

# External Studies

## Professional Development

The Unit of Professional Development assists teachers and other educators reach higher levels of educational and technological innovation. In 2021, about 4,000 educators studied online in approximately 180 synchronous and asynchronous groups. Below are some highlights of this year's programs:

- Two groups of training programs for public school principals were launched in cooperation with the Avnei Rosha Institute. Another group served East Jerusalem pre-service school principals via the Jerusalem Education Directorate. The OUI program is integrative, and combines workshops, online learning, and school practicums. Each candidate receives personal mentoring.
- A training program for residential school principals was initiated in cooperation with the Ministry of Education. The program initially took place online and continued in the youth villages. Educators were introduced to theoretical and applied methods for boarding school management, became acquainted with various youth villages, and led an initiative in boarding schools.
- The Center for Teaching Specialization ran three internship groups to train and mentor new teachers who began teaching during this challenging year. Two workshops guided new teachers in the education system, and another workshop was designed for teachers who mentor interns during their first year.
- Educators received professional development courses in the integration of programs such as sociology, psychology, business management, teleprocessing, and computer science in high schools.
- Other training programs included a professional development track for MOE supervisors, a program to help heads of committees who determine eligibility for special education programs (further to the updating of the 2018 Special Education Law), training for pedagogical coordinators in elementary and high school education, and programs for the evaluation of learning skills in the Jewish and Arab sectors.

## External Studies Center (Ma'aleh)

### Ascolot – School of Interdisciplinary Studies

In 2021, Ascolot offered its entire program online. Towards summer, after the government authorized larger gatherings, it began offering short in-person programs and cultural events.

The 2021 program included courses such as The Culture of Eastern Asia, Contemporary Art, World Museums, Secular-Humanistic Judaism, Humor and Laughter, and new digital talk-show formats on current affairs, literature, and cinema. Ascolot's flagship program, the Cinema Club, also took place online, screening new films, accompanied by discussions. In total, Ascolot offered sixty series over the year.

One significant advantage of 2021 was the larger target audience and significantly higher number of new students living in the periphery and abroad. This also, however, created a new challenge for the future: Many participants were so excited about taking part remotely that they requested that it continue to be offered in an online format.

Ascolot aimed to encourage participation by initiating larger and more culturally inspired events via Zoom and Facebook-live. A record number of over 1,200 individuals participated in each event. We also launched *Perspective*, a new monthly content magazine which was sent to all Ascolot course participants in order to foster broader discussion in various fields and topics.

### Hasifa – School of Communication, Television and Multimedia

Hasifa held most of its programs online and noted a significant increase in registration in almost all tracks and courses. Specific learning tracks even opened multiple sections per semester to accommodate the increased interest. The general nature of the school, together with its updated content and cutting-edge learning formats proved to be significant advantages in switching to online learning.

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

Tafnit adjusted to the current vicissitudes and took advantage of the opportunities this year's changed learning habits created. Alongside frontal courses in disciplines such as business administration, business counseling, HR management, group facilitation, database management, and emotional training, we offered online courses with modified content, additional technological aids, and enhanced work procedures.

Tafnit has entered into a unique collaboration with the OUI MBA program, and now offers management courses as part of the MBA curriculum, in fields such as real-estate, e-commerce and directors. The school also has a countrywide development program for managers and supervisors connected with the Ministry of Labor, Social Affairs and Social Services. The programs are modified according to the challenges managers encounter in the public sector, specifically the Ministry of Labor, and have so far proven highly successful. The school also leads training courses for municipal corporation CEOs in collaboration with local authorities. To meet the need for technological courses, Tafnit has launched a collaboration with INT College for hi-tech studies, to provide a comprehensive response for technological training and hi-tech studies. This creates another financially beneficial channel for the OUI.

Tafnit's Center for Online Studies continued its development of short courses adjusted to the job market, including Marketing in the Digital Era, and HR Management in a Disrupted Reality.

### **Diploma – Certificate Studies**

Diploma, the OUI Certificate Studies school, offers professional training tracks in diverse fields. The school offers training in interior design, event production, professional training, and tourism. Some programs prepare students for licensing examinations.

This year, Diploma underwent a few changes to adjust to current COVID-19 circumstances. While activity decreased in fields such as event production, tour guiding abroad, and

travel agent courses, it was significantly strengthened in other fields, such as interior design, private investigation, accounting, and medical secretaries. Courses were available both online and in person in different branches countrywide, and enrollment increased impressively. The school has developed new courses reflecting changing times, such as The Magical Journey to the United Arab Emirates, which was an immediate hit.

### **Dialog – School of Languages**

Dialog offers numerous language courses to business organizations in Israel, as well as to organizations in both the private and public sectors. It has offered its services to the Ministry of Agriculture, Ryan centers, Al Fanar, and others. As part of its training of senior executives, the school helps Israeli representatives improve their English skills to enhance their work with foreign entities and international media. The training includes individual tutoring for senior officials and Israel Police officers. Training courses in Hebrew and Arabic were also offered to officials in the Israel Police.

Due to COVID-19, Dialog moved much of its private and business activities online. The switch to online learning generated new methods and spurred development of online-friendly content. Demand for courses, and level of student satisfaction have both been high.

### **Meirav – School of Complementary Medicine**

Meirav has developed and offered enrichment courses and new content to the private sector. The school runs complementary medicine courses for various organizations, modifying each course to meet the needs of the group. Given recent changes, Meirav has placed greater emphasis on developing and offering courses related to health and lifestyle. The school also offers short online enrichment courses in nutrition, medicinal plants, and Bach flowers. In 2021, Meirav significantly increased the number of its courses. Enrollment in nutrition and medicinal plants courses were offered online and as part of an open-air therapeutic gardening program