

External Studies

Professional Development

The professional development unit of the OUI offers professional development opportunities for teachers and other educators, and implements processes of educational and technological innovation.

In 2020, the OUI held about 200 synchronic and asynchronous study groups. Among them were the following training programs and study groups:

- Training program for school principals in collaboration with Avnei Rosha Institute. The program combines theoretical learning with practical implementation in the school.
 - Following the 2018 amendment of the Special Education Law, new committees were set up to determine the entitlement of students to special education. In cooperation with the Special Education Division of the Ministry of Education, 170 inspectors were selected as committee chairs and underwent professional development. Two symposia were held at the beginning of the year, and learning continued on Zoom and via online assignments.
 - After winning a call for participation, the OUI launched a national training program for pedagogic coordinators. The program helps coordinators structure their tasks and develop their skills, and offers pedagogic and managerial-organizational tools.
 - A three-year training program for inclusion coordinators offers tools and skills for implementing the program in elementary and middle schools, especially for special-needs populations. This year, the first students of the program graduated. Additional groups have been launched throughout Israel for first- and second-year students. In total, about 45 classes take place countrywide.
 - Two study programs which focus on advancement of religious-educational leadership for Muslim imams were launched in collaboration with the Ministry of the Interior's Department of Religious Communities. The program is designed to empower, advance, and enrich the participants professionally and personally, and engages with topics, skills, and tools that are relevant to the work of imams.
- In Ashdod, a training program took place in collaboration with the Department of Mathematics and Computer Science and the Ashdod study center. The program enhances the mathematics certification of teachers, qualifying them to teach five-units in mathematics for matriculation.
 - The OUI won a call for participation in a program for teaching intellectually gifted students, and launched a two-year training program in Ra'anana. The program includes theories and academic principles, and the participants learn about different approaches and practical methods of nurturing the diverse and exceptional capabilities of these students.
 - In 2020, approximately 25 groups of middle-school teachers received training in teaching new curricula in psychology, sociology, and business administration.
 - The unit offered certificate studies in a variety of topics such as remedial teaching, guidance of parents of children with learning disabilities, and so forth. Courses and symposia were offered to teachers in various fields of knowledge such as Russian language, Talmudic literature, and computer sciences, in collaboration with the relevant academic departments.

External Studies Center (Ma'aleh)

Ascolot – School of Interdisciplinary Studies

Ascolot began the 2020 academic year with about 14,000 registrations for 196 series in branches throughout Israel.

A new series on health opened this year with the participation of senior Israeli physicians and researchers. A cooperation agreement was signed with Beit Lessin. The cinema club continued to expand; its participants make up about 40% of all Ascolot members.

With the outbreak of the COVID-19 pandemic at the end of the fall semester, the Ascolot study programs changed rapidly, and their content and technology were adjusted to ensure that they could proceed online. Over the lockdown months (April and May), short lectures and other programs were available free of charge to all Ascolot students. Some were also posted on social

media for the benefit of the general public. Zoom allowed the continuation of 54 annual programs until the end of 2020, and 17 additional series opened in the spring and summer semesters. In all, 71 programs were offered online, with 22,000 participants. Immediate adjustments in both content and operation were made when necessary. During the summer months, when many people were in lockdown, the new July-August-Zoom program helped expand and diversify the regular *Ascolot* audience. The program comprised three new series: Being Israeli – which targeted Hebrew-speaking audiences around the world and dealt with five aspects of the elusive meaning of being Israeli; One of Four gave the stage to four lecturers from four countries in four continents, who reviewed and interpreted the cultural situation around the world during the COVID-19 pandemic; and Contemporary Art in Corona Times took participants on virtual art tours to the large cultural centers of Berlin, London, and Paris. In all, 570 participants participated in these series.

Along with the summer activities, items of culture and knowledge were produced and posted to the public. A new publication, *Ascolot* Newsletter publishes a monthly online issue with four enlightening articles, on a common theme. The *Ascolot* Facebook profile underwent revision, and it currently offers, in addition to advertisements, cultural information related to the series and the lecturers.

Hasifa – School of Communication, Television, and Multimedia

Hasifa is a partner in the OUI center for media studies. It offers study tracks, some of which are recognized as credits towards an undergraduate degree. This year, the school offered several new courses in characterizing and designing user interfaces for sites, apps, cellphones and systems; a practical workshop in documentary creation, and a course for managers and producers of YouTube channels for marketing of commercial products and brands for organizations and content creators. To adjust the curriculum to the new restrictions and implement innovations to match the needs of industry, a new center,

E-workshops, was set up. The school offers online practical workshops on topics such as marketing writing and digital content, which is a hybrid course that will take place at home and at the OUI Kfar Hayarok campus.

Tafnit – Continuing Education for Managers

Tafnit continued to expand its activities this year. Alongside the core subjects of business administration, business consultancy, HR management, group facilitation, and information management, a new real-estate track was offered, taught by experts in the field. The track has promoted the students' business success, confirming the school's status as a leading high-quality learning institution in this field. In addition to its activities in the private sector, the school won a large and prestigious tender of the Labor and Welfare Ministry for personal development of managers and supervisors countrywide. The programs have been adjusted to the challenges faced by public sector managers, especially those of the ministry. The school also directs training courses for CEOs of municipal corporations in collaboration with the local authorities. In view of the COVID-19 crisis, the school has added online studies to its roster, and has developed short courses adjusted to the employment market, such as marketing in the digital era, HR management in a disrupted reality, etc.

Diploma – Certificate Studies

Diploma offers professional training tracks in four study centers. Some of the programs offered include interior design, event production, professional training, and tourism. The school's professional pathways prepare students for certification in each field. The Center for Interior Design, a countrywide innovative and diversified interdisciplinary program, is the school's largest division. Last year, Diploma launched a training program for private investigators, which was met with great enthusiasm by the participants. The course, which is coordinated by an expert in the field, is run in collaboration with the Israeli Chamber of Private Investigators. Members of this organization teach the practical aspects of the profession from a variety of different angles.

Dialog – School of Languages

Dialog offers numerous courses to different sectors and business organizations around the country. This year it carried out diverse programming with the public sector, including the Ministry of Agriculture, the Ministry of Justice, the Prime Minister's office, the Tax Authority, the Tel Aviv Municipality, and the HaEmek and Hillel Yaffe Medical Centers. The school runs a national training program for senior management to enhance the English language skills of Israelis who work with foreign representatives and international media. The training includes individual tutoring for senior officials and Israel Police officers, Ministry of Economy and Industry delegates and their families, and others. English and Arabic language courses were also offered to Israel Police officials. Current circumstances have necessitated that large portions of Dialog learning take place online. This has led to the development of new tools, and adjustments made to content when necessary.

Meirav – School of Complementary Medicine

Meirav has developed enrichment courses and new content in complementary medicine and personal enrichment and empowerment for the private business sector. The school offers individualized courses to meet the needs of particular organizations. Given the recent changes in daily routines, the school has given special attention to developing courses dealing with health and lifestyle. The school also offers short online enrichment courses on topics such as nutrition, medicinal plants, and Bach flowers.

Beit Daniel

In the first half of 2020, Beit Daniel carried on its usual programming with the same intensity as in previous years, hosting academic symposia, conferences, and meetings between Israeli and foreign lecturers and students; annual conferences; continuing education courses and planning sessions; and professional training programs in a variety of fields.

The OUI held many events for its academic and administrative departments at Beit Daniel. It also hosted the Text and Context workshop, sponsored by the Department of History,

Philosophy and Judaic Studies, with the participation of scholars from all Israeli universities.

Beit Daniel was the venue for workshops for managers and employees, professional conferences, training and continuing studies, social consolidation days, ODT, training of organizational coaches and advisors, and empowerment workshops hosted by public and private social, artistic, and community organizations.

The long tradition of musical events for the general public, hosted by Smadar Carmi-Giberman continued. This year's programming focused on the German composer Robert Schumann. The Helicon Poetry non-profit organization held a writing workshop for poets.

In early March, with the outbreak of the COVID-19 pandemic, pre-booked series and a large international conference were canceled or postponed. In mid-March, the programming ceased altogether, due to the restrictions and the lockdown.

In July, Beit Daniel prepared to resume its programming in accordance with the Ministry of Health directives, with adjustments according to the new requirements and restrictions. Renewal of programs that require considerable planning and organization takes time. The demand depended largely on the economic situation and the circumstances of each particular organization in terms of morbidity and finances. Some of the planned programming did take place, while others were postponed. After preparations were made to continue the activities, Beit Daniel was once again closed down in September during the second lockdown over the High Holiday period. Activities are expected to be renewed in 2021, subject to the official directives and restrictions.