

Extra-Academic Studies

The unique nature of the Open University makes it easy for the public to pursue continuing studies in a variety of subjects anywhere in Israel, including diplomas and enrichment courses. Some such courses are recognized as part of the requirements for a Bachelor's degree.

The Continuing Studies Center (*Ma'aleh*)

The Continuing Studies Center (*Ma'aleh*) includes seven schools: *Ascolot*, *Hasifa*, *Tafnit*, *Tafnitech*, *Diploma*, *DiAlog* and *Meirav*. The number of courses granting credits towards an academic degree was expanded this year. 19,850 students from the private sector studied in *Ma'aleh* in 2009-2010. This year as well, extensive activity in the periphery and cooperation with the ultra-Orthodox sector was expanded. A Call Center was established for the schools in *Ma'aleh*. An online system of courses offered was created for sales points and connected to all other *Ma'aleh* computer systems. The system enables interested parties to perform searches according to groups opened.

Ascolot – School of Interdisciplinary Studies

About 15,000 students studied at *Ascolot* in 2009-2010. New courses in a variety of fields were launched this year. One such flagship course was "Government and Strategy," which attracted 400 students. In response to students' requests, sessions were also recorded and posted on the *Ascolot* website. The number of places available for the "Pre-Premiere in the Movies" was also expanded during the past year but demand remained higher than supply despite the addition of new groups. A total of 1,836 people took the course. Study centers were opened in Rishon LeZion, Holon, Ganei Tikva and Kiryat Motzkin.

Beit Ayala: The *Beit Ayala* branch of *Ascolot* is located in the home of philanthropist Ayala Zaks-Abramov. The building remains as it was originally designed, as a residence, and the classrooms are located in the family's guest and living quarters, thus creating an intimate and leisurely atmosphere. The number of courses offered increased this year to 44 and two new series were held: a literary salon and a musical salon, which hosted prominent artists and musicians.

Hasifa – School of Communications, Television and Multimedia

Hasifa offers varied study tracks, most of which enable students to accumulate academic credits that can count toward a degree at the Open University. Two new tracks opened this year: Professional Specialization in Journalism and Radio, and Advertising and Brand Management. Both are suitable for students studying toward a BA in Communication. The School also conducted a special continuing studies course for the Ministry of Industry, Trade and Labor, at which teachers studied filming and video editing. Three exhibitions resulted:

- **Celeb Behind the Mask** exhibited masks of well-known personalities in Israeli culture and society.
- An **Urban Photography** competition was held on the *Hasifa* Facebook page, providing exposure for dozens of photographers. Hundreds of pictures were posted and the winner was selected by a panel of judges headed by photographer Alex Libek. The exhibition was later displayed in the lobby of the Tel Aviv Cinematheque.
- The traditional **Digital Happening 2010** was held at the end of the year. Graduates exhibited their creations in design, animation, documentary and feature film, etc.

Tafnit – Continuing Education for Managers

This year *Tafnit* continued to expand its activities and its accessibility. The school developed new content areas and existing courses were updated in light of market trends and professional developments in management. The school continued to offer numerous projects that expose participants to the varied study opportunities at the Open University, among them:

- **Workshops for demobilized soldiers:** The school won a tender for workshops designed for soldiers on the point of discharge from the IDF, to teach them the skills they will need as they enter the world of work and education.
- **Workshops for immigrants and for lone soldiers:** *Tafnit* offers courses on preparing for civilian life for new-immigrant soldiers and soldiers on their own, who are at the end of their military service, to help in the transition to civilian life. These annual workshops are made possible by the cooperation of the Jewish Agency, the IDF, the Gruss Fund and Operation Queen Esther. Over 1,500 soldiers attended.

- **Mekorot (Israel National Water Company) Managers Course:** The course enriches the academic and practical knowledge of managers in technical and administrative departments. As part of *Mekorot's* managerial development process, the course is considered important by the company's management.
- **Jewish Agency Directors Course:** The course is designed to provide theoretical and practical knowhow for directors. Some 50 employees in directorial positions (or potential directors), from different branches of the Jewish Agency, participated.
- **Project Management:** This is a developing field at *Tafnit*, in growing demand by both government and commercial organizations.
- **Accompaniment of Building a Service Agreement at Netanya Municipality:** *Tafnit* has been accompanying this process for the past year and is currently drafting the agreement in conjunction with a professional team.

Tafnitech – School of Computers

Tafnitech views the employee as central to the performance of the organization. *Tafnitech* training enables even individuals with no prior background in computers to enter the world of technology, and provides a simple means to remain up-to-date for those who wish to keep up with new and future technologies. With funding from the Ministry of Industry, Trade and Labor, courses were held throughout Israel during the year to retrain unemployed high-tech personnel in the skills needed for the software and media work market. A unique program that trains ultra-Orthodox *Kolel* graduates in computer software is continuing. The program, soon scheduled for completion, prepares the students for integration in industry.

Diploma – Certificate Studies

Diploma offers study tracks for professional training and for preparing students for licensing examinations in a variety of areas: tourism, finance, graphic design and real estate. This year the school continued its activities in the

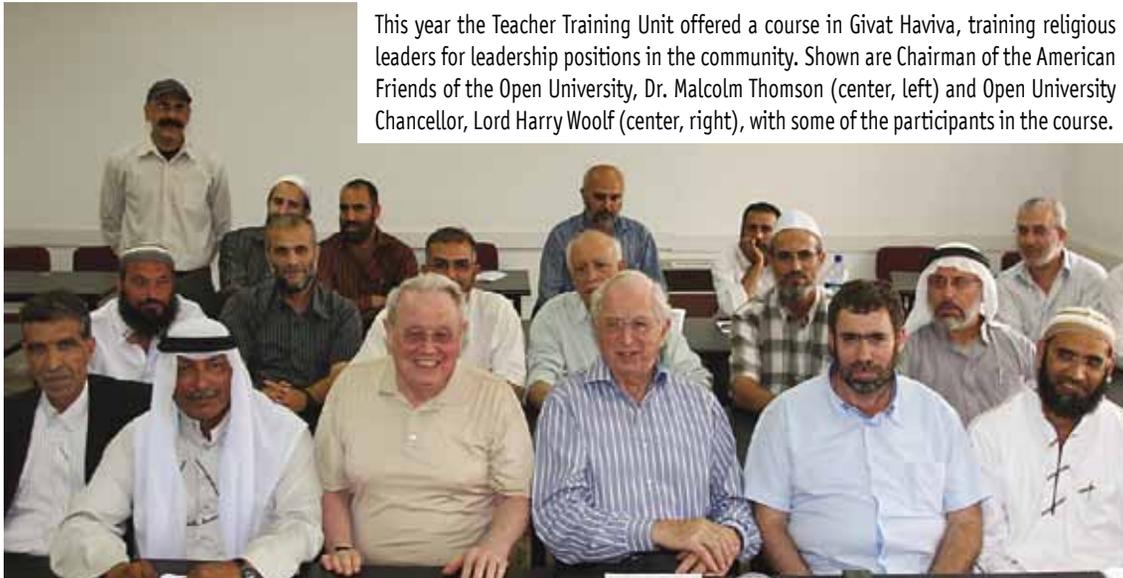
ultra-Orthodox community at the Beit Rivka Haredi College in Kfar Habad and in Bnei Brak, via the local Municipality's Welfare Department.

DiAlog - School of Languages

DiAlog offers a variety of courses to the general public and business organizations. The number of instruction hours in courses in English and Arabic increased this year. Students in language courses include discharged outstanding soldiers, who finance their studies with vouchers provided by the IDF. This year again the school won tenders issued by the Ministry of Foreign Affairs and the Prime Minister's Office for teaching the spoken language and culture of the destination country to family members of emissaries prior to their departure. The school also prepares their children for the study method applied in the American schools throughout the world. *DiAlog* also won an IDF tender for discharged soldiers and those serving in the regular army and is currently the IDF's sole supplier of courses in English and other languages.

Meirav - School for Training Complementary Medicine Professionals

Meirav, in collaboration with "Maccabi Natural," expanded its activities this year in the Haredi sector as well as in study tracks that included courses granting academic credits. Second year students were involved in extensive volunteer activities during the year and treated children from various non-profit organizations, schools and institutions, including *Elem* for at-risk youth, the Abarbanel Psychiatric Hospital, and *Kfar Ofarim* (an institution for autistic children). Second year Reflexology graduates are participating in a study conducted by Maccabi Healthcare Services aimed to examine the effects of reflexology on balance in diabetic patients. Students also treated Haredi women, mothers of special needs children (in collaboration with Bnei Brak Municipality) and children with learning disabilities at Kfar Hayarok and at a junior high school in Ramat Hasharon.



This year the Teacher Training Unit offered a course in Givat Haviva, training religious leaders for leadership positions in the community. Shown are Chairman of the American Friends of the Open University, Dr. Malcolm Thomson (center, left) and Open University Chancellor, Lord Harry Woolf (center, right), with some of the participants in the course.

The School of Technology

The Open University's School of Technology trains practical engineers and technicians in electronics, electricity, software, and industrial management.

Development and updating courses

Translation and editing of the 5th edition of *Microelectronic Circuits*, by Sedra and Smith, is almost complete. The new book will replace outdated learning materials in two key courses in the Practical Electronics Engineers track.

Development of study materials for *Malam* projects (The Amos de-Shalit Israeli Science Education Teaching Center): The School of Technology (together with CET, the Center for Educational Technology) completed preparation of a

textbook and study guide for a "Digital Systems" project designed for high schools. In addition, most of the study materials for four other projects being developed were completed, including two versions (for Java and C#) of a Hebrew language textbook, *Software in an Internet Environment*, which is also due to be published in Arabic.

Continued training of Israel Electric Corporation employees

The second and third groups of IEC workers studying toward Electrical Engineering Technician certification at the School of Technology are nearing the end of their course. The second group of about 35 students will complete their qualification at the end of 2010.

Enrollment Data (Students)

| Program | 2007-2008 | 2008-2009 | 2009-2010 |
|--|--------------|--------------|--------------|
| Technician/Practical Engineer program (including the integrated program) | 1,348 | 1,456 | 1,567 |
| Continuing education for teachers and vocational courses | 214 | 326 | 153 |
| Total | 1,562 | 1,782 | 1,720 |

Graduates

| Area | 2007-2008 | 2008-2009 | 2009-2010 |
|--|------------|------------|------------|
| Technician / Practical engineer | 46 | 57 | 62 |
| Students from other colleges who completed their studies at the School of Technology | 22 | 18 | 19 |
| Technology teachers and graduates of vocational training programs | 214 | 326 | 153 |
| Total | 282 | 401 | 234 |

The In-Service Teacher Training Unit

In the 2009-2010 academic year, the In-Service Teacher Training Unit held the same courses and advanced training programs for the education system as in previous years. This year also saw new advanced training programs resulting from new tenders and from processes of change and new initiatives in the education system.

Through its activities, the In-Service Teacher Training Unit realizes one of the main goals of the Open University – to enable the teaching community in Israel to enhance its educational and professional level. This year as well, the Unit's activities focused on two areas in line with this goal: conducting unique projects for the Ministry of Education and offering continuing education programs, courses and symposia to the educational system. The OUI differs from other universities in its ability to offer continuing education activities throughout the country and to meet the needs of the education field, both in central Israel and in the periphery, using advanced technological tools.

New projects

Development of a training course for school principals: The unit won a tender to develop a wide-ranging specialist course to train principals for Israeli schools. Over the past year, a uniquely integrative program was constructed, which includes teleprocessing. The program is due to be launched in the coming academic year.

Operation of a training center for teachers working with students with learning disabilities: With the cooperation of and authorization from the Ministry of Education and Culture, the Unit offered courses for training didactic diagnostic specialists.

- Training program for teaching personnel and didactic diagnostic specialists employed in the education system
- Training course for remedial teachers: a two-year course of 180 hours, including practical experience

Some 45 teachers attended three courses in the past year, studying for certification as qualified school diagnosticians. This marked the end of the three-year training program.

The OUI's integration into the "New Horizons" reform: "New Horizons," initiated by the Ministry of Education and Culture, focuses on creating an opportunity for meaningful change in the education system (improving students' grades; helping both students who excel and those who struggle; fair pay for teachers; enhancing the status of teachers in society; and ensuring quality time for every student). Teachers engaged in the "New Horizons" program are committed to professional learning and development on a regular basis. This year, the Unit held in-service professional advancement courses for teachers in the program. There were also professional development courses for teacher trainers, pedagogical coordinators, deputy school principals, and pedagogical courses on in-school evaluation, teaching and learning methods, and others.

Beit Daniel

In keeping with *Beit Daniel* tradition, several musical events were held there this year, as well as musical weekends open to the general public. Other activities included workshops, conferences, courses, meetings and seminars. Among the attending organizations were high-tech, industrial, commercial and financial companies, local authority bodies and academic institutions.

A newly installed computer system enabled core processes to be conducted on site, including customer management, events schedules, customer contacts, final lists of quantities and allocation of staff for events.

Lange Estate restoration

Work on one of the buildings on the Lange Estate, the Carriage House, began this year, with the ultimate goal of preparing three spaces for activities. The work – executed by the Society for Preservation of Israel Heritage Sites in conjunction with the Open University – is due for completion in the months ahead. Further land and environmental development is needed before activities in the new building can be launched. Use of this site will provide a welcome solution to the limited space available today at *Beit Daniel*.