

3.11.2022

Re: International Evaluation of Communication Programs, Hadassah Academic College

We would like to thank the Committee for the Evaluation of Communication Programs in Israel for its positive feedback and pointing out the strengths of the department. We welcome the constructive comments and suggestions that were made by the committee. The Department's Teaching Committee has met and discussed the report. Please review the table below detailing our responses and the actions that have already been taken:

| Committee Recommendation | Steps toward implementation |
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| Essential | |
| <p>1. Diversity: "the Department should develop tailored outreach strategies to reach out to Arab communities"</p> | <p>The Teaching Committee agrees that we should increase in the number of Arab students in the department. We have discussed several ways to do so. We have already launched several digital campaigns in Arabic to increase the exposure of the department and increase registration. Several campaigns were initiated both by the College PR unit alongside actions taken directly by the department. We also aim to visit pre-academic studies courses in the College in order to expose the Arab students to our study curriculum and further opportunities that are suggested to alumni.</p> |
| <p>1.1. "In the meantime, faculty can invite diverse guest speakers to contribute to course content"</p> | <p>We currently have two Arab adjunct faculty members. During the present academic year, we intend to invite Arab speakers to participate as lecturers in several regular courses. Specifically, during the second semester we will have a one-day field study in one of our courses where all second-year students will meet Arab speakers of different backgrounds and visit the Arab town of Abu Gosh.</p> |

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| <p>1.3. “the College could grow its English language holdings and consider increasing resources in Arabic to accommodate easy access to this community”</p> | <p>The college library will purchase a subscription to an Arab language academic journal in the field of political science (<i>The Arab Journal of Political Science</i>) and social sciences (<i>Al-Mustaqbal Al-Arabi</i>). Additional purchases of English books have already been placed.</p> |
| <p>2. “Given the sense that students in the Excellence program and those not in the program felt quite separated, the Department should offer some shared courses for students on both tracks. At the very least, it should provide informal opportunities for all students to meet and interact in their second and third years”</p> | <p>Most of the courses in our program are shared to all the cohorts, including in the second and third year. Only 30 academic points out of the total 123 required are in fact studied separately. In between those courses, the students meet regularly and study together, such as in the methods courses. In the first year, nearly all the courses are shared and there are no tracks yet. In the second year, there are 12 courses for all the student in the cohort. In the third year, there are 7 courses for all the students in the cohort.</p> <p>In addition, there are 3 small mixed groups of both tracks (e.g., one workshop and two seminars).</p> <p>The committee also added a new job-market-oriented course in the third year that will heighten the ties between the tracks.</p> <p>Finally, we introduced a new international field-study where students from different cohorts will be able to meet and study together.</p> |
| <p>3. “With the recent implementation of teaching-based tenure, criteria for tenure and promotion should be widely circulated with all faculty”</p> | <p>Following your suggestions, the issue was raised in the Heads of Department Forum and the College has built a set of criteria for tenure. These criteria were already sent out to all the new faculty and those who are approaching tenure.</p> |
| <p>4. “To take into account the latest research and best practices, faculty should to review and update their essential and suggested readings”</p> | <p>We called on all the lecturers to make sure that their syllabi are updated including essential and suggested reading materials.</p> |

| Important | |
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| 1. "In matters related to curriculum and pedagogy, the Department should regularly review the topic mix of courses across the program" | The Teaching Committee convened and decided to update three courses in the program. The Teaching Committee will continue to review the program's courses once per semester. |
| 2. "All course leaders should use the same course template, thereby standardizing the information students receive" | A clear course template was sent to all lecturer with the instruction to standardize their syllabi accordingly, including a clearer connection between outputs and assessments. |
| Desirable | |
| 1. "To the extent possible, the Department should provide fieldwork opportunities for all students , not only those in the Excellence program" | The Teaching Committee decided to offer an international field study for students in the regular track as well. This course will already take place in the second semester of this academic year and will involve cooperation with Charles University in Prague. It will be open to students in the second and third year of study who did not participate in an international field study (i.e., not in the Excellence Program). |
| 2. "To build a feedback system for students, the Department should set up a student-faculty liaison committee with a regular meeting cycle" | The Department will invite, once per semester, each cohort's formal representative to a shared meeting with the department's chair, the academic counsel, and senior faculty. |
| 3. "Finally, related to syllabi, faculty should make the link between individual learning outcomes and the assessment tasks explicit in the course descriptions" | A clear instructed template was sent to all lecturer instructing them to standardize their syllabi accordingly, including a clearer connection between outputs and assessments. |

Sincerely,

Prof. Doron Shultziner
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