



Innovative learning for a changing world

המכללה האקדמית הדסה ירושלים
HELMSLEY CHARITABLE TRUST INTERDISCIPLINARY SCIENCE CENTER
המרכז הבינתחומי למדע על שם קרן הלמסלי

Hadassah Academic College Jerusalem

2019 President's Report

HAC
המכללה האקדמית הדסה ירושלים
Hadassah Academic College Jerusalem



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19 President's Report

ABOUT HAC

Hadassah Academic College (HAC) is a fully accredited, internationally recognized institution of higher education located in the heart of Jerusalem. HAC offers innovative, academic, career-focused undergraduate and graduate degree programs. These include health, life, behavioral, environmental, and computer sciences, along with industrial design, photography, economics and accounting, management of service organizations, politics and communication, and social work.

HAC is dedicated to providing a culturally inclusive learning environment for a diverse student population, the knowledge and skills students need to build successful careers, individualized attention from caring faculty and staff, support for students from disadvantaged backgrounds, and excellence in instruction, scholarship, and research.



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A Year of Growth and Development

HAC's Chairman of the Board and President review the accomplishments of the 2018-2019 academic year.



Dear Friends:

I was raised and educated in Jerusalem. Today, I have the good fortune of seeing our capital, which holds so much potential, develop into a center of

higher education and culture, and a vital hub within the Israeli economy. I am proud that HAC is playing a critical role in this development.

HAC attracts young Jerusalemites and, increasingly, other Israeli students, because it has built a reputation for preparing them well for the world of work. The College's faculty continually develop new and updated academic programs, and its Career Counseling Center carefully monitors

changes in the job market to effectively prepare and advise students for life after graduation.

HAC has also become the natural choice for those seeking a career-focused academic education, because its faculty and staff strive to meet the varied needs of Jerusalem's uniquely diverse population. This year, the College is assisting more than 800 ultra-Orthodox students and more than 700 Arab Israeli students to acquire the skills needed to find meaningful employment and integrate into the workforce. And, we are helping dozens of new immigrant students to gain a sure professional and social foothold in their new homeland.

But HAC is not only about academics and job skills. Each year, with little fanfare, HAC's clinical trainees and scholarship recipients provide critical services to thousands of Jerusalem's neediest residents, including

children with special needs, youth at-risk, the elderly, and others. These curricular and volunteer activities reflect the caring spirit of HAC, and inspire me to continue to serve in its leadership.

On behalf of the Board of Trustees, I commend President Bertold Fridlender and his administrative team for stimulating the impressive growth experienced once again this year, and for upholding a noble vision of the academy in the service of society. And I thank you, HAC's friends and supporters, whose generous contributions enable us to continue our quest to realize this vision.

A handwritten signature in black ink, appearing to read "David Brodet". The signature is fluid and cursive.

David Brodet
Chairman, Board of Trustees



Dear Friends:

I am delighted to report that this academic year has proven to be one of extraordinary growth and development in the history of HAC.

We inaugurated the long-anticipated Helmsley Charitable Trust Interdisciplinary Science Center, which includes nearly 30 new classrooms and faculty offices, the 300-seat Geller Family Auditorium, and the Michael A. and Andrea Leven Family Study Center, which offers sweeping views of Jerusalem. On the first floor of the Helmsley Building, we launched the Azrieli Gallery, a venue for exhibiting the work of students from HAC's Department of Photographic Communication, and DAN Department of Creative Human Design, as well as that of emerging, young Jerusalem artists. These new facilities have provided beautiful, much-needed space, and freed up other areas on campus that can now be reconfigured for staff and student use.

Along with the College's larger footprint, its student body grew again this year, as it has continuously, over the past several years. Nearly 4,000 students were enrolled at HAC in 2018-2019, almost double the number enrolled just seven years ago.

Our academic programs expanded as well. We proudly introduced a bachelor's program in social work, which attracted some of Israel's most experienced academics and practitioners, and more than 150 students, including 60 ultra-Orthodox students, who seek to meet the critical need for certified social workers in their community. In addition, we launched our fourth master's degree program: an M.A. in Management of Service Organizations.

This growth puts HAC in a prime position to reach out to institutions around the world to create synergies through which we can develop student and faculty exchange programs, and attract international students. At the same time, we remain committed to offering our unique degree programs, taught by our expert faculty, here at home, where our graduates continue to find meaningful employment, and to pursue advanced degrees in record numbers.

I am pleased to share this year's President's Report with you, our friends and supporters, who have helped make all of this possible.

A handwritten signature in black ink, which appears to read "Bertold Fridlender". The signature is fluid and cursive, written over a light blue horizontal line.

Professor Bertold Fridlender
President

PLAYING to its STRENGTHS

HAC focuses its efforts in the areas in which it is skilled and passionate.



Asaf Yeshayahu, a third year Medical Laboratory Sciences student, completed an internship at a clinical biochemistry lab at Ichilov Hospital



Over the years, HAC has developed an expertise in, and commitment to, four areas that foster student success: cultural diversity, career-focused studies, individualized support, and community service.

HAC harnesses its students' cultural diversity to exemplify tolerance and mutual respect. Its **Model UN Program** brings together students of every background - male and female, Jewish and Arab, new immigrant and native Israeli - to learn about diplomacy and international relations, and to sharpen critical thinking, leadership, and team-building skills. The **Jewish-Arab Dialogue Program** offers a series of "encounter sessions," in which students learn about others' cultures through food, dance, film, and song. The **Strauss Campus**, created specifically for the ultra-Orthodox community, provides a respectful atmosphere in which more than 800 students are groomed for academic study, and work toward bachelor's degrees. This year, the Student Association, which runs a variety of cross-cultural events, organized a **Sigd Celebration** to give Ethiopian-Israeli students a chance to teach students from other backgrounds the meaning of the Sigd festival.



HAC offers practical academic degree programs and career counseling to prepare students for the job market. Every academic department—from Computer Science to Politics and Communication, Economics and Accounting, and Photographic Communication—focuses on practical skill building. This year, several departments initiated projects with **partner companies**, which gave students real-world experience. The **Career Counseling Center** managed student internships, presented a spring Job Fair that attracted dozens of employers and more than 1,000 students, and assisted one in every three students in creating resumes, developing professional networks, and preparing for job interviews. As a result, HAC's 2019 graduates were in high demand from major companies, institutions, and organizations.



HAC offers individualized support to enable every student to succeed. This year, **Pre-Academic Programs** provided remedial help and guidance to more than 300 students who lacked the academic foundations to embark on a college degree. The **Pre-Academic Program for Immigrants** helped students from the former Soviet Union, Europe, Australia, and North and South America learn Hebrew, and build a social support system. The **Henrietta Szold Challenge Center** helped students with tutoring and mentoring, and to overcome learning disabilities and emotional challenges so they could reach their full potential. HAC provided **financial assistance** when needed, too: nearly half of all students received scholarships that defrayed their tuition by one-third to one-half.



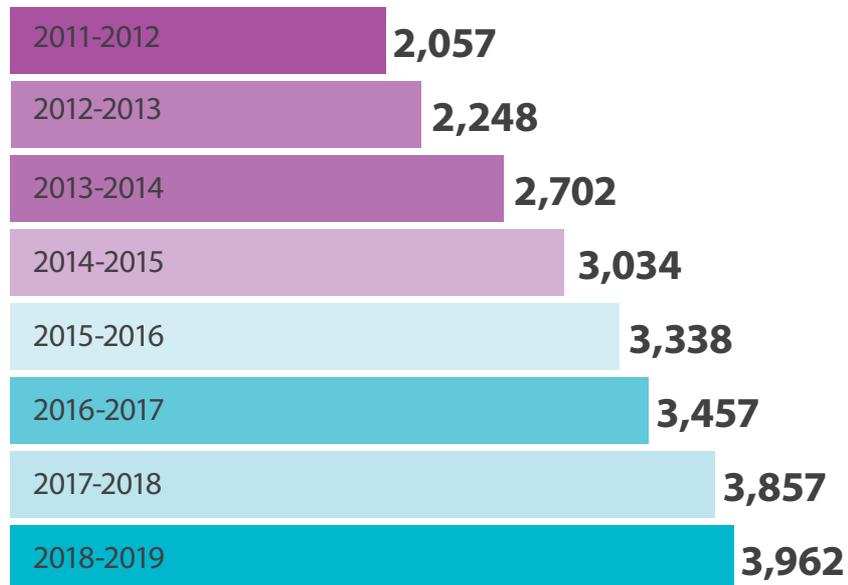
HAC involves students in the larger community to instill the value of social responsibility. Each HAC student who receives financial assistance is required to volunteer a minimum of 50 hours at one of 40 organizations that serve the elderly, the disabled, youth at-risk, and other needy populations in both east and west Jerusalem. **Community Involvement Week** introduces those who don't receive scholarships to leading nonprofits, and inspires many of them to commit to volunteer on a regular basis. The **CHW Centre for Clinical Training & Community Care**, and the **Community Health Clinics**, which provide hands-on training in the delivery of critical public health services in the areas of speech, vision, and hearing, saw nearly 10,000 patient visits this year. The **Adler Aphasia Center**, staffed by HAC Communication Disorders students and graduates, provides rehabilitation, treatment, and therapy to people suffering from the communication obstacles commonly caused by stroke.

Cultural diversity, career-focused studies, individualized support, and community service proved to be a winning combination in 2018-2019. HAC looks forward to developing these strengths even further in the coming years.

STUDENT SPOTLIGHT

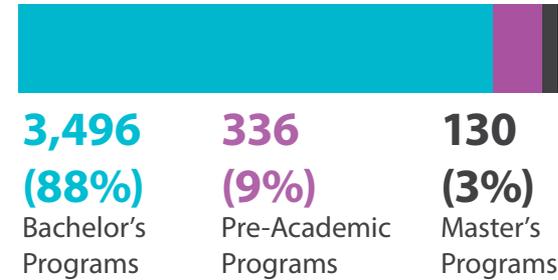
Meet the students that call HAC home.

Student Enrollment Per Year



Enrollment by Program

Total: **3,962**
Students



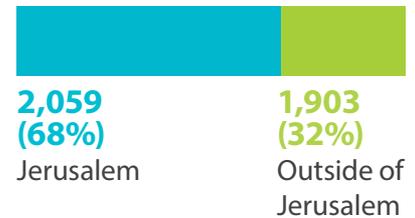
Gender



Ethnicity



Origin



Enrollment by School

1,856 students

**Interdisciplinary
School for Sciences,
Health, and Society**

1,770 students

**Interdisciplinary
School for
Society and
Community**



94%

Retention Rate

% of students who
complete their
degrees

47%

**First-Generation
College Students**

% of students who are
the first in their families to
attend college



Iliya Pozdayev, 27, immigrated to Israel from Moscow in 2010. His integration into Israeli society was not easy. But Iliya's decision to enroll at HAC made a world of difference. In his first semester, Iliya picked up essential language skills, received the support of other newcomers to Israel, and gained confidence in HAC's Pre-Academic Program for Immigrants. Next, he embarked on a B.A. in Industrial Design.

Now a senior in HAC's DAN Department of Creative Human Design, Iliya couldn't be happier. He's learned collaborative design skills for practical application in every area, from high-tech to the nonprofit sector. "Other schools teach design in order to create the next new thing, but HAC teaches design to solve real problems," Iliya says. For his final project, Iliya and another student are taking on a real problem: the anxiety and stress patients often experience in hospital emergency rooms. The pair spent the fall semester conducting research into the patient experience at Jerusalem's Shaare Zedek Medical Center. In the Spring, they developed spatial and signage solutions that the hospital plans to implement to improve the emergency room's efficiency and to ease patients' concerns.

After graduation, Iliya will begin his job search. He's not apprehensive. With an HAC degree in hand, confidence in his skills, and pride in his accomplishments, Iliya believes he will soon find meaningful work in his field. "I think it will happen quickly," he says.



Yonadav Vinograd, 26, grew up in Mitzpe Yericho, a small community in the Judean Desert, halfway between Jerusalem and the Dead Sea. After graduating from high school, he was uncertain about his next steps. He hadn't completed his high school matriculation exams, and had no clear career path in mind.

In 2015, Yonadav enrolled in a year-long Pre-Academic Program at HAC. As a result, he completed his matriculation exams, honed in on his interest in computer science, and gained essential skills for continuing his academic studies. Now completing his B.A. in Computer Science, Yonadav has had an outstanding college career, which has included two President's Awards for Excellence, active involvement in the Student Association, and part-time work at Intel.

Clarity is no longer an issue for Yonadav. He is perfectly clear about the role HAC has played in his life: "Everyone at HAC cares, and wants every student to succeed. Whether it's the Pre-Academic Program staff, teachers, or Student Association advisors, there is always someone to talk to, someone to encourage you. It's a special place, from the top down."



Aviya Amar, 23, knew exactly what she wanted when she came to HAC. The fifth of nine children from a family that lives in the northern City of Migdal HaEmek, Aviya sought a respected optometry program in a setting appropriate to her religious upbringing. She found just that at HAC's Strauss Campus, which this year provides career-focused studies to more than 800 ultra-Orthodox students, 80% of them women.

Now a graduating senior, Aviya is as enthusiastic about HAC as on the first day she stepped foot on campus. "I loved learning in small groups, and working with patients of all ages. And I had the support of the most devoted academic counselor, who took care of each of us."

It has been challenging, at times, to share a Jerusalem apartment with roommates, travel by bus to be with her family every Shabbat, keep up her grades, and work part-time for an optometrist. So, too, will it be challenging in the fall, when Aviya will take the state optometry licensing exam, and apply to master's programs or medical schools. But Aviya remains undeterred: "I know that hard work now will pay off later."



ACADEMIC ADVANCEMENT

In 2018-2019, HAC launched new programs to meet changing needs, to expand its student body, and to inspire excellence.

This year, HAC earned accreditation for two new degree programs to meet changing needs, laid the groundwork for international academic initiatives to expand its student body, and sponsored a program to motivate its highest achieving students to aspire to excellence.

HAC launched a new BSW degree program in Social Work to meet Israel's need for a new generation of social workers. Developed and headed by Professor Ilana Duvdevany, a former faculty member at Haifa and Bar-Ilan Universities, the three-year program includes social work theory and practice for dealing with children, families in distress, teens, the disabled, and the elderly. HAC recruited 40 lecturers to teach in the program, and anticipated 70 students in its first year. To the department's delight, more than double that number applied, and HAC accepted 100 students on the main campus, and 60 on the Strauss Campus for ultra-Orthodox students.

But Professor Duvdevany is focused on quality, not quantity. She believes that the HAC program will quickly become one of Israel's premier social work programs, competitive with and more dynamic than those at major universities, because of HAC's diverse student body, and unique setting. "We've developed a curriculum that



places special emphasis on multiculturalism, because there is no place with a greater variety of religious customs, cultural values, and social needs than Jerusalem,” she says.

HAC introduced an MA in Management of Service Organizations - its fourth master’s program - to strengthen the skills of those who seek senior management positions. The program offers advanced courses in core subjects, such as economics and strategic planning, as well as innovative courses that address management in the age of digitization and globalization, including classes in e-commerce, international marketing, and sustainability. Case studies provide the basis for learning, and sessions with private and public sector managers add real-life applicability. In its first year, the graduate program drew an impressive 41 students, who joined more than 700 undergraduates enrolled in the Department’s Healthcare, Tourism and Hospitality, and Human Resources concentrations.

Dr. Keren Mazuz, Head of the MA program, says, “HAC is attuned to the fact that the global, technological economy has transformed the traditional service sector. We are taking a comprehensive approach that embraces service-oriented digital platforms to guide organizational activities, expand organizations’ strategic foundations, and deepen managerial responsibility.”



HAC also laid the groundwork for future International Academic Programs that will bring students from around the world to study at HAC. The International Program will provide courses and degree programs in English (initially, master’s degrees in Optometry and Communication Disorders). The initiative will also help to develop partnerships with academic institutions around the world, improve students’ English-language skills, and expose HAC students to their international counterparts. HAC received a major grant from the Israel Council of Higher Education to begin this initiative by recruiting lecturers, developing courses, and training staff.

The **President’s Program for Excellence**, now in its second year, exposed HAC’s highest achieving students to excellence beyond the classroom. The program motivated 30 of HAC’s top students to aspire to reach their potential, and make their own contributions to Israeli society. This objective was pursued by allowing students to participate in lectures by leading figures in science, law, literature, music, sports, and more, and on field trips to museums, academic institutions, historical sites, and community projects. With presentations by Nobel Prize winner Ada Yonath, Supreme Court Justice Emeritus, Miriam Naor, members of Israel’s Olympic team, and others, it’s no wonder that students described the program as “a life-changing experience.”

TEACHERS, RESEARCHERS, and MENTORS

HAC's faculty is driven to educate.

Faculty

Total: **676**



158

(23%)

Permanent

518

(77%)

Adjunct

In 2018-2019, HAC faculty:

Collaborated with academic institutions in Israel, Europe, and Asia on research projects that received

\$6.5

million

in grant support, of which HAC received nearly

\$1

million



Published more than

100

scholarly articles

Gave nearly

100

presentations at

national and international conferences



Organized

40

academic conferences at HAC





When **Dr. Tali Hadasa Blank** left Israel in 2002 for Cornell University, where her husband was doing a postdoc, she never imagined her experiences would alter her career trajectory. With an **MBA from Bar-Ilan University, a PhD from the Technion, a postdoc from Harvard**, and several years of experience working in the Israeli banking sector, she envisioned her years in Ithaca, New York as a professional time-out. But Blank's entrepreneurial spirit drove her to create and, eventually, she helped establish Cornell's innovative CNS Institute for Physics Teachers. When she returned to Israel, that same spirit led her to seek out a place to create a similar center for innovation.

HAC turned out to be just that place. At HAC, Blank discovered an intimate learning environment and unparalleled cultural diversity she knew would enable her to make a real difference in students' lives. She turned down a position at a prestigious university to head **HAC's new Technological Innovation and Entrepreneurship Program**.

Blank immediately began teaching business and entrepreneurship to students who want to establish start-ups or serve as innovation managers in existing companies. Then she scoped out space she hopes to transform into an Innovation Lab for student, faculty, and alumni collaborations. "The US is big on research," Blank says, "but Israel is the center of the start-up world thanks, in part, to its immigrant population, which is driven to succeed, and comfortable with risk. As a microcosm of Israeli society, HAC should be at the center of the start-up world, too. Its students are natural innovators."

Professor Ariela Gordon-Shaag, Head of the Elfant Department of Optometry and Vision Sciences, lectured and conducted workshops at the University of Southeastern Norway on cultural competence in clinical optometry practice, and shared HAC's experience of working with a culturally diverse population.





Dr. Shay Tayeb has never forgotten the support he received as an HAC student, which enabled him to complete a BSc in Biotechnology despite suffering from medical issues. That support was so critical that when Tayeb completed his **MSc, PhD, and postdoc at The Hebrew University**, he was committed to teaching a new generation of scientists at the college that “felt like home.”

In 2013, Tayeb joined HAC’s Department of Biotechnology, and has been teaching molecular biology, microbiology, virology, and gene therapy ever since. He’s also hired HAC students to work at ViruCure Therapeutics, a biotech company he co-founded to develop a virus-based technology for the targeted treatment of a variety of cancers. “Many biotech companies are keen on recruiting HAC graduates, because HAC creates a unique balance between theoretical and practical studies,” he says. “When students graduate, they are well prepared for lab work at a high level.”

Tayeb is maintaining that balance of theory and practice in his teaching at HAC, and is developing the kind of close connection with his students that was essential to his success as an HAC undergraduate. Together, he and his students may even find a cure for cancer.





Professor Chaim Waxman thought his move to Israel from the US in 2006 would mean research, writing, and time with his grandchildren. But when HAC President Bertold Fridlender discovered him at a Jerusalem think tank in 2013, Waxman was wooed out of semi-retirement. A sociologist with a **BA from Yeshiva University, an MA and PhD from the New School for Social Research, and more than 40 years of teaching experience**, including 32 years on the faculty of Rutgers University, Waxman joined HAC to create the **Department of Behavioral Sciences**, which combines psychology, sociology, and communications.

Since its initial year, Waxman has interviewed every applicant to the program. Each year, he has been impressed anew. "I wasn't sure what to expect coming from a large university. But I have been delighted year after year," he says. "The students who apply to HAC are interesting, capable, and eager to learn. Some turn down major universities to study here."

In 2019, the first class of 50 students graduated from the three-year program. Each subsequent class has grown in size, as students have spread the word of the program's quality, intimate nature, and dedicated faculty and staff. Professor Waxman could not be more satisfied. "I've taught in many places. There is something different and special here. It gives me a lot of nachas."



Each year, HAC is privileged to partner with generous donors from around the world to build new facilities and develop new programs. This year, it had the special honor of opening the most significant addition to the campus in recent years: the six-story, \$18 million **Helmsley Charitable Trust Interdisciplinary Science Center**, which includes classrooms, seminar spaces, the **Geller Family Auditorium**, and the **Michael A. and Andrea Leven Family Study Center**. HAC also marked the inauguration of the **Azrieli Gallery**, located on the Center's ground floor, by hosting its first exhibition, "Medicalization," which explores the relationship between medicine and design.



WITH HELP From Our FRIENDS

The generous support of donors from around the world enables HAC to develop and flourish.

Last fall, **Dr. Evelyn Gruss Lipper** was on campus to dedicate HAC's new main entrance, the **Joseph and Caroline Gruss Pavilion**, named in memory of her parents. The Pavilion serves as a gateway to nearly 4,000 students each day, and gives the College a prominent facade on Jerusalem's historic HaNevi'im Street for the first time.



Long-time HAC friend, **Nancy Berman** of Beverly Hills, was also in Jerusalem to dedicate a new **Student Dialogue Seminar Room** to encourage interaction among the College's diverse students.



Marla and Aubrey Dan of Toronto made a very generous contribution for the benefit of HAC's inclusive industrial design program to an endowment fund they established at Canadian Hadassah-WIZO, a devoted organizational benefactor of HAC. They were greatly impressed when they visited HAC last year and called their donation "rocket fuel" for this cutting-edge academic program. The gift will support student scholarships, departmental improvements, guest lectures, and teaching workshops. HAC proudly granted the Department a new name: the **DAN Department of Creative Human Design**.

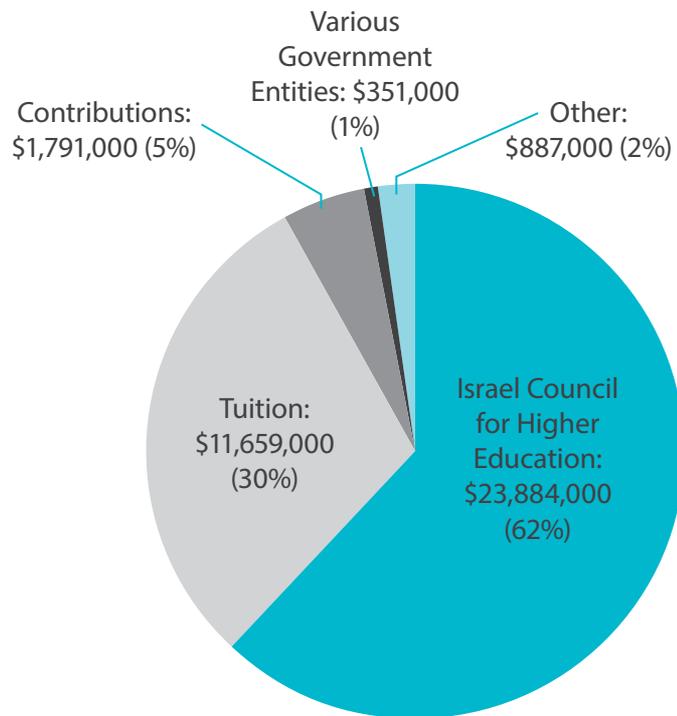
The Russell Berrie Foundation pledged to establish a new **Center for Diversity and Inclusion**, the first of its kind at an Israeli college or university. Intended to support students from underprivileged, under-represented, or minority backgrounds, and to strengthen HAC's social fabric, the Center is enabling HAC to expand its student support services and dialogue activities. Soon, it will have a new location on campus, which will bring together the Office of the Dean of Students, the Henrietta Szold Challenge Center, and the Career Counseling Center in one location for optimal student support, interaction, and collaboration.



This year, HAC was pleased to establish a US Advisory Board to support its development efforts. The Board consists of **Dana Adler**, Member, Board of Governors of the Jewish Agency for Israel, National Women's Philanthropy Board, and Board of Trustees of the UJA Federation of Northern New Jersey; **Michael A. Leven**, supporter and close friend of HAC, Atlanta; **Trisha and Rabbi Fred Margulies**, Founders, Pushing the Envelope Farm, Geneva, IL; **Beth Schwartz**, Board Member, Mayanot, Young Israel of the West Side, and La Leche League of New York; **Joshua Schwartz**, Founder and Managing Partner, East Wind Advisors, New York; **Sarri Singer**, Director of Career Services, Lander College for Women, Touro College, New York; **Andrew Stiller**, Partner, Piece of Mind Technologies, New York, and **Howard Weiser**, Retired Partner, PricewaterhouseCoopers, New York.

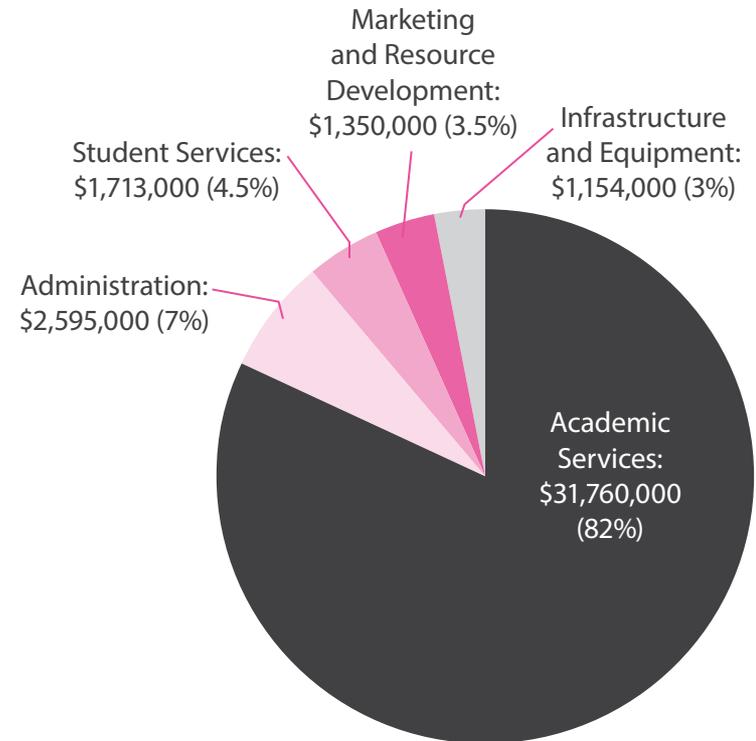
FINANCIAL SUMMARY

Income



Total: \$38,572,000

Expenditures



Total: \$38,572,000

SCHOOLS and PROGRAMS



Interdisciplinary School for Sciences, Health and Society

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

Biotechnology (B.Sc.)

Communication Disorders (B.A. and M.A.)

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

Elfant Department of Optometry
and Vision Sciences
(B.Optom. and M.Optom.)

Environmental Quality Sciences (B.Sc.)

Medical Laboratory Sciences (B.MLSc.)

Interdisciplinary School for Society and Community

Behavioral Sciences (B.A.)

Economics and Accounting (B.A.)

Management of Service Organizations
(B.A. and M.A.)

Photographic Communication (B.A.)

Politics and Communication (B.A.)

Social Work (B.S.W.)

Pre-Academic Programs

Pre-Academic Preparatory Programs

Pre-Academic Program for Immigrants

Community Outreach Programs

Adler Aphasia Center

CHW Centre for Clinical Training &
Community Care

Community Health Clinics

Community Volunteer Programs

Student Services

Office of Academic Affairs

Office of the Dean of Students

Henrietta Szold Challenge Center

Career Counseling Center

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**Chairman of the Executive Committee from 12/25/2018

***Auditing Committee members

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Elfant Department of Optometry and Vision Sciences

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Dr. Geula Sharf, Environmental Quality Sciences

Dr. Doron Shultziner, Politics and Communication

Prof. Joel Walters, Communication Disorders

Prof. Chaim Waxman, Behavioral Sciences

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Dafna Olenik, Adler Aphasia Center

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Levital Ziv, Director of Human Resources

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HAC is grateful for your generosity, which is vital to our ongoing success.

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Concept and
Content :
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Photography:
Binyamin Touito,
Shachar Regev

Published by:
Hadassah
Academic College
Jerusalem
37 HaNevi'im Street
Jerusalem 9101001
Israel

Information correct as of May 31, 2019

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