

October 18, 2022

Prof. Patricia Moy, Committee Chair

Prof. Maria Len-Rios

Prof. Richard Ling

Prof. Gabriel Weimann

Committee for the Evaluation of Communication Programs in Israel

Council of Higher Education

Israel

Dear Professors,

Re: Evaluation of Kinneret Academic College Communication Program 2022

Thank you for your thorough review of our communication department and the college, and for your productive comments and recommendations.

From your review we understand that you recognize the particularities of our peripheral location, and its impact on our study program and students. As you mentioned, our students come from diverse backgrounds, including underprivileged communities of the Jewish and Arab populations in Israel, and are mostly first generation of higher education. Many of them are challenged by language difficulties (both Hebrew and English), and low preparatory level of education. At the same time, as indicated in the review, we are committed and see it as our mission to providing our students with a solid and innovative higher education and an updated study program in communication. We will continue to strive for this in the near and far future.

As requested, please see below a table indicating your key recommendations, and the steps we plan to take towards implementation.

Sincerely,

Prof. Shimon Gepstein



President

Committee Recommendation	Steps towards implementation	Time table
Essential		
1. Develop a long-term vision for the department, including focus and its position vis-à-vis collaboration with other departments.	<ul style="list-style-type: none"> We agree that there's a need to develop a long-term vision for the department and consider collaboration with other departments within the faculty. To this end, we have begun working on two levels: <ol style="list-style-type: none"> <i>The Faculty-level process:</i> <ul style="list-style-type: none"> Establishing a Division of Management: The leadership of the Faculty of Social Sciences and Humanities (Dean & Department Heads) has begun to examine directions for collaboration within the faculty in order to enhance all study programs. Specifically we are currently establishing a division of Management that will incorporate courses from the Communication department. Examining directions for double major: we are currently examining our target audience needs and preferences, looking at the options of offering a double major in: Communication & Education (with a focus on film and television production track), Communication and Tourism (with a focus on the multi-channel Marketing track). <i>Department process with senior faculty:</i> Based on the areas of specialty of our senior faculty, specifically: Public deliberation, Media & Sports, Internet & Society, we will begin a process of positioning our departmental focus. 	<p></p> <p>Aug.-Jan. 2023</p> <p>Nov. 2022-March 2023</p>
2. Broaden faculty, including diversity. Recruit core academic faculty, and establish senior faculty that align with the unit's focus. These should be in the positions of associate and full professors.	<p>In line with your recommendation, we have recently recruited Dr. Efrat Daskal as a tenure track faculty member with the academic rank of senior lecturer. Daskal is a promising scholar with an impressive research record (including five post-doc positions, and publications in high impact journals). She is expected to attain her senior lecturer position latest by June. 2023, aiming to attain associate professor by 2027.</p> <p>Enhancing current faculty: Dr. Manosevitch aiming to attain associate professor within the next 4 years. Dr. Hagay aiming to attain senior lecturer by Oct. 2025.</p>	<p>2023</p> <p>Oct. 2026</p>
3. Designated space for the department, including: faculty office space, centralized location for department facilities.	Further your recommendation, we have recently allocated office space for the department's senior faculty.	Nov. 2022

<p>4. If a new building is created, the department should be given space.</p>	<p>Generally speaking, due to the rather small size of the college, single departments are not located in designated buildings. However, we discussed the possibility to locate the offices of all the faculty members close to the TV and radio labs.</p>	
<p>Important</p>		
<p>Continue support for Arab students (peer mentoring).</p>	<p>The college shares the committee's recommendation, and is continuing to enhance the support for Arab students via the peer mentoring program. In addition, the Department of Communication has recently hired an Arab graduate student from Haifa University, to serve as a TA in several courses. Thereby we hope to increase the opportunities for our Arabic speaking students to understand not only the specific assignments of particular courses but also the overall goal of the department. In addition, the research assistant will serve as a role model for those among our students who aim at graduate studies.</p>	<p>Begins 2022-3</p>
<p>More internationalization courses such as WILLIAM</p>	<p>Kinneret college regards internationalization as a key goal. To this end several measures have been taken:</p> <ul style="list-style-type: none"> The college is undergoing a reform of the English language studies, as part of the CHE reform. As such, starting the upcoming academic year, we have incorporated elective courses that will be taught in English. 	<p>Begins 2022-3</p>
	<ul style="list-style-type: none"> An ERASMUS+ mobility agreement has recently been signed with Babes Boyaa University 	<p>Begins 2022-3</p>
	<ul style="list-style-type: none"> We will continue with the implementation of the WILLIAM course, thereby promoting interaction and collaboration between our students with international students. 	<p>Since 2021</p>