

Resources Available to the Knowledge-Seeking General Public

Pe'er, Opening the Treasures of the Mind

Through the *Pe'er* project, the OUI offers the general public access to study materials in electronic format. Most of the electronic books also include a full audio version by professional narrators. Users can listen to the books through the Internet, download them to personal computers and listen to them on mobile players. Some courses include video lectures videotaped at the OUI by the books' authors.

The *Pe'er* website also includes online learning aids specifically developed for OUI students and up to now accessible only through OUI course websites. Study materials include lesson plans, presentations, glossaries, video lectures, interactive exercises and other learning aids.

The *Pe'er* project is based on the OPUS learning environment, to which applications and targeted improvements were added, for example, allowing course coordinators to label teaching materials according to international standards in order to enable future integration in universal databases.

This year the OUI was the first Israeli University to join two prestigious international organizations. The first, the OpenCourseWare Consortium (OCW), led by MIT, promotes higher education for all by opening courses to the public worldwide. Over 200 higher education institutes and various bodies participate in this consortium. The second distinguished organization is the OER Community, an organ of UNESCO, which focuses on further promoting unlimited accessibility to all, and sharing of educational resources in higher education. The OUI is proud to be the first University in Israel to become a member of these international organizations.

This year the *Pe'er* Project won first place in the national competition organized by *People and Computers* for software and computerization projects for 2008 (IT Awards), in the category of portal and information technology. This prestigious IT competition draws well known and large organizations every year, among them IDF and the Israel Electric Corporation.

Over 100,000 different visitors entered the Project's site in its first year, totaling about 300,000 visits. Surfers were from 1,717 locations in 123 states worldwide with a majority from Israel. In August 2009, a survey among surfers yielded 1,497 respondents. The findings show that about 41% of respondents are university and high school students, 36% are "independent knowledge-seekers"

looking for enrichment and interest and 23% are teaching-related respondents.

http://ocw.openu.ac.il/eng_files/english.html

New Online Promotional Channels for OUI Contents

- **The YouTube Video Channel (*Openofek* Channel)** in cooperation with Google Israel was launched with OUI videos of conferences and workshops, cultural events, samples of courses as well as *Ofek* videotaped courses. The OUI intends to upload videotaped materials of public interest, making sure no copyrights are infringed.
- **An OUI channel was launched on the Israeli podcast site ICAST** with audio books from OUI courses.
- **A twitter blog and a *Shoham* blog** were launched with reports on events held at *Shoham* and in various technology fields in Israel and abroad.

Publications for the Russian Speaking Community

The illustrated edition of the anthology entitled *History of the Jewish People* was published at the request of the Jewish Agency. The book was designed for the "Jewish Identity" program of the Education Department of the Jewish Agency. Also published was the second and final volume of the updated and revised edition of Dr. Baruch Gur-Gurevitz's book *Jewish Identity under Tsarist, Soviet and Russian Rule: Between Assimilation and Emigration*.

Periodicals

Adkan: Two issues of *Adkan*, the OUI newsletter, were published this year and circulated among students, employees as well as mailing-list recipients. Each issue covers OUI related issues such as: new courses, research by OUI faculty, teaching technologies and Alumni profiles.

Magazine for Managers: The magazine is a joint publication of the Dept. of Management and Economics and the MBA program team. One issue was published this year, which included articles on the business world and Management studies.

Open Letter: Circulation of the two published issues of the OUI English-language newsletter was expanded. The



Open Letter includes translations of articles published in *Adkan* in addition to target material for donors.

Igeret Ptucha, the OUI Alumni newsletter, includes news from the OUI as well as reports on Alumni Association activities and graduate studies at the OUI.

Digital Publications

The OUI's digital publications continued to be published this year: **Optimistic** (newsletter from the Dean of Academic Studies), **Tsilil Mekuvan** (the *Shoham* newsletter) and **Dagim** (the Chais Research Center information bulletin).

Symposia and Events

- "Ethic Code" for Academic Research in Israel
- 150 Years since the Publication of *On the Origin of Species*: Darwinism, Science, Society
- 1948-2008: Achievements, Challenges and Implications
- Intimacy on the Web: Women and Men Entangled on the net
- Béla Bartók (1881-1945): "The Triangle String" (seminar and concert)
- Genes and Illness – What Does it All Mean?
- Documentary in the Reality Era
- Political Demography in Arab Countries
- Is There Really No One to Vote for in the Elections for the 18th Knesset, and Why?
- Did Serbia Commit Genocide in Bosnia?
- Does the Army Really Have a State?
- Astronomy and Space Research
- Art Prints and Graphic Design in Israel
- Searched for, Lost and Found on the Internet
- Real Economics and the Capital Market towards 2010
- The Medium and the Message: Politicians and the Internet
- The Family: Looking at the Face of "The Other"
- The Hebrew Book: From the Parchment to the Web
- Transferring IDF Bases from the Center to the Negev: Militancy, Periphery and the Market
- Preference and Social Volition
- In Search of the Historical Jesus
- Capitalism of Information: Issues in Information Transfer from Academia to Industry
- Hashomer Ha'tzair – Movement in the Test of Time
- Identities in the Formation of Israeli Culture
- Academic Freedom vs. Guided Research (annual research day)
- Strategic Thinking: Game Theory and its Uses in Economics and Management
- Business Entrepreneurship: Aspects of Research and Application
- A centennial (of Tel-Aviv) and the City Never Sleeps
- Writing Palestinian History
- Welfare State, Public Policy and Public Opinion
- Mergers and Acquisitions with a View to the Future
- Business Leadership and Civic Leadership in Practice



- Customer Experience Management – CEM
- Will "the Glass Ceiling" Ever Be Shattered?
- Women Writing Their Journey
- Journalism, Identity and Culture
- On Objects in the World of Human Beings
- A Nation Like All Nations: Towards the Establishment of the Israeli Republic
- Politics and Arts in Georgia
- Cinema and Consensus: The 60s in the United States
- Equal and Less Equal? Women, Knowledge and Power
- Theory of Computer Sciences
- Cultural Changes among Yemenite Descendents in Israel
- Cannabis Delusions

Concerts

- **Angels' Voices.** A vocal concert performed by the New Vocal Ensemble with instrumentalists from the Israeli Chamber Orchestra, conducted by Yuval Ben Ozer.
- **From Brindisi to Modena – Classical Italian and Jewish Music.** The Annual Concert of the Raanana Symphonette Orchestra.
- **Tzelilim.** A series of chamber concerts for the music-loving public, with explanations by Dr. Ron Weidberg of the Dep. of Literature, Language and the Arts.
- **Noon Concert.** A monthly concert for OUI employees and the general public, produced by Anat Sharon of the Dep. of Literature, Language and the Arts.

Exhibitions

- **Footsteps.** A display of works by artists of the OUI publishing house, inspired by the 150th Anniversary of Charles Darwin's *On the Origin of Species*. On display were also jackets of the book's first and historic editions in various languages.
- **Artist-Printer: A Dialogue.** An exhibition of the Jerusalem Print Workshop.
- **Georgia: Journey in Time.** A display of photographs by artist Dror Maayan.
- **The Family: Haim Maor and Khader Oshah in a Dialogue between Cultures.**

OUI volumes sold

Client	Volumes	%
Bookshops and Distributors	5,192	12.5
Individuals (Lamda bookshop and website)	20,870	50.2
Educational Institutions	13,247	31.9
Libraries	977	2.4
Public and Private Companies	1,256	3.0
Total	41,542	100.0