



# INTERNATIONAL EDUCATORS: THE 21<sup>ST</sup> CENTURY SOCIAL ENGINEERS

MUSINGS OF AN ACCIDENTAL UNIVERSITY EXECUTIVE

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RESEARCH UNIVERSITIES AND THEIR GLOBAL ENGAGEMENT STRATEGIES

An International Conference for Research Universities in the Mediterranean Region

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# IDC Herzliya

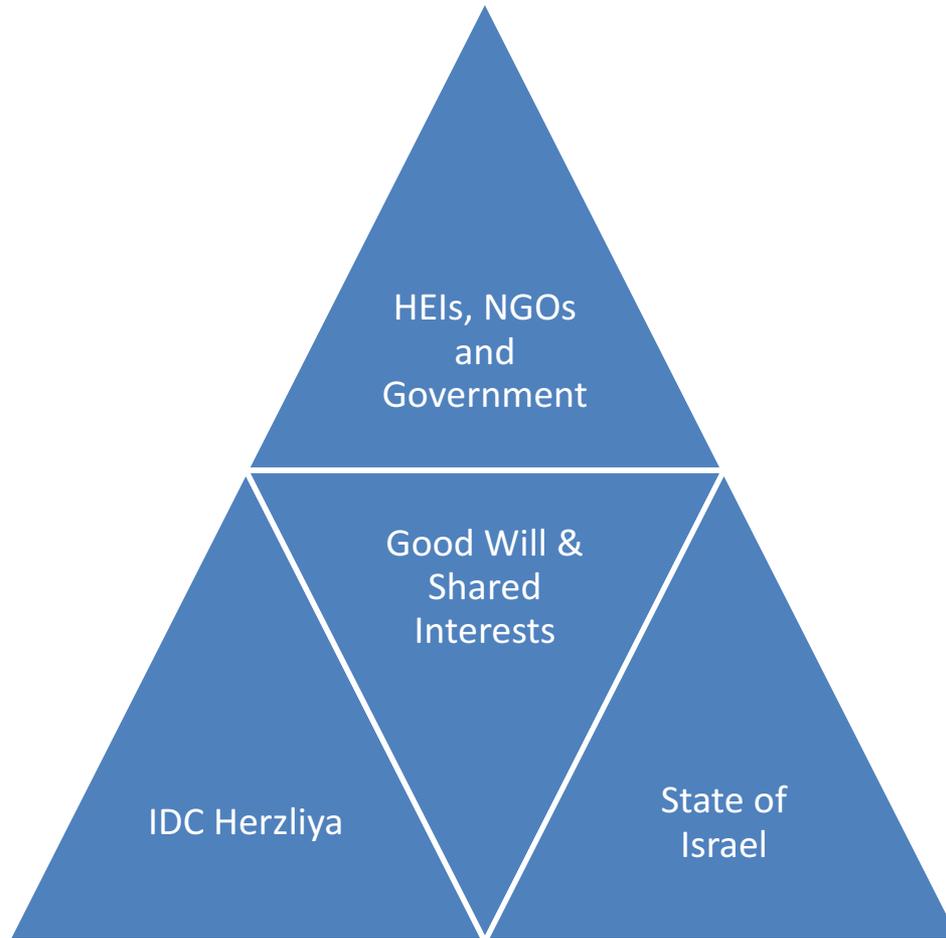
Nurturing the Future  
Leadership



# Road Map

- Introduction
- Israel and Israelis
- IDC Herzliya
  - Our story – founded in 1993 by Prof. Uriel Reichman
  - Our unique culture
  - Engagement with us
  - Our educational model
- Final Thought on IE

# A Collaboration Triangle



# GLocalization

Innovation, entrepreneurship, education, research and transformation do not occur in a vacuum. Rare are the truly solo avant-gardists. It takes a team.

It often times takes a community.

Today – this community is global and local at once– glocal!



# Northern Cyprus - the World - Israel

- We here today share a respect for education, history, science, engineering, medicine, production, culture, diversity, family, hard work and leadership.
- With a shared sense of purpose and integrity, under the stewardship of our friends here, we can create something new, delivering change; something transformational - for our institutions, countries and beyond.
- See [www.idc.ac.il/global](http://www.idc.ac.il/global)
- See [www.silice.eu](http://www.silice.eu)
- See [www.teachex.eu](http://www.teachex.eu)



# Israel & Israelis

- Israel the land
  - Old and new
  - Traditional and innovative
  - In state of conflict but safe
  - Uncertainty but strong economy
  - Immigrant society but unique culture emerging
  - Etc...
- Israel the people
  - Characteristics - (some) as double-edged sword
    - **Chutzpah**
    - Independence at young age
    - Problem-solvers
    - Rule-benders
    - Education
    - Small country for maximum networking - Zero degrees of separation
    - Thinking out of the box; critical thinking
    - The army; unit 8200
    - Etc...



# Israel & Israelis

In Israel from an early age youth are taught to be **independent** and **responsible**, yet **team** players. The youth movement and army are incubators for this life skill. The **flat** family nature of the Jewish/Israeli people coupled with the small country **size** have also been key for the near instant national **networking**. There are virtually zero degrees of separation in Israel.

# IDC Herzliya

At IDC Herzliya – established by Prof. Uriel Reichman - we build on these characteristics and more and develop programs for leadership, entrepreneurship, education, academic distinction and research excellence.

**We nurture the spirit of responsible citizenry, free enterprise and a drive for transformational societal change.**



# IDC Culture

- We do things differently
  - No faculty club
  - No fancy administration building
  - No reserved parking spots
  - Saying “no”, though, is not in our vocabulary. Yes\*We\*Can.
  - Shared commitment to the people (and institution). We Try Harder. We are a team. We are partners. Shared passion about what we do
  - Leading by example – from the president down; being a mensch
  - Open-door policy
- We nurture an aesthetically pleasing, manicured, culturally-rich, artistic, clean and green campus
- We have our own vibe / scent / smell; it is entrepreneurship, innovation, change, and movement

# LEADING CHANGE



## Vision

A world-class interdisciplinary university that serves Israeli society



## Social Institution

Not an "ivory tower" –  
An institution rooted in  
and connected to society



## Independent Institution

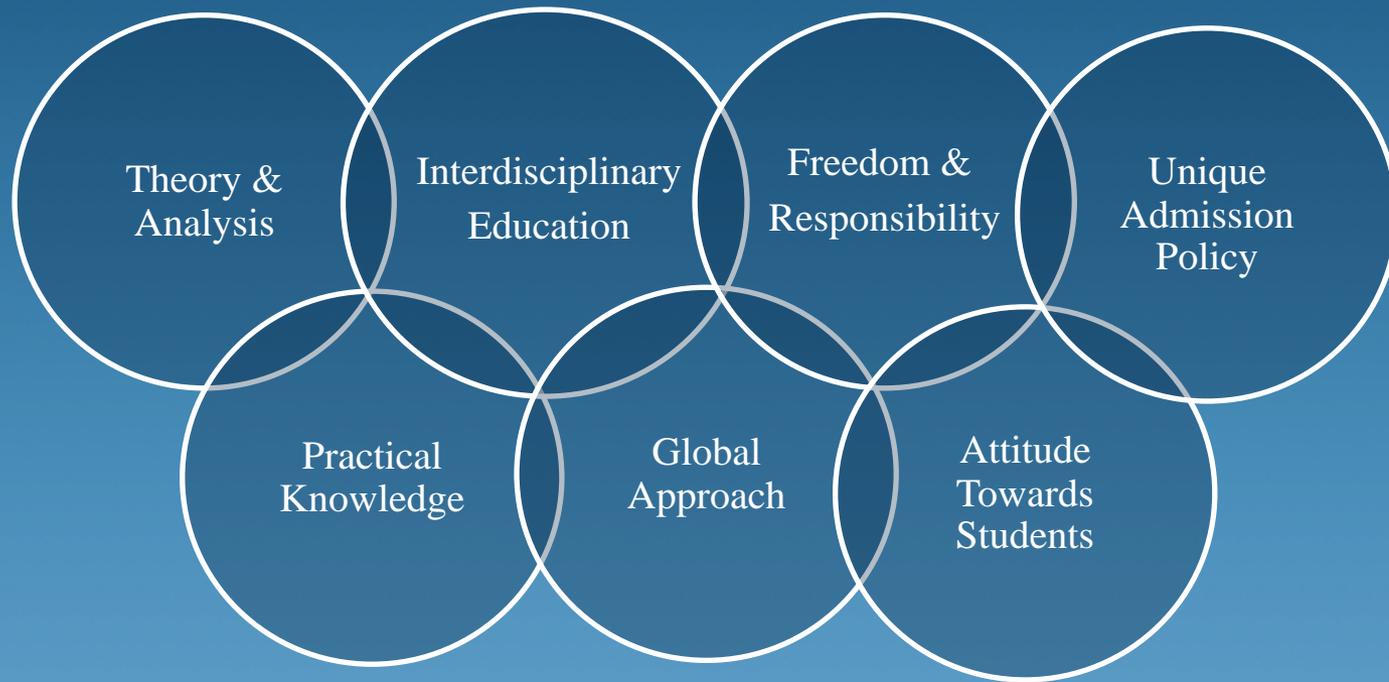
A non-profit organization  
that is not funded by  
public or state funds



## The Importance of Academic Research

- Academic research is the key to advancing man and society
- The level of the lecturers' research affects teaching creativity and progress

# EDUCATIONAL INNOVATIONS



# Leadership & Entrepreneurship

- **Zell Program** – Business Entrepreneurship
- **IDC Beyond** – 21<sup>st</sup>-Century Venture Creation
- **Rabin Leadership Program**- Public and Social Entrepreneurship
- **Media Innovation Lab** - New Digital Media, Communication and Robotics
- **Argov Fellows Program** in Leadership and Diplomacy
- **The Entrepreneurship Club**
- **Public Diplomacy**
- **IMPACT for Social Entrepreneurship**

# LEADERSHIP & ENTREPRENEURSHIP

Zell Program  
Business  
Entrepreneurship

Rabin Leadership  
Program  
Public and Social  
Entrepreneurship

Media Innovation Lab  
New Digital Media,  
Communication and Robotics

Argov Fellows Program  
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The Entrepreneurship  
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Public Diplomacy

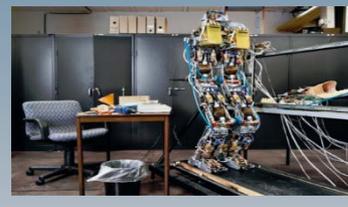
# FUTURE ACADEMY & the CHALLENGES of the 21<sup>st</sup> CENTURY

Preparing for new disciplines  
Introducing technology and biomedicine to social sciences



# THE NEW INTERDISCIPLINARY APPROACH

Radzyner Law School



# THE NEW INTERDISCIPLINARY APPROACH

Arison School of Business

- ☆ **Marketing and Customer Management** – Personalization of products and campaigns to recruit, develop and retain customers
- ☆ **Banking and Finance Industry** – Utilization of innovative forecasting and optimization systems (fintech)
- ☆ **Operation, Production and Supply-Chain Management** – Utilization of a system based on artificial intelligence and IoT
- ☆ **Legal Arena** – Ability to analyze and process texts automatically facilitates finding evidence in documents automatically



# THE NEW INTERDISCIPLINARY APPROACH

Efi Arazi School of Computer Science

☆ **Cryptographic Theory and Secure Computation**

**The FACT center** brings together researchers from across the spectrum of cryptographic theory, aiming to reduce the gap between the theoretical foundations and practical applications of cryptography.

☆ **Communication Networks**

**The DEEPNESS Lab** designs new algorithms and schemes for Deep packet inspection (DPI) in a way that that copes with today's network demands.

☆ **Graphics and Vision**

Image processing, Computer vision, Geometric modeling, 3D modeling & Fabrication

☆ **Computational Biology**

Developing and efficiently applying computational data analysis methods to address challenges presented by modern molecular biology.



A background image showing a group of students on a balcony. A woman in a maroon top is leaning on a railing, talking to a man in a plaid shirt. Other students are visible in the background. The image is overlaid with a dark blue gradient.

# THE NEW INTERDISCIPLINARY APPROACH

Lauder School of Government, Diplomacy & Strategy

## **Terrorism and Cyber Threats**

- Red Alert
- TRIVALENT Project
- MA Specialization in Counter Terrorism

## **Global Crisis Management**

- Immigration Legal Dilemmas - The first research to examine the culture rights

## **Diplomacy in the 21<sup>st</sup> Century**

- The Abba Eban Chair of International Diplomacy
- **Act.il** - engage in pro-Israel network in an attempt to optimize content creation for target audiences
- Decision Making Program



# THE NEW INTERDISCIPLINARY APPROACH

Sammy Ofer School of Communications

- **Media Innovation Lab (miLAB)**
- **Advanced Virtuality Lab (AVL)**
- **Drones** - Collaboration with the School of Computer Science
- **Human Computer Interaction (HCI) Research**
- **Robotics** – Researching the influence of robotics and AI on journalism and media



# THE NEW INTERDISCIPLINARY APPROACH

## Baruch Ivcher School of Psychology

- **“Maytiv” Center for Research and Practice in Positive Psychology**  
Works to promote the emotional wellbeing and optimal functioning of people, based on academic knowledge and tools developed through research
- **“Muda” Institute for Mindfulness, Science and Society**  
Deals with research and its application to improve mental-training techniques, such as regulating emotions, mindfulness and concentration, tolerance, compassion and empathy as well as promoting change at the personal and societal level



# THE NEW INTERDISCIPLINARY APPROACH

## Baruch Ivcher School of Psychology

- **“TVUNA Center” – Quality of Life Throughout Life**  
Deals with research and development of applications to improve the quality of life of mature adults (aged 60-plus) and sharing knowledge related to the health of the mind and body with the community
- **Lab to Research the Developing Social Mind**  
Utilizes advanced, varied research techniques to investigate the development of human relationships alongside the development of severe mental disorders

The background of the slide is a dark blue gradient. On the left side, there are three vertical panels of images: the top panel shows a group of people sitting on yellow sofas in a bright, modern lounge area; the middle panel shows several people working at computers in a computer lab; the bottom panel shows a woman with long hair standing in a library, reaching for a book on a high shelf.

# THE NEW INTERDISCIPLINARY APPROACH

Tiomkin School of Economics

- **Data-Tech studies**  
Big Data, FinTech
- **Policy Papers Writing Workshop**



# THE NEW INTERDISCIPLINARY APPROACH

IDC  
HERZLIYA

School of Sustainability

Founded by Israel Corp., ICL & ORL

- Entrepreneurship in the areas of sustainability and clean-tech
- Urbanization cluster
- The nature and scope of transatlantic relations





# THE NEW INTERDISCIPLINARY APPROACH

Adelson School of Entrepreneurship

- **Double Major in Entrepreneurship and Business Administration**
  - **Double Major in Entrepreneurship and Computer Science**
  - **CO-OP** - Startup Experience Course
  - **UpStart** - A Minor in Entrepreneurial Management
  - **Bank Leumi Project for Innovation**
  - **International Programs with leading Universities:** PRINCETON, DARMSTADT & NUS
- 

# ENTREPRENEURSHIP & TECHNOLOGY

miLAB

HCI: Human Computer  
Interaction

ADELSON SCHOOL OF  
ENTREPRENEURSHIP

Zell  
Entrepreneurship  
Program

Robotics  
3D Printing  
IoT  
Drones

Artificial  
Intelligence  
Technological  
innovation

IDCBeyond  
Moving civilization  
forward

# IDC Foundational Pillars

- FEAR: Face Everything and Rise (source unknown)
- FAIL: First Attempt in Learning (source unknown)



# Engagement

- Developing **relationships** built on:
  - Mutual respect; based on multicultural appreciation
  - Common academic interests for the cross-fertilization of ideas
  - Diversity leading to growth, not only economical
  - Israel advocacy to adjust perception:reality – shared by us; soft diplomacy – we and our students are ambassadors



# GLOBAL APPROACH

- ☆ The first university in Israel to offer full academic programs in English
- ☆ 30% of IDC students come from 86 countries
- ☆ Students exchange programs with over 90 universities worldwide
- ☆ Global collaborations with leading universities worldwide, including U. Penn (Wharton), Princeton, Washington U., Syracuse U., University of Mumbai, University of Delhi, Jawaharlal Nehru University, Tata Institute for Social Science, Peking University, Tsinghua, Shanghai Jiao Tong, China Foreign Affairs University



# GLOBAL APPROACH

From the Israeli Council for Higher Education report:

- “IDC is the most international university in Israel.”
- “35% of the international students in Israel are studying at IDC Herzliya for a full academic degree”

**The relative distribution of international students in Israel:**

	Percent of Total	Academic Experience	Full Degree Program	Jewish Students	Additional Students
<b>IDC Herzliya</b>	16%	5%	<b>35%</b>	<b>28%</b>	2%
<b>Hebrew University</b>	25%	33%	17%	18%	33%
<b>Weizmann Institute</b>	4%	0%	0%	2%	6%
<b>Tel Aviv University</b>	21%	25%	22%	25%	17%
<b>Technion</b>	11%	12%	7%	3%	20%
<b>Bar Ilan University</b>	8%	3%	12%	12%	3%
<b>Ben-Gurion University</b>	7%	7%	3%	5%	9%
<b>University of Haifa</b>	8%	15%	3%	7%	9%

\* From the report, “Internationality in Higher Education,” Israeli Council for Higher Education, 2016

# IDC Herzliya

- Possible **fields of joint inquiry** and action:
  - Entrepreneurship, innovation, business, economics, decision-making
  - Sustainable development, urbanization, water
  - Security and Governance
  - Emerging technologies
  - Health and the Aging Population
  - Leadership Training

# IDC Herzliya

- The **tools** of the trade:
  - Mobility
  - Dual programming
  - Joint projects
  - Executive and continuing education
  - Capacity building measures
  - Volunteering – service oriented
  - Internships
  - Competitions

learning by  
doing



team  
dynamics

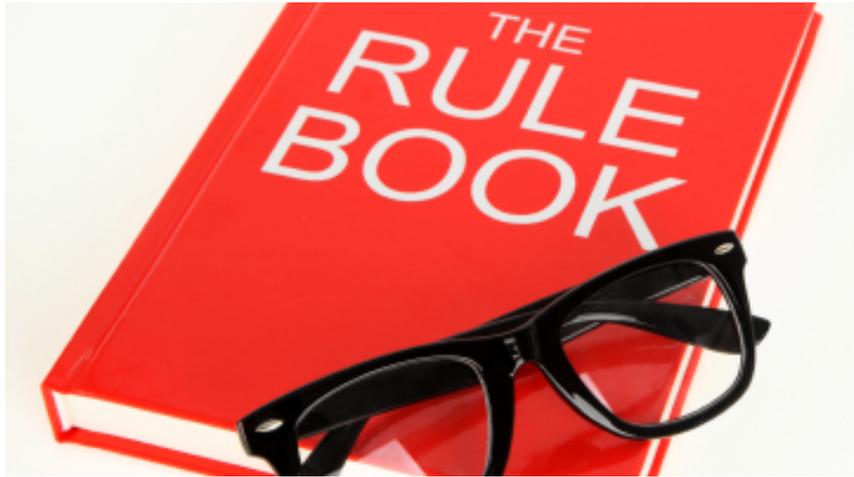




getting  
dirty



soft skills



hard rules

leap of faith



life changing  
experience

# A Final thought

- What is the job of International Educators?
  - In an era of Volatility, Unpredictability, Complexity, and Ambiguity (Friedman & Mandelbaum)



# Social Engineers

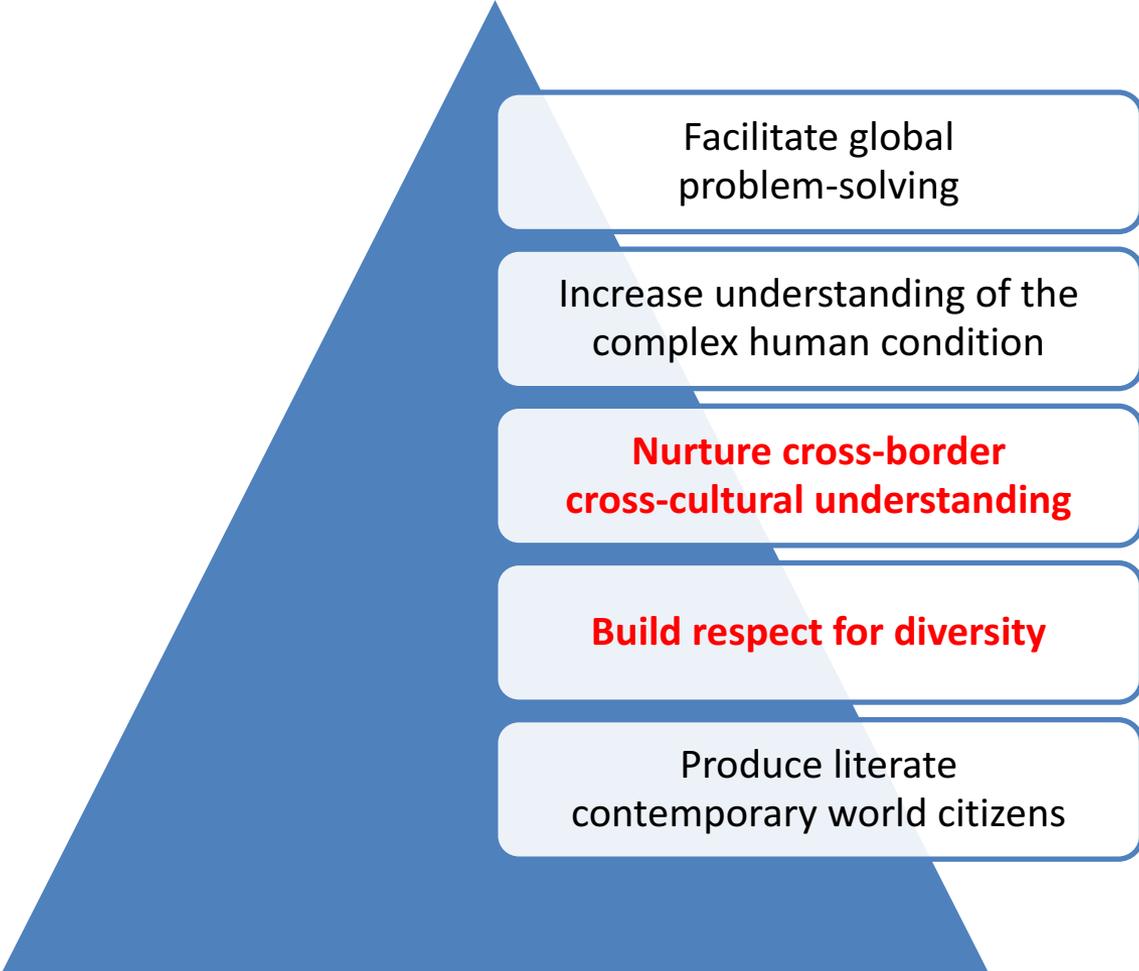
- International educators are the 21<sup>st</sup> Century Social Engineers; the ultimate Social Entrepreneurs
- Building sustainable bridges that bond people; spanning minds
  - This starts at home, inter-institutionally
    - Only then can one bridge people, institutions, borders, and cultures

# Dignity of Difference

(Rabbi Lord Jonathan Saks)

We must be “enlarged by difference; not threatened by it”!

# Why is this important?



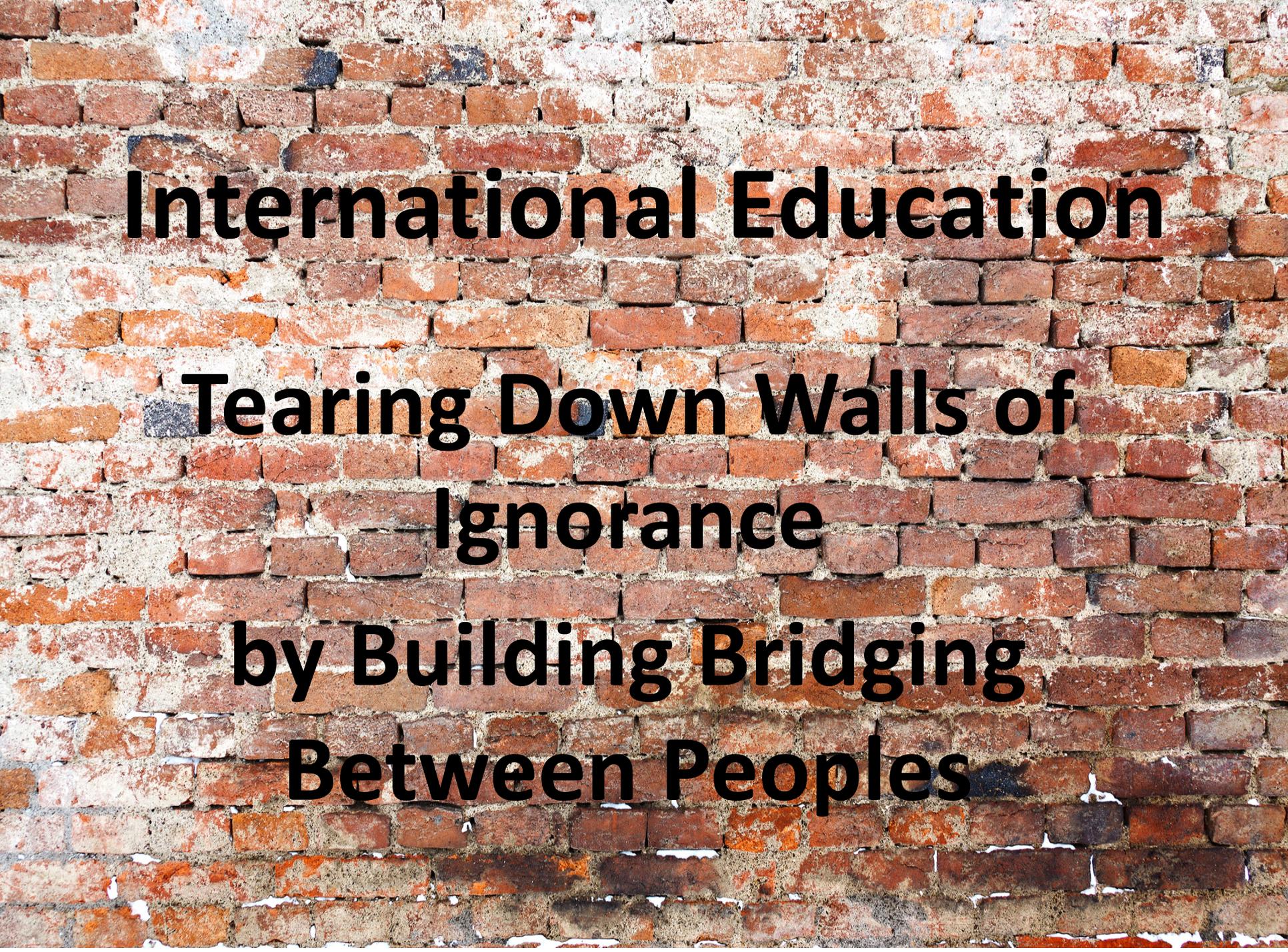
Facilitate global  
problem-solving

Increase understanding of the  
complex human condition

**Nurture cross-border  
cross-cultural understanding**

**Build respect for diversity**

Produce literate  
contemporary world citizens



**International Education**

**Tearing Down Walls of  
Ignorance**

**by Building Bridging  
Between Peoples**

# IDC HERZLIYA

Committed to Strengthening the

People-to-People

Learning, Research & Innovation

Partnership

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