

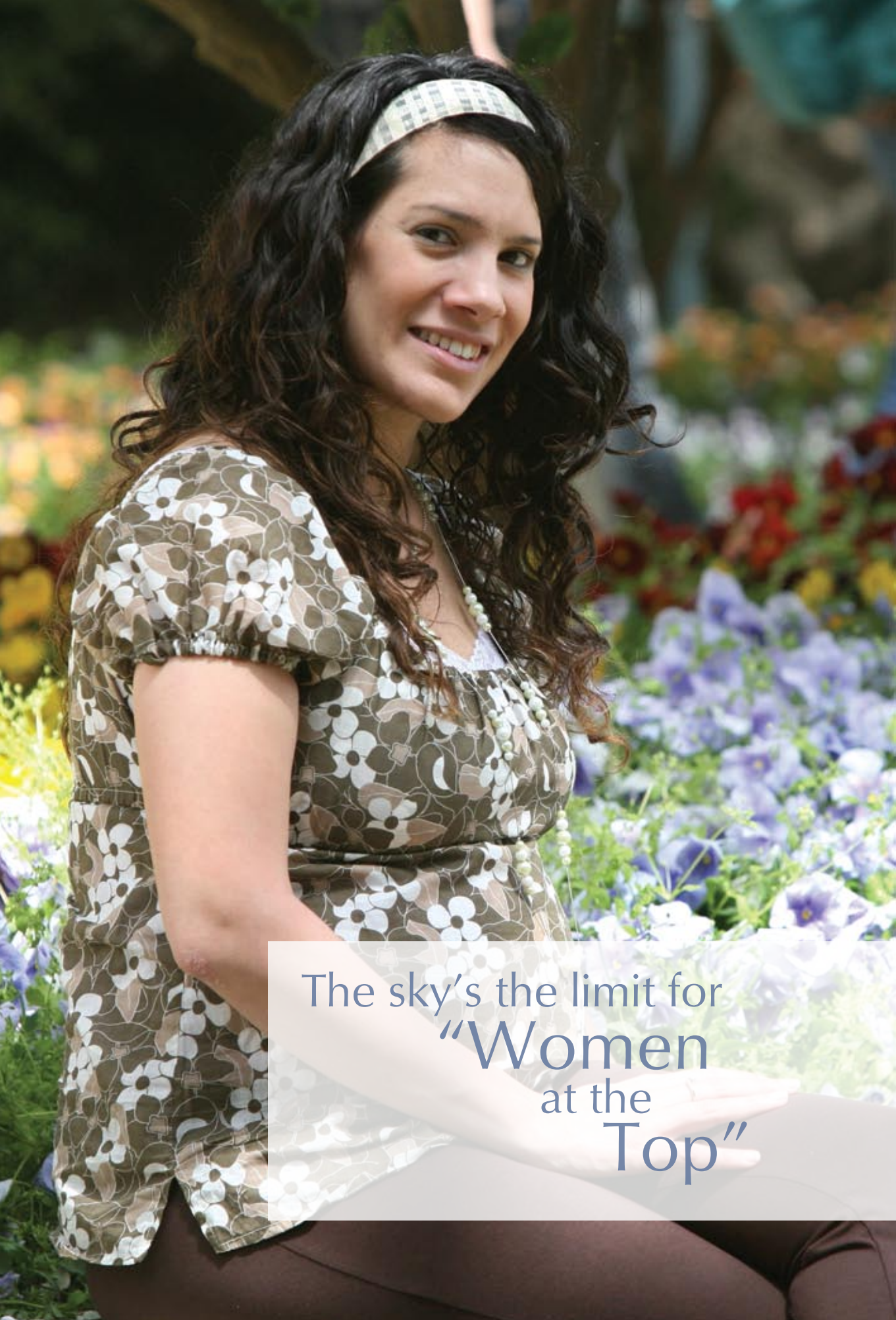
# Our Students In a League of Their Own

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Hadassah Academic College Jerusalem's record of dynamic development is powered by an overriding force – the young people for whom study and professional training in its programs mark the gateway to a promising future. Our students comprise a mosaic of diverse cultures and backgrounds, individuals from every sector and walk of life. Together, they help make the College's special atmosphere what it is.

Many students have overcome significant challenges in their life journeys. Their determination, along with the nurturing encouragement they find from Hadassah Academic College Jerusalem's faculty and staff, set the stage for success and inspiration.

Several of our students share their stories here, along with how the Hadassah Academic College Jerusalem experience has made a difference for them.



# Eynav Cohen

## Computer Science

Seven years of service in the IDF (Israel Defense Forces) as an officer commanding a military technology unit opened the doors for Eynav Cohen to her pick of higher education options. Yet the acceptance to nearby Israeli universities did not meet her standards and needs. "For someone set on a career in Computer Science, there was nothing that came close to Hadassah Academic College Jerusalem. The program here simply has a reputation that sets it apart, like a brand name. Employers know they are getting a worker who knows the field and who arrives with proven experience in work within a professional setting."

No stranger to hard work, Eynav says that the College makes no compromises in the rigorous study program. Her high academic performance qualified her to join a select group of women computer science students which provides a special sense of group cohesion and support, along with a generous tuition scholarship. "The group is called "Women at the Top," she laughs, and notes that most of her colleagues complete the program and go on to successful careers. "We leave our B.Sc. studies with the theoretical knowledge we need as well as with hands-on experience. I see many doors open to me once I graduate."

The sky's the limit for  
"Women  
at the  
Top"





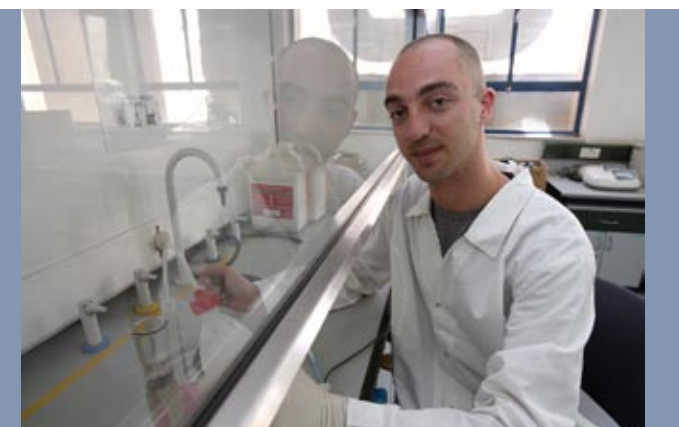
# Nissim Ohana

Biotechnology

Nissim was born in the Katamonim developments of Jerusalem into a home where, in his words, “learning was very far from the priority. There were a lot of problems in our family.” Yet his inborn determination and drive helped propel Nissim to service in an elite unit in the IDF and to improve his high school grades enough to reach Hadassah Academic College Jerusalem. “People here did everything possible to make sure that I had a chance, from helping with the applications to checking up to see how I am doing in my classes.”

The encouragement and his own hard work opened the door to the “Above and Beyond” program for outstanding students. “The classes are intensive, but I feel like I have about ten advisors! And we students pull together and help each other too.” Nissim plans to continue his studies after graduation to attain an M.Sc. and a doctorate, but credits the College’s warmth and support for launching him: “When you know there’re ten people waiting to see you in the morning with a big smile, it’s easy to get out of bed!”

People did everything  
to make sure  
I had  
a chance





# Miriam Anton

Optometry M.Sc.

Miriam exchanges a knowing glance with her teacher Ariela Gordon-Shaag and tells of how her training in the Optometry Master's degree program helped her save a patient from blindness. Miriam comes from a small village in the north of Israel and opened a store of her own in nearby Nahariya. But her passion for the profession soon prompted her to enroll in the Optometry M.Sc. program and make the weekly trips to Jerusalem. "Thanks to the range and depth of the coursework here," she says, "I was able to detect that a patient who had come in for a routine eye exam showed early symptoms of glaucoma, the insidious disease that often sneaks up on people. A quick call to Ariela confirmed that I had better refer my patient for urgent treatment. The patient called me days later in tears, thanking me for the quick intervention which saved his eyesight."

Miriam credits the program for providing students with both knowledge and sensitivity. "From day one, you feel like a person, not a number. Everyone does everything possible to give you the feeling that 'you can do this!' and they take the time to make sure that the learning really takes place."

Saving others  
through vision  
and the heart





# Yoav Friedlander

## Photographic Communications

"I've been drawn to photography since my childhood so you could say it's a lifelong fascination," Yoav reflects. "After being wounded during combat duty during my IDF service, I began to pursue it more seriously and I began studies here right after my discharge." He describes the program's thorough technical training, "We get to know the camera from the inside out," he laughs, and also speaks of the special atmosphere: "The constant exchange with teachers and other students stimulates creativity. The teachers truly care and want you to develop to your full potential. You always know there's someone to talk to."

Yoav has already won acclaim and recognition for some of his panoramic photography. With a number of significant sales to his credit and work published in "Ha'aretz" newspaper, he plans to continue his studies after graduation. A native of Maale Adumim near Jerusalem, he speaks of Jerusalem as one of his most inspiring and enthralling photographic subjects. "I just completed a photographic essay of Mea Shearim, where I spent months wandering around, exploring the lives of residents, the children and looking at the dichotomies and uniqueness of their lifestyle," he notes, adding, "This couldn't happen if Hadassah College was not right here in the center of the city, with the special connection between all of us – students, shopkeepers and people from every background you could imagine."

Capturing  
the magic  
of a city





# Aliya Outman

## Medical Laboratory Science

Aliya Outman's eyes sparkle with intensity as she describes what her studies in Medical Laboratory Sciences mean to her. "Through my studies here, I discovered my life goal. I want to understand the secrets of disease and work to uncover their cure through medical research. Here at the College, I learn the methods used in laboratories studying biology, biotechnology, immunology, virology and any relevant area." In addition to academic work, the B.Sc. at Hadassah Academic College Jerusalem includes a 320-hour internship which is recognized by the Ministry of Health. "This is a huge built-in advantage to the program," she notes, "because it will qualify me to work in any laboratory setting."

Born in the town of Tamra, in northern Israel near Haifa and Acco, Aliya said that the move to Jerusalem was smooth and credits the intimate atmosphere within the College. "The small classes encourage a lot of camaraderie between students and good relationships with the teachers. I have never experienced any racism or discrimination here. The focus is on learning and on helping one another in the process. I plan to go on to earn a Master's degree and to reaching as high as I can."

A Dream:  
to decode diseases  
and their cure





Creative  
ideas  
that touch a society

## Zhanna Nosiakov Julia Savransky Ivzan Haron Universal Industrial Design

Third-year students in Universal Industrial Design Zhanna Nosiakov, Julia Savransky and Ivzan Haron work together on their senior year project and describe it with an enthusiasm that is contagious. “The program’s final assignment is to identify a real problem in today’s world and to come up with an innovative design solution,” they explain. Their research drew them to an in-depth exploration of Japanese culture due to a unique problem which sprang from it, the phenomenon of “Hikikomori.”

Hikikomori refers to an estimated one million Japanese teens whose extreme withdrawal from society and its demands for high performance has garnered media attention. “These teens shut themselves in their rooms and simply do not emerge for any reason, for years at a time, their parents leaving food for them at the door,” Zhanna explains. Their way of dealing with the pressures is not to deal with them at all and all they do is spend time on their computers.”

Zhanna, Julia and Ivzan hit upon an idea which might reach out and appeal to the Hikikomori while also filling a solid consumer need. “There is a constant market for Japanese comics called ‘Manga.’ Our idea is to involve these teens and make use of their highly developed computer skills to work on computer animation for new Manga editions, and we have developed a prototype for a virtual studio which will link the teens to the producers and consumers.” Julia continues, “We learned through our research into animation studios that each element has a different person in charge – creating the background, images, sound, and so on. In our plan, we created a website through which a central project manager will provide guidelines to the Hikikomori, and interest potential buyers in the finished product. We see this as an initiative that can trigger greater interaction between the teens and their environment, leading to their eventual cure. The next step would be to contact the Japanese Embassy to see how to implement the project in Japan.”

Julia, who made aliya to Israel from Dushambe, Tajikistan at age 11, has created the “e-paper electronic sketchbook,” a user-friendly three-dimensional tool meant to arouse the Hikikomori’s interest. Zhanna, a native of Moscow made aliya at the age of 12, developed the project website and graphic design. Ivzan, Israeli-born and a young father, developed the special pencil-mouse, meant to serve as the teens’ instrument of their creativity.



# Dalia Landerbaum

## Communication Disorders

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Persistence is key to Dalia Landerbaum's outlook on life. A native of the small desert town of Arad, where her parents moved from Chicago when they made aliya to Israel, Dalia fell in love with Jerusalem when she first came as a high school student to study at the Rubin Academy of Music. "After the army, I knew I wanted to return to Jerusalem, and that I was interested in the medical field, but, after 18 months in the Hebrew University's School of Nursing, I saw that that was not for me. On the other hand, I became interested in communication disorders." Initially, Dalia lacked the academic credentials for acceptance to Hadassah Academic College Jerusalem, but was not deterred and enrolled in the pre-academic Mechina program. "I was committed to do anything it took to get in to the College and the program in Communications Disorders and ended up getting top grades!"

Now about to complete her B.A.; Dalia looks forward to tackling professional challenges in an area related to her love of music, voice therapy. "I discovered that I'm drawn to working with adults, both in helping them learn to use their voices in a more healthy manner as well as in helping them regain their speech following brain injuries." Dalia has also used music to help express her sense of connection with the College, offering to sing at special ceremonies and events. Her initiative eventually blossomed into what is now a College singing group, "Ha-Nevi'im," named for the street on which Hadassah Academic College Jerusalem is located. "The warmth and support I've always felt from the faculty and administrators here have meant so much to me. This is my way of contributing something in return and expressing a sense of belonging on behalf of many of us."

Helping others  
through restoring  
their "voice"



# Zvika Popper

## Environmental Health Sciences

Haifa native Zvika Popper tried his hand in a number of businesses after completing his IDF service, and even bartending in Eilat, but realized that the environment is where he wanted to make a difference. "Environmental issues were always close to my heart," he says, "but I understood that if I was serious, I needed the right background and training. Hadassah College Jerusalem is the perfect place for me, since the Environmental Health Sciences program teaches all of the basic tools. Classes are intimate and the lecturers are all people who bring on-site practice with cutting edge developments from the field. Essentially, they open the doors for us to take our next professional steps." Zvika adds, "Israel is a world power in green technology. Here in the program, we work with the best equipment, far above average for an academic institution."

A student activist, Zvika points to the positive impact that Hadassah's 2,000 students have on the city's downtown area, working to alleviate some of Jerusalem's social, economic and existential issues and to educate for greater awareness. "If we students don't care, who will? It is up to us to get involved," he notes, adding, "The College and Nava (Ben-Zvi) have been extremely open to our initiatives. She can see things long-term and has given us free rein with our projects. After all, the environment impacts all sectors of the population. It is everyone's issue."




It's up to us  
to get  
involved



# Chava Kidoushim Haredi Program

"It's all a matter of motivation," Chava Kidoushim chooses the words to emphasize her intensity and enthusiasm, "This program addresses a critical gap in our sector and contributes on two important levels." Hadassah Academic College Jerusalem's joint initiative with the Haredi Women's College launched a program which has created new opportunities for clinical practitioners while providing a vitally important public service. Chava, a young mother of five, plans to use her degree in Communication Disorders to treat communication impairments in a community whose special needs require a different kind of attention. "Someone coming from the outside simply cannot understand the cultural context within which we live. With our academic and professional training, the ultra-Orthodox (Haredi) sector will receive clinical care which 'speaks in its language,' one could say."

The program's second contribution is in the professional opportunity it has provided to Chava and women of the Haredi community. "With a program tailored for our needs, we have the opportunity to work within a profession which is dynamic, challenging and provides enormous satisfaction." She describes the program's efforts to be forthcoming to the Haredi students, for example, in adjusting their schedule for a longer Passover break in order to accommodate the immense preparation for the holiday. "As a member of the Haredi community, there is no way I could have taken part if it had been in a mixed setting." She adds, "This program has made it possible for me to realize a dream I've had since childhood. I made aliya from France with my family at the age of 10. Both of my parents are doctors and I knew I wanted to work in a field that combined aspects of medicine, psychology and working with people. I wanted a setting which will never be boring and communications disorders fits all of the above!, Without this program, my dream would have remained out of reach." Chava also stresses the determination, sacrifice and hard work that earning this degree demands. "With five small children, I have to invest everything I've got and infinite motivation. But I love this program and there is no place I would rather be."




Realizing  
a dream  
that would have  
remained beyond reach

# Daniel Rabinovich

## Biotechnology

"I did not start out planning for a career in biotechnology," Daniel Rabinovich admits, "in fact, my background is in music." Following his IDF service, where he was among the very few accepted each year into the army's music and performance corps, Daniel realized that music did not hold great long-term professional prospects. Pondering the next step, he realized that he always liked science and preferred Jerusalem and its climate over his native Rishon LeZion. "That is how I got to Hadassah Academic College Jerusalem, but the truth is, I like biotechnology more than I could have imagined."

While describing the academic program as very demanding and intense, Daniel brings a philosophical outlook to the subject. "Biotechnology is like learning the engineering of life itself. One can see how phenomena within our own bodies repeat in other contexts. There is a certain logic that flows through nature and to man-made inventions. What I've learned here and from the interaction with faculty members is something I will take with me always, a way to see the world – including how to learn about it – over a lifetime."



The engineering  
of life  
itself





# Sharon Friedman-Yaniv

## Health and Hospitality Management

"I feel very lucky to have found this program and to have found it so close to home," Sharon says, as she reflects on the path that brought her to the newly opened B.A program in Management. "I always wanted to work in the paramedical field and love my work as a dental hygienist. With twelve years of experience, I want to continue in the field and also broaden my skills in the area."

Born in the United States, Sharon made aliya with her family as a young girl and lives with her own family in the Beit Hakerem neighborhood of the city. "This is a program that is built for people like me, working people with families to support." The coursework in finances, management, marketing, public health and tourism is broad and focused on the aspect of customer service. "When I look ahead ten to fifteen years," Sharon says, "this B.A. will help me secure the next step and there is a huge need for what we are learning," and credits the supportive college atmosphere, as "so important for people like me, at this stage of our lives."

A program built  
for young  
**professionals**  
looking ahead



# Honors Program: “Above and Beyond”

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“Above and Beyond” caters to outstanding students who show strong academic talents and leadership potential. Its goal is to nurture and develop these leaders by enabling each one to achieve personal excellence and to achieve stardom in his or her chosen field.

Senior members of Israeli industry and economy provide lectures and mentoring on topics that include leadership development, entrepreneurship and striving for excellence. Students also take part in workshops and in study tours to major businesses, industrial settings and educational institutions.

Through ‘debate workshops’ serving as Above and Beyond’s learning tools and environment, students presented this year the knowledge they gained vis-à-vis volunteer organizations. The sharing of knowledge and the development of new applications, created long-term collaborations; from key roles in contests, to website masters and editors and to curators of gallery exhibits.

