

Ruth Bach Award to Daphna Olenik

Daphna Olenik, Director of the College's Adler Aphasia Center and a faculty member of the Department of Communication Disorders was awarded this year's Ruth Bach Award for outstanding teaching by College President Prof. Bertold Fridlender. The Ruth Bach Award is granted to a lecturer who engages students in new learning processes and encourages them to explore new channels of understanding. The College's Adler Aphasia Center assists people with aphasia to improve their communication and language skills. The Center is associated with the Adler Aphasia Center in New Jersey.



College hosts visiting French students

One hundred final year high school students from Paris and Marseilles visited the College in December 2012 to explore study opportunities.

The group was led by Naomi Bloomberg, a 22 year new immigrant student now in her third year of undergraduate studies in Communication Disorders, and welcomed by the College President, Prof. Bertold Fridlender.

For information on studies at Hadassah Academic College contact: info@hadassah.ac.il



HAC Students design the Maccabiah Torch

An original design created by Yaki Marcus, a student at Hadassah Academic College's Department of Inclusive Industrial Design was chosen as the official torch of the 2013 World Maccabiah Games.



The World Maccabiah Games will take place in the summer of 2013 with the participation of Jewish athletes from around the world.

This is the first time that the Maccabiah Torch has been designed by a student of industrial design. Yaki, together with Department graduate Yossi Cohen, designed and produced this original work on the College campus. The designers' inspiration came from their desire to integrate Jewish motifs for this Zionist event --- the torch's five sections represent the five continents on which world Jewry lives today with Israel as the focus. The torch is shaped like a cone resembling the Jewish "shofar", and its upper section resembles a "menorah". Its frontal view depicts the Land of Israel as "flowing with milk and honey".



Growing from strength to strength

Hadassah Academic College opened the 2012-13 academic year with a strong eleven percent growth. This rise follows an increase of twenty percent last year.



While the rise in student numbers was felt throughout the College's various departments, the School of Management enjoyed the highest gain.

There are currently 2,400 students enrolled for academic studies at the College. Two-thirds of the students are women; over half of the students are the first in their family to pursue a college education; and nearly half of the students are from outside of Jerusalem.

Beginning his first year as College President, Prof. Bertold Fridlender commented, "Students are choosing our College in greater numbers as our programs are career focused. Students have confidence that they will graduate with a marketable profession. We also provide individual and group assistance to each student to ensure that he/she successfully completes his/her degree. Thanks to the generosity of the Rothschild Caesarea Foundation of Israel, we have now established a Career Counseling Center to provide each student with the skills and abilities to identify promising career opportunities toward graduation. We are also grateful to the Rosaline and Arthur Gilbert Foundation for their thoughtfulness and vision to allow us to develop an Alumni Association that will enable us to better serve our graduates both past and future".

College opens an International School for Overseas Students

The College has made a strategic decision to open its doors to overseas students both to enrich campus life and bring even more young people to live and learn in Jerusalem.

Beginning this coming July 2013, the College will offer English-language accredited courses for undergraduate students from around the world.

Focusing on the Jerusalem experience, courses will be offered in the areas of Politics and Communication, Tourism and Hospitality, Environmental Health, and Photography. Courses will consist of both classroom instruction and study tours.

The College is also offering participation in a two-week study workshop in Industrial Design led by a guest lecturer from the Royal College of Art (London, England). Visiting students will learn together with Israeli students as well as visit museums and workshops in industrial design around Israel.

The College will also host faculty-led groups from leading U.S. universities during the spring semester whereby the visiting students will interact with College faculty from the Department of Politics and Communication.

For more information visit website www.hadassah.ac.il/mainen.html or contact: global@hadassah.ac.il



Introducing Dr. Ariela Shaag-Gordon, newly appointed Head of the Department of Optometry



Until now, you have been a faculty member of the Department of Optometry, and Head of the Department's Graduate Program. In entering the position of Department Chair, what is your vision for the Department?

We have a diverse patient base in our clinic, both in terms of their socioeconomic background and the types of problems that they bring. We have patients from Jerusalem's

underprivileged downtown neighborhoods who come to us for affordable eye care and others from high-tech who come to us to get the best eye care in the city. My vision is to expand our patient base even further by reaching out to new populations (for example, new immigrants from Ethiopia) and incorporating new types of treatment like myopia control for children.

Our new College President, Prof. Fridlender is encouraging all faculty to pursue research in addition to teaching. I also will encourage more of our faculty to pursue optometric research. I have already encouraged several members to apply for grants to reduce their teaching load to that they can invest more time pursuing research. Three faculty members have already been awarded a grant and will start projects next semester.

Hadassah Academic College is primarily a teaching institution. Do you see a role for the faculty to pursue research in optometry?

The American Academy of Optometry's (AAO) vision statement reads "Today's research, tomorrow's practice." While we are an institution that is primarily dedicated to teaching, we also have a commitment to train our students in the newest techniques in optometric practice. In this competitive world, the graduate who is not prepared for "tomorrow's practice" will not have the tools to be at the forefront of the profession. When our faculty members conduct research together with the students, it exposes the student to the cutting edge of optometric practice and sets the stage for the AAO's mission statement: "Promoting the art and science of vision care through lifelong learning". Clinical research by definition leads to lifelong learning. We want our students to acquire the skills to carry out clinical research in their practices so that they maintain their clinical competency.

Israel has a thriving optometry sector both in terms of production and in the retail sector. Do you see a role for the Department to interact with the private sector?

Our department currently enjoys several research and development collaborations with the Israeli optic industry. We envision expanding this even further in the next few years. Together with Visionix (the R&D department of the global conglomerate Luneau) we have published three papers in peer reviewed academic journals and developed several instruments. This type of collaboration benefits everyone... our faculty and students are involved in research, and the industry benefits from our experience and academic background. Visionix recently donated a clinical exam room for optometric research to the College for future projects.

We also collaborate with Soflex, an Israeli contact lens company in developing new contact lenses and clinical assessment of existing lenses. This has led to the development of a new scleral contact lens for people suffering from keratoconus, a disease of the cornea. The results of this project will be published in the next few months in a peer reviewed ophthalmic journal. More importantly is the direct benefit to our patients. I have seen keratoconus patients come into our clinic who cannot see the Snellen chart at all – we define their visual acuity with the term "counting fingers". Our students fit them with the scleral lenses and their vision jumps to 20/20! This allows them to drive, return to the workforce, see their children etc...

We are also pleased that our Department is developing strong links with Israeli retailers such as Opticana and Super-Pharm who in turn are providing generous scholarship support for our students.

What are the challenges ahead for the next generation of optometrists in Israel?

Optometry practice is changing throughout the world. The model used to be that optometrists in Israel did not charge the patient for the exam, but made a nice profit on glasses and contact lenses. This model is changing: in our global economy, consumers can now buy glasses and contact lenses on the internet at a fraction of the price. We must prepare our students for this new reality. The paradigm has to become that patients come to an optometry practice for an exam, not to buy glasses. They have to develop specialty niches like fitting contact lenses for keratoconus, low vision and vision therapy. These are services that cannot be provided over the internet.

Contact Dr. Ariela Shaag-Gordon at e-mail:

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College initiates an undergraduate program for Ultra-Orthodox students

Hadassah Academic College has a proven track record of educating ultra-Orthodox men and women for satisfying careers. Beginning in 2004 with studies for women in medical laboratory sciences, and continuing with Communication Disorders (for women) and Computer Sciences (for men), our several hundred "Haredi" graduates have built satisfying careers in the private and public sectors.

The College is now initiating a new, special undergraduate degree program for male and female ultra-Orthodox students in cooperation with "Lomda", a respected "Haredi" vocational training center located at the edge of Jerusalem's Meah Shearim neighborhood.

Working together, the College and "Lomda" are well positioned to offer innovative learning opportunities to the "Haredi" community. The partner institutions recognize the urgent need to offer professional training to this sector of Israeli society so that the students may successfully integrate into the workforce and forge a better, stronger future for their families, their community, and the economic base of Jerusalem and Israel.

Approved by the Israel Council for Higher Education, prospective students will be offered undergraduate degree track programs in five different areas of study – Biotechnology; Computer Sciences; Management; Optometry; and Politics and Communication.

Students will begin with a one-year preparatory program in which they will acquire the necessary knowledge and skills to be accepted to an academic program. Once accepted, they will choose to major in one of the five degree tracks offered. During the course of their studies, each student will be provided with individual assistance and attention to ensure his/her success. Toward graduation, each student will be assisted to find a place of employment in the area of his/her expertise.

Separate studies for men and women will take place at "Strauss Campus" located minutes' walking distance from the College's main campus. Graduates will be awarded a fully accredited bachelor's degree from Hadassah Academic College.



Rabbi Yakov Yeruslavsky, Director-General of Lomda (left) and Prof. Bertold Fridlender

Most of the students expected to enroll in the new program are married, and many have young families. They will require scholarship and living support so they may dedicate the time and attention required to successfully pursue a college degree. While the majority of the program's funding will be provided by the Israel Council for Higher Education, the College seeks to partner with philanthropists who understand the opportunity that this innovative program offers to the ultra-Orthodox community and Jerusalem.

Commenting on this pioneering program, College President Prof. Bertold Fridlender remarked, "Our College is answering the very urgent national challenge to offer professional training to the "Haredi" community. There are many talented men and women within that community who are eager to learn and ensure a better future for their families. This greatly benefits Jerusalem and Israel by channeling this untapped talent into productive professions. Indeed, this is a "win-win" situation for all ... for the Haredi community; for employers seeking well trained, strongly motivated employees; and for a stronger society and economy. We also hope that the new program will contribute to the building of bridges between communities in Jerusalem and Israel!"

For information on this program and how you can help contact: shimonar@hadassah.ac.il

