

External Studies

Professional Development

The Open University's Unit for Professional Development offers professional growth opportunities for teachers and other professionals in the education system. The unit spearheads 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 2013-2014, the Unit integrated its programs into the reforms and programs taking place within the education system at a national level. In addition to professional advancement for teaching staff, a training program for school principals took place, conducted jointly with the Avney Rosh Institute for the advancement of Israel's education system. Other programs included designated diploma study programs; a training program for professionals who work with children with learning disabilities; content management and development for e-learning; remedial teaching in the Jewish and Arab sectors; internships for teachers entering the education system; field-specific professional development; and seminars.

External Studies Center (*Ma'aleh*)

The center includes seven schools: *Ascolot*, *Hasifa*, *Tafnit*, *Tafnitech*, *Diploma*, *DiAlog* and *Meirav*. Over 26,000 students studied in *Ma'aleh* schools in 2013-2014. Widespread programs continued this year in peripheral areas, and cooperation with the ultra-Orthodox sector was expanded.

***Ascolot* – School of Interdisciplinary Studies**

Ascolot enrollment figures rose by 9%, to a total of 21,400. *Ascolot* offers a wide range of programs. The Government and Strategy: Intelligence and National Security course, taught by Maj. Gen (Ret.) Eitan Ben-Eliahu, was extended to Haifa and Jerusalem, with the support of Tali Lipkin-Shahak and Ami Ayalon. The Economic Forum course, taught by Sever Plotzker, was attended by the Minister of Finance, MK Yair Lapid and the Governor of the Bank of Israel, Dr. Karnit Flug. Courses in the arts at Beit Ayala included six different courses by composer-conductor Gil Shohat, who also hosted other prominent artists. Cooperation with the Israel Philharmonic Orchestra also continued with a pre-concert course.

***Hasifa* – School of Communications, Television and Multimedia**

Hasifa, in partnership with the OUI's Center for Media Studies, offers a variety of study tracks, some of which grant BA credits. In the past year, the school hosted *Jim Jam*, an annual international event which challenges participants to develop a game within 48 hours and publish it on the organization's global website. A series of conferences were also jointly sponsored by *Hasifa* and the Center for Media Studies, as well as end-of-year exhibitions for the computer games section of the visual arts department, and a gala evening of animated film screenings (*Animatzia*), documentaries, feature films and more. This year *Hasifa* garnered press and television coverage, thanks to the final graduation project of Esti Shoshan, who produced the film *Akara* (Barren).

***Tafnit* – Continuing Education for Managers**

The *Tafnit* program continues to expand its activities and accessibility. New content areas were added and courses were updated in light of market trends and developments in the management field. As in the past, the school offers a variety of projects that highlight the many study options available through the Open University, including workshops for new immigrants and lone soldiers, a training course for directors of programs for soldiers serving in the army and their family members who belong to the *Hever Yeda* organization, and a course for directors of programs for immigrants from Central Europe.

***Diploma* – Certificate Studies**

Diploma's licensing and diploma studies offer professional training and preparatory courses for licensing exams in a number

of areas, including tourism, finance, and graphic design. The Center for Interior Design Studies expanded and upgraded its range of programs, and it is now possible to integrate modules into the full program. Subjects include interior design and planning, furniture design, lighting design, SketchUp, 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 the country. This year, IDF soldiers joined the courses thanks to a collaboration between the IDF and the Teachers Federation Fund for Professional Advancement. *DiAlog* also offers a number of courses to various sectors of the population and business organizations. English courses for the ultra-Orthodox community in cooperation with the *Mafteach* organization included basic conversational skills. Within the business community, extensive courses were offered at a number of commercial companies and at the Ministry of Defense. For senior government representatives, English courses help improve the skills of representatives of the Foreign Ministry, PR, and media representatives. Workshops were also held 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 for personal enrichment and empowerment. The school continues to expand its activities in order to reach new target populations. Enrichment and professional training courses for members of the *Hever Yeda* organization were open to some 200,000 soldiers serving in, or finishing their regular army service. Professional courses on nutritional supplements and therapeutic plants were offered to Maccabi-Pharm. Second-year *Meirav* graduates offered complementary therapies on a volunteer basis to women in *Saleet*, an organization dedicated to helping women escape a life of drugs and prostitution; to women recuperating from cancer through the *Nitzanei Rishon L' Zion* organization; and to terror victims via OneFamily.

Beit Daniel



Throughout the year, Beit Daniel again served as the venue for conferences, seminars and workshops for Open University departments, as well as meetings with artists and poets, three musical weekends organized by Smadar Carmi Giberman, and a Friday morning OUI concert. A gala event marked the reopening of Carriage House.