Jerusalem as a place not only with a rich history but also with a great future.

You have a rich background in the high-tech sector in addition to your scientific and scholarly activities. How do you view the College's interaction with the private sector?

It is not possible to separate these two worlds. We educate people in order for them to become incorporated into the developing industry and productive sector. It could be in sciences, design, communication and everything else we do. We will have significant interaction with the local and national high-tech sector and also with other areas of the private sector that are relevant to our present and future activities. I have already reached out to the Jerusalem Industrial Association and looking for collaborations. We want to find ways for them to support our activities, allow our students to interact with their working environment during their studies and hearing what they see as the skills our graduates will need to be incorporated into the working force of the future. We are a small country in which one of the main raw materials available is brain power. It is our obligation to make sure we work together with all the elements of the production chain in order to obtain and use our raw material in the most mutually satisfactory manner.

Donors have many opportunities for involvement with Israel and Israeli institutions. Why Hadassah College?

We can offer our donors a partnership in modeling the future of Israel in general and Jerusalem in particular. We have unique community activities that need support and in which results can be tangible in a short period of time. We serve a community composed of many groups with limited financial opportunities and education is their only passport into the future. Our donors can select how their contributions are going to impact these different groups. Giving to Hadassah Academic College is giving to the future of Israel. Giving to Hadassah Academic College is giving to making Jerusalem stronger. Giving to Hadassah Academic College is giving to integration and tolerance through education and sciences.

Farewell tribute

Two hundred friends attended a special reception in June 2012 in honor of outgoing College President Prof. Nava Ben-Zvi. Special guests included Jerusalem Mayor Nir Barkat (in photograph).

