

# Hadassah Academic College

## From the Inside Out

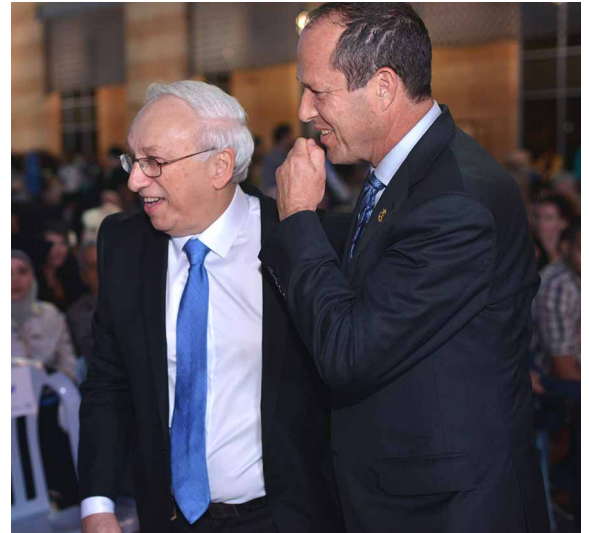
Summer 2015



### The Class of 2014-15

A record 410 students were awarded their bachelor's and master's degrees at the College's annual graduation ceremony held at Jerusalem's City Hall Safra Square on June 15th. Attended by over 1,000 family and friends, graduates were addressed by Jerusalem Mayor Nir Barkat, Chairman of the Board David Brodet, and College President Prof. Bertold Fridlender.

Commenting on the festive occasion, Prof. Fridlender remarked, "When one reads of record high youth unemployment around the world, it is satisfying to know that over 80% of all our graduates are expected to find employment in their field upon graduation. By being a career focused institution, we are ensuring that these wonderful and motivated young people graduate to pursue rewarding careers, and by doing so contribute to the strength of Israeli society and economy."



*Prof. Fridlender welcomes Mayor Nir Barkat*

### Alumni return home

Over 300 bachelors and master's graduates of the School of Computer Science attended a first-ever alumni gathering held in June 2015. Attendees were welcomed by College President Prof. Bertold Fridlender, Department Chair Dr. Yoram Biberman, and Alumni Coordinator Yael Catalan as well as the School's faculty members. The graduates marked the occasion by establishing and contributing to a scholarship fund for current students at the School. This inaugural event was made possible through the initiative and support of The Rosalinde and Arthur Gilbert Foundation of Los Angeles.



## Dr. Simon Barnard, Associate Professor, Department of Optometry and Visual Sciences



Dr. Simon Barnard is a clinical optometrist with 36 years' experience in clinical practice and academia. He is also Director of Ocular Medicine, Institute of Optometry, London where he developed the first government accredited ocular therapeutics qualification for optometrists in the UK. Dr. Barnard has been visiting Jerusalem and lecturing at the College over the past decade.

He is currently responsible for the clinical section of the Master's degree in Optometry including the modules on Pediatrics; Glaucoma; and Retinal Disease and Visual Correlates of Dyslexia.

Dr. Barnard has published over 50 clinical papers in journals or books and is the co-editor and author of the textbook "Pediatric Eye Care". He is a founder, director, and Chief Medical Officer of IRISS Medical Technologies Ltd. in London.

*How did you become associated with our Department of Optometry?*

My friend and contemporary, Jonnie Shapiro with whom I studied optometry in London was deeply involved in trying to develop a formal educational system for optometry in Israel from the time he made Aliya in the 1970's and he kept me abreast of developments. While serving on the faculty of the Department of Optometry & Visual Science at City University, London, I developed a modular Clinical Optometry Master's degree. When Hadassah Academic College made a decision to offer the first Master's degree of optometry in Israel, Professors Ariela Gordon-Shaag and Michel Millidot asked if I would advise on the syllabus. Following approval of the course by the Israel Ministry of Education, the Department then invited me to teach a number of the modules myself which I was honored to accept.

*What are your current research interests?*

My current area of research relates to a medical technology invention that I have developed with two Israeli partners in London. Available to optometrists and ophthalmologists worldwide, the Volk Eye Check is a small hand held camera that fully automates, in real

time, the detection of strabismus (lazy eye) which is the commonest cause of loss of vision in the under 40's in the developed world, and also accurately measures pupil sizes, eye lid position, and iris diameter, important measurements used for contact lens fitting, neurology and oculoplastic surgery.

*What are your impressions of our Department?*

The optometry department is staffed by a wonderful, dedicated team of educators who are innovators in terms of teaching methods and introducing new areas of clinical study. In recent years there has been a steady stream of academic publications which reflect the research carried out by faculty. The Department has benefited from the support of a number of ophthalmic diagnostic equipment manufacturers, particularly from the UK and Israel who have donated or provided long term loans of state of the art equipment (e.g., Optos plc; Keeler Ltd, Visionix, and Cerium Visual Technologies). The Department's undergraduate and master degree students, together with patients attending our clinics would benefit greatly if support from the optical and ophthalmic industry could be extended so that our students could be exposed to the even wider range of equipment that is found in university optometry departments and optometrists' practices in the US and UK.

*How do you view the future of the optometry profession in Israel?*

At present, optometry in Israel follows the models found in countries such as France and Germany where optometrists predominantly prescribe glasses rather than having responsibility also to detect eye disease. Optometry in Israel could benefit by adopting models similar to those practiced in the U.S., UK, Australia, Canada, the Netherlands and Norway where optometrists have greater roles and responsibilities within the health care systems of those nations. In order to advance the profession in Israel there needs to be a single united professional body, mandatory continuing education, a disciplinary process under the auspices of the Ministry of Health and mandatory professional indemnity insurance. A change in law to formalize the right of optometrists in Israel to use diagnostic drugs is also necessary. Indeed, more optometrists from the U.S. or U.K. might consider Aliya if the models of practice were changed.



## New Optometry Teaching Laboratory



The College's pioneering program to educate and train ultra-Orthodox Haredi students for careers in Optometry

required the addition of a new clinical teaching laboratory. This 1,000 square foot laboratory will facilitate clinical training plus train students how to dispense eyeglasses. Established by Nancy Berman and Alan Bloch of Los Angeles, this new laboratory will commemorate Dr. Muriel Mallin Berman, one of the first female doctors of optometry in the state of Pennsylvania.

### It's all about jobs!



Thirty-three potential employers, primarily from the private sector participated in a campus-wide job fair in May 2015.

Hundreds of students from the College's various academic departments met with employers and presented resumes. The day resulted in the offering of scores of new jobs to the soon to graduate students.

Three years ago, the College created a Career Counseling Center in partnership with the Caesarea Rothschild Foundation of Israel. The Center provides students with the knowledge and tools to identify career opportunities and successfully enter the workplace. Services include individual guidance and group workshops to help students prepare winning resumes; improve their interview skills; and understand employment contracts.

The Center's professional staff is pro-active in forging ties with potential employers in both the public and private sectors and regularly circulates job listings. The Center works with the College's Alumni Association to actively reach out to alumni and canvass them for job offers at their respective places of employment.

## Computer Science Teaching Laboratory

The College renovated an existing computer science laboratory into a state-of-the-art teaching facility thanks to the generosity of Randy and Tom Heidenfelder of Chicago. This upgraded laboratory features thirty teaching stations and will serve the growing number of students choosing to pursue careers in this high-demand field.



### Virtual classroom

The College introduced a pilot project whereby lectures are recorded and consequently uploaded to the internet for easy viewing.

The "Class Boost" technology allows registered students to view lectures from their computer, laptop, smartphone, and tablet. While the camera records the lecturer, the filming covers the blackboard and presentations so that students may choose on what to focus when viewing and move between slides and lesson sections.

The new technology has been particularly helpful for students preparing homework; for those who need extra help in understanding the lectures; and students who are absent due to IDF reserve duty.

### Disability Awareness Day

The College's Challenge Center hosted a campus-wide Disability Awareness Day in March 2015 in cooperation with the Student Union and the "Access Israel" non-profit association. The day was designed to raise awareness of the situation and needs of the disabled on campus and in the community.

Workshops and information stations manned by professionals and student volunteers covered issues such as hearing and concentration as well as physical challenges resulting from vision and speech difficulties and conditions such as dyslexia and diabetes.

## Visit by the Ambassador of Australia to Israel

Mr. Dave Sharma, Australian Ambassador to Israel visited the College in March 2015 to learn about its mission and programs and the special "Campus Strauss" outreach program to ultra-Orthodox students.

Mr. Sharma was appointed as Australia's ambassador to Israel in June 2013. Prior his appointment, he served in several senior roles within the Australian government including advising the Prime Minister on foreign relations.



In photo: Ambassador Sharma is presented with a certificate by College President Prof. Bertold Fridlender (right) and Campus Strauss co-administrators Yaakov and Rivka Yeroslavsky (left)

## National Photo Exhibit highlights HAC student works



Guy Cohen, Kira Klazky, and Yael Zahor are second-year students at the College's Department of Photographic Communication

who were invited to exhibit their works at the prestigious "2015 Tel Aviv Photo" fair held in March 2015. The fair was attended by thousands of participants and the three students' works were widely covered in the media.

Hadassah Academic College  
 37 Hanevi'im St. P.O.Box 1114,  
 Jerusalem 91010, Israel

Tel: (972)2-629-1932  
 Fax: (972)2-629-2676  
 contact: shimonar@hadassah.ac.il

[www.hadassah.ac.il](http://www.hadassah.ac.il)

## Academic appointments

Kenneth Segal of the Department of Inclusive Industrial Design was promoted to Associate Professor of Creative Arts in recognition of his teaching and research achievements regarding the environmental design of buildings.

Dr. Dalia Gavrieli Nuri, lecturer at the Department of Politics and Communication, and Dr. Ariela Gordon-Shaag, Chair of the College's Department of Vision Science and Optometry were both appointed as Associate Professors.

In addition to their respective teaching activities, Dr. Gavrieli Nuri's pursues research on the cultural aspects of peace and war discourse. Dr. Gordon-Shaag is a respected researcher of keratoconus and lectures widely on her clinical studies.

Dr. Jonathan Ventura (Inclusive Industrial Design) and Ziv Cohen (Economics and Accounting) were promoted to the position of Senior Lecturer.

## Second International Optometry Conference

The College's Department of Optometry will host a second international conference from May 20-29, 2016 focusing on the teaching, research and development, and practice of optometry in Israel. Expected to attract participants from throughout the U.S. and Canada, the program includes COPE approved lectures and workshops with department faculty; site visits to cutting-edge optical technology companies; and tours throughout Israel. A parallel program will also be offered for non-optometrist participants. For information e-mail: [esther@keshetisrael.co.il](mailto:esther@keshetisrael.co.il)

Visit us on  
**Facebook**

