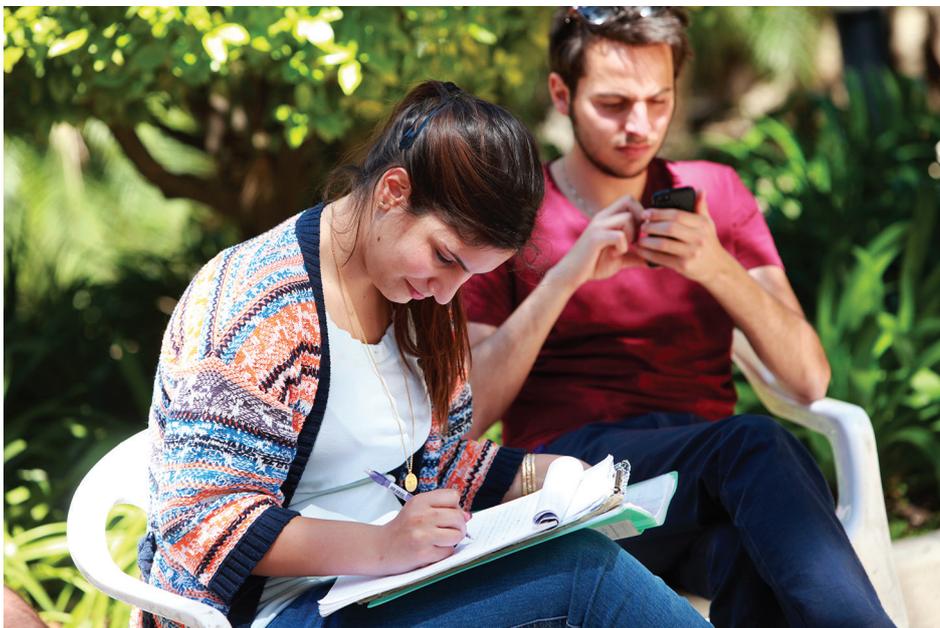


# Hadassah Academic College

## From the Inside Out

Fall/Winter 2014



### College voted No. 1 in Jerusalem

In a current poll taken of 12,228 students by the Israel Union of Students, Hadassah Academic College was rated as the number one institution at which to study in Jerusalem, and number six among all Israeli universities and colleges.

This independent poll on student satisfaction was released by the National Student Union to mark the start of the 2014-15 academic year.

College President Prof. Bertold Fridlender commented: “We are delighted by the positive response of students to their learning experience at Hadassah Academic College. Our faculty and staff devote much time, effort, and resources to ensure that each and every student receives every assistance to succeed in his/her studies. We also invest resources to create and maintain a student-friendly learning environment on campus.

The fact that our student growth has consistently been among the highest in Israel these past two years is undoubtedly related to at least three factors: our career focused degree options; the personal attention to each student; and scholarship assistance to those in need. We have also recently established a Career Counseling Center to assist our students to prepare for entry to the workforce and to identify employment opportunities in accordance with their field of study”.

Prof. Fridlender adds: “Our College anticipates further strong growth in the years ahead as we offer additional study opportunities such as Economics and Accounting which we opened this year. While we continue to grow, our commitment to student satisfaction will only strengthen and be reinforced”.

### U.S. Ambassador to Israel addresses HAC conference

U.S. Ambassador to Israel Daniel B. Shapiro addressed a standing-room-only audience of faculty and students in November 2014 at a one-day conference examining the results of the biennial House of Representatives elections and their possible influence on world events. Guest lecturers included Israeli representatives of both the Democratic and Republican parties.



Prof. Bertold Fridlender (left) with Ambassador Shapiro

## An interview with Dafna Olenik



**Aphasia is a language and communication disability caused by damage to the language centers of the brain. The condition affects patients' participation in society and quality of life as well as that of their family and friends.**

Hadassah Academic College houses Israel's only long-term center for rehabilitation care, treatment and therapy for

individuals with severe acquired speech and language aphasia. The Center was established by, and enjoys the continuing support of the Myron and Elaine Adler Private Foundation of Maywood, New Jersey. The Center is an integral part of the College's Department of Communication Disorders and is staffed by skilled clinicians and academics and benefits as well from the assistance of volunteers including student trainees.

Dafna Olenik serves as Head of the Center. Following her services in the IDF as an education officer, she earned her bachelor's and master's degrees in Communication Disorders at Tel Aviv University. She has been on the faculty of Hadassah Academic College's Department of Communication Disorders since 2004.

### Help us understand Aphasia.

"Trauma through accident or illness, such as stroke, accidents, brain tumors and other maladies can result in damage to the speech and language processing centers of the brain. Individuals who suffer such trauma may develop impaired and limited speech, severe difficulties in language comprehension and disability with higher order language tasks such as reading and writing. Without ongoing rehabilitative therapy, victims of aphasia can become trapped in their own minds, unable to communicate their thoughts and needs with the world around them and often unable to make sense of what others are trying to communicate to them".

### How is your Center unique?

"We provide long term rehabilitative care for people with severe acquired aphasia. The Center serves individuals beginning ten months from the time of their initial injury. The Center's care model is based on a social approach to aphasia treatment which complements and works together with more traditional treatment methods. While traditional approaches focus on the rehabilitation of the linguistic injury itself, the social approach also focuses on promoting social communication between the patient, his care givers, and people in the

patient's environment. The social model prioritizes essential real world communication skills and helps patients more easily reintegrate into their former lives. By bringing patients' friends and family members into the treatment paradigm, the social care approach also serves as a framework for guidance and support for both patients and their families.

In addition to individual intervention that focuses on improving communication skills and their application to everyday life, our activities include conversation groups; guidance and support groups for family members; and workshops that focus on our members' non-verbal strengths in areas such as art, photography, and theater. The Center pursues communal activities with family and friends such as visits to museums and celebration of holidays. We also provide training and observation opportunities for Hadassah College students pursuing studies in Communication Disorders".

### What initiatives are you now pursuing?

"In addition to meeting a real need in the community and educating students to work in the field, we serve as an advocate for Aphasia care in Israel. For the past two years, we have worked with leading insurance and health care companies to reach out to family doctors and educate them on the needs of aphasia patients. Our staff lectures about aphasia at nursing homes and other health organizations throughout the country and we have written a protocol for use by the Israel National Ambulance Service for treatment of stroke patients.

Last June, we spearheaded a first-ever Aphasia Awareness Week in Israel during which we brought awareness of aphasia to the country's leading hospitals and care centers.

As we are an integral part of Hadassah Academic College, our faculty pursues original research. Two of our most recent projects include the use of communication aids with people with severe aphasia and an examination of the efficiency of communication groups in addressing aphasia".

### What are the challenges ahead?

"There is a strong demand for our knowledge, expertise, and service throughout Israel. We therefore aim to greatly expand our activities at our Jerusalem center as well as train additional speech language pathologists to establish and operate new branches elsewhere in the country for people with aphasia.

We are therefore looking for individuals and foundations to partner with us in order that we can offer our services and opportunities to many more people in Israel. We are proud of what we have achieved to date but know we can do so much more if we have the resources to do so".



## College opens Department in Economics and Accounting

The 2014/2015 academic year was marked by the opening of a new undergraduate department in Economics and Accounting. This three-year program will prepare students for careers as accountants, comptrollers, financial managers, economic consultants, and investment officers in the public or private sectors.

The College's proximity to government and national institutions is expected to offer many opportunities for employment following graduation.

The new program is headed by Prof. Shlomo Yitzhaki, former Head of the Central Bureau of Statistics and consultant to both the World Bank and International Monetary Fund.



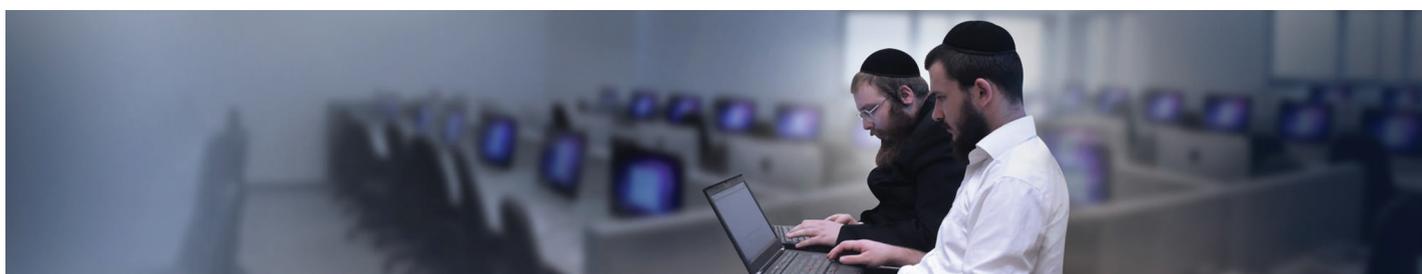
## "Bio-Xplore" looks ahead

The EU-funded multinational Bio-Xplore research project, led by Prof. Bertold Fridlender and Dr. Gili Joseph of Hadassah Academic College focuses on the identification of commercially valuable natural compounds derived from the flora of the Mediterranean area. The project's consortium includes scientists from Hadassah Academic College; the Hellenic Regional Development Center (Greece); LEITAT Technological Center (Spain); and Biodiversity and Environmental Research Center (Palestinian Authority). Associate partners include scientists from Rutgers, State University of New Jersey; North Carolina State University; and the Forest Technology Center of Catalonia, Spain.

Project researchers convened in Jerusalem in December 2014 to review achievements to date and consider next stages for development. In addition, Prof. Fridlender presented the research team's findings at a conference sponsored by the Italian Presidency of the Council of the European Union held in Rome in December 2014. The gathering aimed to showcase the achievements of cross-border cooperation in the Mediterranean region.

The Bio-Xplore team was recently awarded a grant from the Israeli Ministry of Agriculture to further their studies in the development of new drugs from medicinal plants.

## "Campus Strauss" – leader in "Haredi" education



Two years ago, Hadassah Academic College was among a small group of institutions selected by the Israel Council for Higher Education to offer academic programs for male and female ultra-Orthodox "Haredi" students. The purpose of the initiative is to encourage the ultra-Orthodox to pursue a career-focused academic education while respecting their way of life, leading to full and productive integration into the workforce.

A new study carried out by the Technion's Samuel Neaman Institute for Advanced Studies in Science and Technology revealed that after only two years

in operation, no less than 40% of all Haredi students enrolled in this national initiative today study at Hadassah Academic College. Student enrolment jumped from 500 students last year to an anticipated 700 students in 2014-15.

The program, known as "Campus Strauss" in respect of its location at the edge of Jerusalem's ultra-Orthodox "Meah Shearim" quarter is expected to draw 1,000 students per academic year once the program reaches "steady state".

## HAC President addresses U.N. gathering

Prof. Bertold Fridlender was invited to address a civil society conference at UN headquarters in New York in August 2014 as part of a delegation from the Hadassah Women's Organization of America. The gathering brought together leading institutions to develop an "action agenda" in anticipation of this year's UN deliberations on development. Prof. Fridlender presented his multinational "BioXplore" research project that has been examining possible therapeutic uses for Mediterranean plants.

## Academic ties with Salus University

An agreement for academic cooperation was signed in September 2014 between the Hadassah Academic College's Department of Vision Science and Optometry and Salus University's Pennsylvania College of Optometry.



From left to right: Yoni Sanduri, Director of the Israel College of Optometry; Prof. Avi Gonen, Salus Associate Dean for Global Development; Prof. Bertold Fridlender; Prof. Michael Mittleman, President, Salus University.



From left to right: Renee Albert, Ruth Cole, Judith Padolf, Prof. Fridlender, and Ruth Grossberg

## Eye to Eye 2nd International Optometry Conference

Following the success of last year's gathering, Hadassah Academic College will again host an international conference in Optometry from May 8-17, 2015.

The program will focus on the teaching, practice, research, and development of optometry in Israel.

The conference will feature seven hours of COPE approved lectures by the College's optometry faculty. Participants will visit cutting-edge optical technology companies around Israel. Parallel programming will be offered to non-optometrist participants including wine-tasting at the Golan Heights winery and a tour of the UNESCO Heritage Site of Acre. All participants will enjoy sightseeing in Jerusalem and Tel Aviv as well as in the picturesque Galilee. The program will conclude with a visit to the mountain desert fortress of Masada and a relaxing float in the Dead Sea.

For information and registration contact: [esther@keshetisrael.co.il](mailto:esther@keshetisrael.co.il)