

Extra-Academic Studies

The Open University has three branches of extra-academic study: the School of Technology, the Unit for the Professional Advancement of Educators, and External Studies (*Ma'aleh*).

School of Technology

The Open University's School of Technology, directed by Israel Zilberstein, trains practical engineers and technicians in electronics, electricity, software, and industrial management. The School also operates a preparatory technological program and practical engineering training in a format uniquely adapted for the ultra-Orthodox community.

- In the 2012-2013 academic year, 202 ultra-Orthodox students studied at the School of Technology; of these, 119 took the preparatory courses in Technology and Mechanical Engineering and 83 studied first-or second-year Mechanical Engineering in the Electrical Engineering, Software Engineering and Industry and Management tracks.
- Training courses continued for Israel Electric Corporation employees towards certification as Electrical Engineering Technicians. The semester began with 36 company employees participating. The course will conclude in the 2013-2014 academic year.
- A group of 13 Defense Ministry employees completed studies towards a degree in Industry and Management, in a concentrated one-year course.

In February 2013 the Executive Committee decided to discontinue enrollment of new students in the School of Technology.

Enrollment data (number of students)

Program	2010-2011	2011-2012	2012-2013
Technician/Practical Engineer program (including the integrated program)	1,481	1,761	1,722
Continuing education for teachers and vocational courses	90	140	61
Total	1,571	1,901	1,783

Graduates

Area	2010-2011	2011-2012	2012-2013
Technician/Practical Engineer	65	68	54
Students from other colleges who completed their studies at the School of Technology	20	19	20
Technology teachers and vocational training	90	141	61
Total	175	228	135

Unit for the Professional Advancement of Educators

This unit offers professional development for teachers and other education professionals, spearheading educational and technological innovations, both from the pedagogical perspective of the teaching-learning-evaluation process, and for subject-specific issues, using the University's existing academic infrastructure. During 2012-2013, the Unit extended its activities by joining the drive for professional advancement in the reform process which is currently ongoing in the general education system.

Training program for school principals: The three previous intakes of this program were highly successful, and in 2012-2013 the Unit for the Professional Advancement of Educators was one of eight academic institutions to win an *Avney Rosh* tender to train school principals in the state education system. The program was developed by the Open University to cover the different roles of a school principal, with an emphasis on the latest skills needed. The training includes online sessions and practicum in a school setting, with close follow-up. During 2012-2013, the two groups in the program comprised 51 participants. A new group of 25 participants opened in July 2013.

Professional advancement for senior educators: In 2012-2013 the Unit organized thirty groups around the country, offering professional advancement for senior educators under the New Horizons reform program, including 700 teachers in senior positions. By integrating distance learning technologies, the program encourages both independent and group study.

National Teleprocessing Program: In the past year, 28 groups of senior office holders underwent training, including 450 vice-principals, cluster coordinators and teleprocessing coordinators from all sectors (Jewish, Arab, Druze and Bedouin). Training focused on organizational, technological, and pedagogical aspects of implementation, and provided tools for the informed assimilation of computerized processes and the integration of technology into school and study environments.

Advanced Course for Muslim Clerics: For the past nine years the Unit, in cooperation with the Ministry of the Interior's Ethnic Department, has held religious and educational leadership advancement courses and programs designed specifically for Muslim clerics (imams). In 2012-2013, approximately 25 imams participated in a 300-hour advanced religious leadership course under the academic directorship of Prof. Mustafa Kabha.

Discipline-Specific Professional Advancement and Seminars: The Unit organizes inservice courses and seminars for teachers in different fields, on topics such as science and technology in society; social science; history; oral law; computer science; and media. The seminars were attended by Minister of Education, Rabbi Shay Piron, and Chairperson of the Ministry's Pedagogical Secretariat, Prof. Ofra Meisels. Approximately 1,000 educators took part in the seminars and inservice courses.

Projects, Activities, and Special Courses: Professional development for learning specialists and for the staff of ELA diagnostic specialists continued, with 350 professionals taking part in the program. Other courses included: a training course for remedial teachers from the Jewish and Arab sectors on sabbatical (thirty participants); courses for teacher-mentors and internships for OUI graduates entering the field of education as part of a Specialization in Education project (eighty participants); four courses held for teachers and school and faculty development center staff members around the country (500 participants).

Courses dealt with issues such as higher-order thinking and modifications for students with learning differences.

Technological Science Study Program: Two hundred teachers took part in a program for mathematics teachers, to encourage and prepare students to complete the 5-point matriculation exam in math.

Upgrade of Computer Systems: The Unit's work processes were analyzed and necessary IT systems were configured for improved operation. A CRM system was introduced and a facility to record leads from browsers on the Unit's website was added. A system was developed to enable online enrollment in a number of programs and courses. Inclusion of all the Unit's relevant courses in the Opal learning environment is almost complete, and data interfaces are being built for the registration and administration of operational systems.

External Studies (*Ma'aleh*)

External Studies (*Ma'aleh*) includes seven schools: *Ascolot, Hasifa, Tafnit, Tafnitech, Diploma, DiAlog* and *Meirav*. Over 25,000 students were enrolled in *Ma'aleh* in 2012-2013. Extensive activity continued this year in peripheral areas, and cooperation with the ultra-Orthodox sector was expanded. Activity has also begun in the Arab sector, specifically in Umm al-Fahm and Haifa.

Hasifa – School of Communications, Television, and Multimedia

Hasifa offers various study tracks, some of which enable students to accumulate academic credits counting towards an academic degree; it is a partner to the Open University Center for Media Studies. New courses added this year include "Computer Games Design" and "Digital and Creative Marketing." "Phototherapy," connected to the arts, is designed for students with a therapeutic background.

Additional *Hasifa* activities included:

- **Jim-Jam** – part of an annual international event where participants are asked to design a game within 48 hours and launch it on the organization's global website.
- An **exhibition of banners** "Love Online," exhibited at Dizengoff Center.

- A **lecture series** on subjects related to new media marketing and personal branding, part of a collaboration between the OUI Media Studies Center and *Hasifa*.
- **Digital Happening 2013**, a traditional end-of-year event featuring the designs, animations, documentary films, and feature movies of graduates.

Ascolot – School of Interdisciplinary Studies

Ascolot enrollment figures in the past year rose by 7%, to a total of 20,000. *Ascolot* offers a wide range of programs. The "Government and Strategy: Intelligence and National Security" course, directed by Maj. Gen. (Ret.) Eitan Ben-Eliahu, included a debate and simulation session with Dan Meridor, Prof. Shlomo Aronson, Amos Yadlin, Dov Weisglass, Efraim Halevy, Danny Ayalon and Meir Dagan.

The "Financial Forum" course, led by economics editor Sever Plotzker, hosted Prof. Arie Arnon, Esther Levanon, Rabbi Moshe Gafni, Prof. Gabby Barnash, and Prof. Avi Ben-Bassat. The lively interest elicited by these forums resulted in the addition of the new Legal Forum, headed by Prof. Gabriela Shalev.

Prominent composer-conductor Gil Shohat taught seven different courses and hosted many artists and performers. To mark the Philharmonic Orchestra's move to its new home in Heichal HaTarbut, and to celebrate its close relationship with the University, a "Pre-Concert" course was added, in addition to a new course led by Dr. Yuval Noah Harari.

To mark the opening of annual Book Week events, "Reading Directions" was held at the Tel Aviv Museum of Art and attended by Minister of Culture and Sport, Limor Livnat. A *Tikkun Leil Shavuot* Torah study event was an OUI first, held at the University's Ra'anana campus under the auspices of Beit Avi Chai.

Beit Ayala: The *Beit Ayala* branch of *Ascolot* is located in the former home of the late philanthropist Ayala Zacks-Abramov. The original design of the building remains as a private residence, and classes are held in the family's guest and living quarters. Additional art classes were added this year in response to demand from long-time students.



Ayala Zacks-Abramov

Art patron and collector Ayala Zacks-Abramov was born in Jerusalem and studied art in the USA and Canada, where she held the position of curator of New York's Museum of Modern Art (MoMA). She was active in Zionist

affairs for many years, including a term as Chairperson of Hadassah in Toronto. She purchased the property now known as *Beit Ayala* after the establishment of the State of Israel, with the intention of using it both for residential purposes and to store her art works. It was both her home and the hub of many meetings by members of the art community. Ms. Zacks-Abramov requested that the house be preserved by the Open University as a cultural center.

The donation of *Beit Ayala* to OUI represents yet another lasting mark made by Ayala Zacks-Abramov throughout the country on museums, science and the arts. Others include a Museum of Archeology at Ayelet Hashahar; exhibition wings at both the Israel Museum and the Tel Aviv Museum of Art; a library at Jerusalem's Hebrew Union College; a Chair in Art History at the Hebrew University of Jerusalem; and a Chair in Geophysics at the Weizmann Institute of Science in Rehovot. *Beit Ayala* was pledged to the Open University in 1991 and has since served as a base for the *Ascolot* School to fulfill Ms. Zacks-Abramov's vision, through a wide selection of cultural courses and activities.

Ayala Zacks-Abramov passed away in 2011 and will be long remembered.

Tafnit – Continuing Education for Managers

Tafnit continues to grow in scope of activity and accessibility. New content areas were developed and existing courses were updated in light of market trends and developments in management. The school's projects continue to expose participants to the many and varied study opportunities offered at the Open University, including:

- **Workshops for new-immigrant and lone soldiers:** *Tafnit* offers courses on transitioning to civilian life for new immigrant soldiers and lone soldiers who are at the end of their military service. The workshops provide

essential information about the academic world and the employment market, helping soldiers to view academic studies as a vital tool for their future integration into the workforce. As in previous years, in 2012-2013 over 1,500 soldiers received training through these workshops, which are made possible by a cooperative effort of the Jewish Agency, the IDF, the Gruss Fund and Operation Queen Esther.

- **Empowerment workshops, initiatives and job-seeking:** For the third consecutive year, the school offered workshops designed for unemployed students enrolled in the Ministry of Industry, Trade and Labor training courses and for various targeted sectors of the population, such as the ultra-Orthodox, Arabs, single mothers and Ethiopian immigrants. The workshops were tailored to each group, offering personal empowerment tools and skills training to assist in navigating the job market and in developing business initiatives.

Courses for directors and senior managers:

Training Courses for Female Directors – the Jewish-Arab Center: *Tafnit* has developed a specialized course to train women in directorship positions. The course offers training in different areas of leadership, as well as general training in finance, law, and business. Social and religious issues specific to Arab women in Israel are also addressed.

Directors Course for the Association of Israelis of Central European Origin (AICEO): Through *Tafnit*, AICEO held a directors course specifically designed for Israelis of Central European background, with a focus on NGOs and non-profit organizations. The course was attended by 25 managers, some of whom are currently serving as directors. Lectures by financial, legal and managerial experts were combined with lectures by AICEO's own senior office holders.

Office of the State Comptroller: Two courses were held in each 2012-2013 intake for 28 deputy department heads from the State Comptroller's Office. The program included administrative and internal professional content pertinent to the office. Joint study with peers created a common ground for exchange of ideas and values in a uniform managerial format.

Diploma – Certificate Studies

Diploma offers study tracks for professional training and for preparing students for licensing exams in a variety of areas, including tourism, finance, graphic design and real estate. This year the school continued to provide training to the ultra-Orthodox community via the Bnei Brak municipality's Welfare Department, in a wide range of fields, including tourism, accounting, secretarial studies, and software. The school also developed a new track in purchasing, logistics and international commerce.

The Center for Interior Design Studies expanded and upgraded its courses. It is now possible to add modules outside of the full program. Subjects include interior design and planning, furniture design, lighting design, SketchUp (3D modeling software), and home styling.

DiAlog – School of Languages

DiAlog offers courses in a wide selection of languages for the general public at ten study centers around Israel. This year, thanks to cooperation with the IDF and the Teachers Federation Fund for Professional Advancement, many soldiers joined the courses. The school also offers courses to different sectors of the population and many business organizations. Collaboration with the non-profit organization *Be-Atzmi* and Jerusalem's ultra-Orthodox College allowed forty English courses to be offered to the ultra-Orthodox community. Hebrew courses, organized in cooperation with the Ministry of Immigrant Absorption, were available for immigrants and students from the Arab sector. Widespread activity took place in the business community, with courses offered in several commercial companies and at the Ministry of Defense. With the cooperation of IDF widows and orphans organizations, the Postal Service Pensioners Organization, the Municipality of Tel Aviv-Jaffa Pensioners Organization, the High School Teachers Organization and other bodies, English courses were offered to IDF widows and orphans. As part of the senior personnel training program, *DiAlog* is embarking on a nationwide drive to improve fluency in English, through private lessons for representatives of the Foreign Ministry and Israeli Police officers, as well as courses and workshops for senior Bank of Israel managers.

Meirav – School of Complementary Medicine

Meirav offers professional training in a wide range of complementary medical areas, as well as courses in personal enrichment and empowerment. During the year, the school continued to approach new target populations, offering enrichment and training courses to members of *Chaber Yeda*, a multi disciplinary venture that reaches 200,000 regular soldiers and IDF retirees. In addition, professional courses were offered on food additives and therapeutic plants to the Maccabi Health Fund's chain of pharmacies. Second-year *Meirav* graduates offer complementary therapies on a volunteer basis to women in *Saleet*, an organization which helps women involved with drugs and prostitution begin a new life; to women recovering from cancer, via the non-profit *Nitzanei Rishon L'Zion* organization; and to victims of terror attacks, via the One Family organization.

Computer Services

Log-On Project: It is now possible to enroll online for safe driving courses.

Call Centers: There is now an integrative activity report for *Ma'aleh* call centers and a data management portal for some service centers.

Teleprocessing: With the cooperation of *Shoham*, work processes and interfaces between operations systems and online extra-academic course websites were configured.

Beit Daniel

Beit Daniel activities during the past year included: seminars organized by several OUI departments; workshops by the Society for the Protection of Nature in Israel and policy-makers on a variety of biological issues; a poetry-writing workshop held by the Helicon Poetry Advancement Organization; a tango weekend by the Tango Baron Group; a meeting of the Palestinian-Israeli Peace Forum (an NGO affiliated with the Peace Now movement); workshops for Bank Discount employees; the annual conference of the *B'Ruach* spiritual support and training organization; a conference for employees of *La'Merchav*; the annual conference of Haifa University's School of Philosophy; a calligraphy workshop by a visiting artist from Italy;

managerial training for ATG (a web commerce group); a clinic managers' course organized by Clalit Health Fund; and music activities on behalf of Singing@Zichron folk music weekends, which is open to the public under the direction of Smadar Carmi-Giberman.

The following corporations and organizations, among others, held activities at Beit Daniel during the past year: Strauss, Intel, Elbit, Teva, Tambour, Clalit Health Fund, Even Derech, Paz, Microsoft, the Ministry of Environmental Protection, Netivey Lechet, Nice Systems, Ofek Organization-Person-Group, Tnuva, Ophir Tours, Hardoof Business Support, Israel Police Force, Pelephone Communications, the Institute for Democratic Education, ORT Israel, Marvell Technology Group, Camtek Technologies, the Israel Association of Community Centers, the Institute for Quality Leadership, Galil Engineering, Delta Galil Industries, the Ministry of Defense, Holmes Place, Osem, Arab Israel Bank, Bank Leumi L'Israel, Mizrahi Tefahot Bank, Magid Institute, Soglowek, Carmel Academic Center, John Deere Israel, Chromagen, Tnuva, Tut Communications, Tempo Dulu, and the Heschel Center for Environmental Learning and Leadership.

The Lange Estate

Restoration work on the Carriage House – one of two Lange Estate buildings – was completed, and it was opened for activity in July 2013. The Society for Preservation of Israel Heritage Sites is also carrying out preservation work on the historic family home, to prevent its threatened collapse.

