



CATALOG 2023



**WORLD CENTER FOR JEWISH EDUCATION
& Pedagogical Center for the Jewish World**

**In conjunction with
THE HEDY HIRSCH FOUNDATION**



INTRODUCTION

AT THE WORLD CENTER FOR JEWISH EDUCATION (WCJE), WE ARE ALL ABOUT INSPIRING YOUNG JEWS TO BECOME KNOWLEDGEABLE AND PASSIONATE CITIZENS OF THE JEWISH WORLD THROUGH EFFECTIVE INVESTMENT IN TEACHERS AND TRANSFORMATION OF THE JEWISH EDUCATIONAL EXPERIENCE.

Our core assumption is that Jewish education is at a crossroads and that empowering teachers is the key to addressing this reality. An outstanding teacher turns classroom learning into a transformative experience, impacting the student far beyond the school's walls. Nothing else can have this transformative effect.

To learn more about our approach: <https://jewisheducation.net/wcje-strategy/>

In our 2020 Catalog you will find a wide variety of programs, resources and ideas to empower Jewish education in your school, community and country. **This catalog has a distinct post-COVID-19 approach, focusing on easy-to-implement programs, even remotely and under lockdown.**

We encourage you to make use of our vast experience and wide range of resources. It would be our pleasure to assist you in addressing the challenges - and opportunities - this new reality brings to Jewish education in your community.

Sincerely,

MICKEY KATZBURG
CEO



MICHAEL WEGIER
Senior Educational Consultant



World Center for Jewish Education: INSPIRING JEWISH EDUCATION FOR THE PAST 20 YEARS

The WCJE is an independent, non-governmental and non-denominational organization. Our independence allows us to objectively evaluate and recommend materials from a diverse range of sources.

The WCJE's dedicated team has extensive experience in both formal and informal educational frameworks, including schools, supplemental education, adult education, camps and youth movements. Our expertise covers both the broad range of relevant subject areas and diverse types of educational settings, from traditional classrooms to blended learning, as well as virtual and distance-learning.

We are deeply passionate about the mission of transforming Jewish education and have dedicated our professional lives to this goal. Our advisory board includes current and former day school principals and educators, professors from Israel and abroad, professionals with a diverse range of experience in governmental, formal and informal educational institutions, and experts in pedagogical evaluation.

Over the past twenty years, we have worked with over four hundred schools in fifteen countries to provide curricula that fit the unique needs of each school. Three years ago, we decided to sharpen our strategic focus after reaching the conclusion that providing the best educational resources was not enough to revitalize Jewish education.

We realized that a broader teacher-centered revolution was necessary. Therefore, for the past 3 years, the WCJE has focused on empowering teachers, and giving them the pedagogical tools and training needed to succeed.



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1

WCJE PEDAGOGIC CENTER

- **Offers** you expert online assistance in all things connected to the learning experience, and showcases educational materials from leading publishers.
- **Is responsible** for the ongoing review of educational materials, and a one-stop portal for educational resources.
- **Is staffed** by leading pedagogical experts responsible for analyzing materials and communicating with content providers in order to improve offerings.
- **Provides online sessions** for educators (groups and individuals).

Contact us at

+1-718-785-4113

office@JewishEducation.net

ONE HOTLINE FOR ONE PEOPLE

The One Resource for All Your Needs

The WCJE's hotline, staffed by our expert consultants in North America, South America, Europe and Israel, is available twenty-four hours a day to answer questions, provide guidance and address any pedagogical issue that may arise. We understand the busy schedules of teachers and administrators, and are committed to providing our educators with support around the clock.

YOUR KNOWLEDGE WON'T REACH THEM ON ITS OWN!

The World Center for Jewish Education (WCJE), together with the Hedy Hirsch Foundation, would like to invite you to put all the knowledge you've acquired over the years to good use.

This program is suitable for school principals, teachers and Shlichim who have returned to Israel, and who have many years of experience in the field of Jewish education.

**INSTEAD OF BEMOANING THE POOR STATE
OF JEWISH EDUCATION IN THE WORLD**

YOU CAN DO SOMETHING ABOUT IT!

YOUR KNOWLEDGE IS NEEDED HERE >>>

The WCJE operates year-round and its programs have already been included in curricula in dozens of schools around the world. Our program includes:

- Introduction to teaching Hebrew, Judaism and Israeli culture
- Group webinars and personal guidance programs
- One-on-one conversations with principals in an effort to understand each school's unique needs
- Surveys and pedagogical review of new and current programs

WCJE is an independent, unbiased and nonpartisan organization.

2

”הדואג לדורות
מחנך אנשים“

יאנוש קורצ'אק



**JOIN THE HIRSCH FOUNDATION
TO DISCOVER THE JOY OF SHARING
YOUR KNOWLEDGE WITH FELLOW
JEWS ALL AROUND THE WORLD.**



3

COMPREHENSIVE PROGRAMS

Available only through WCJE



3.1 MEDABRIM VE'OD

[Talking and More]

THE MOST EFFECTIVE PROGRAM TO GET YOUR HIGH SCHOOL STUDENTS TO SPEAK MODERN HEBREW

After decades of working with schools around the world, our professional pedagogic team has developed Medabrim Ve'od, a comprehensive Hebrew Program built specifically for "teaching students how to speak Hebrew. Achieve immediate and lasting success in teaching your students modern spoken Hebrew!

Suitable for: high school students

Can't find what you're looking for? Have a great idea and wish to discuss?

Call: +1-718-785-4113

or email:

office@jewisheducation.net

Our pedagogic experts are available for consultation and are happy to help.

PROGRAM STRUCTURE:

Proven and time-tested core material

First and Foremost Hebrew for Beginners and More: An innovative approach to teaching Hebrew (Textbook + Workbook)
Published by Hebrew University Press

Specialized curriculum

A detailed guide that includes exams and tests, presentations and audio kit, built by our experienced team specifically for this program, and creatively geared towards getting the students to speak

Guidance by senior educators

Personal or group mentoring throughout the year by experienced pedagogical consultants who specialize in teaching Hebrew as a second language in the Jewish World

MEDABRIM VE'OD BENEFITS:

Empowering the teacher:

Your educators get all the support they need to excel

Comprehensive:

So much more than just a book!

Results-oriented:

Focus on practical and everyday spoken Hebrew

A Single Program:

Can be spread over 4-5 years, from Beginner to Intermediate Level

Modular:

Framework is built to last, even if materials change

3.2 OT VETNUAH

EMPOWER YOUR ELEMENTARY SCHOOL HEBREW TEACHER

Achieve success in teaching your students to speak Hebrew | Help your teachers become more professional and proficient | Encourage Hebrew teachers to remain and develop in your school

After decades of working with schools around the world, our professional pedagogic team has developed Ot Ve’Tnuah, a comprehensive Hebrew Program built specifically for empowering your Elementary School Hebrew teacher.

CLICK TO ORDER

Suitable for: elementary school students



STRUCTURE:	OT VETNUAH BENEFITS:
<p>Conducted by experienced pedagogical consultants who specialize in teaching Hebrew as a second language in the Jewish world, Ot Ve’Tnuah offers:</p> <ol style="list-style-type: none">1. Professional and accurate analysis of your school’s needs2. Guidance by senior educators. Personal or group mentoring throughout the year3. A combination of:<ul style="list-style-type: none">• Personal teacher development focused on proficiency• A carefully curated collection of texts by leading educators	<p>Empowering the teacher: Your educators get all the support they need to excel</p> <p>Comprehensive: So much more than just a book!</p> <p>Results-oriented: Focus on practical and everyday spoken Hebrew</p> <p>A Single Program: Can be spread over 4-5 years, from Beginner to Intermediate Level</p> <p>Modular: Framework is built to last, even if materials change</p>

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CLICK TO ORDER

חגך לנער
על פי דרכו
גם כי יזקין
לא יסור ממנה
(משלי כ"ב, ו)

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3.3 TVUNOT

EMPOWER YOUR KODESH TEACHER AND ACHIEVE KODESH STUDIES SUCCESS

Teach your students to effectively understand Kodesh studies | Help your Kodesh teachers become more professional and proficient | Encourage Kodesh teachers to remain and grow in your school

After decades of working with schools around the world, our professional pedagogic team has developed Tvunot, a comprehensive program built specifically for empowering your Kodesh teacher.

Suitable for: elementary and high school students

PROGRAM STRUCTURE:	TVUNOT BENEFITS:
<p>Conducted by experienced pedagogical consultants who specialize in teaching Hebrew as a second language in the Jewish world, Tvunot offers:</p> <ol style="list-style-type: none">1. Professional and accurate analysis of your school's needs2. Guidance by senior educators. Personal or group mentoring throughout the year3. A carefully curated curriculum developed by Bonayich and WCJE, to foster Kodesh learning techniques: Comparison, Identification, Understanding and Terminology.	<p>Empowering the teacher: Your educators get all the support they need to excel</p> <p>Comprehensive: So much more than just a book!</p> <p>Results-oriented: Focus on practical and everyday spoken Hebrew</p> <p>A Single Program: Can be spread over 4-5 years, from Beginner to Intermediate Level</p>

4

GUIDANCE PACKAGES

CLICK TO ORDER

Content:

2 webinars with an expert teacher using your current books. Teachers will learn in-depth and new ways to teach students the material.

12 personal 30-minute online meetings

throughout the year to answer questions and help solve the challenges your teachers may have.

Personal guidance and support via email throughout the year.

Can't find what you're looking for? Have a great idea and wish to discuss?

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Photo by Julia M Cameron from Pexels



4.1 TEACHER TRAINING

[Groups of Teachers]

FOR INSPIRING TEACHERS LOOKING TO IMPROVE THEIR SKILL SET

Do you have motivated teachers looking to improve their skills?

Do you have textbooks and materials, but not sure how to best teach your students?

Our Comprehensive Teacher Training Program will give your teachers the advantage of a pedagogy expert to talk to and learn from, creating a happier teacher who knows you are looking out for them.

Suitable for: beginner and seasoned teachers • Groups of up to 5 teachers on the same level • Especially beneficial to foster group dynamics and mutual growth within the team

PROGRAM SCHEDULE:

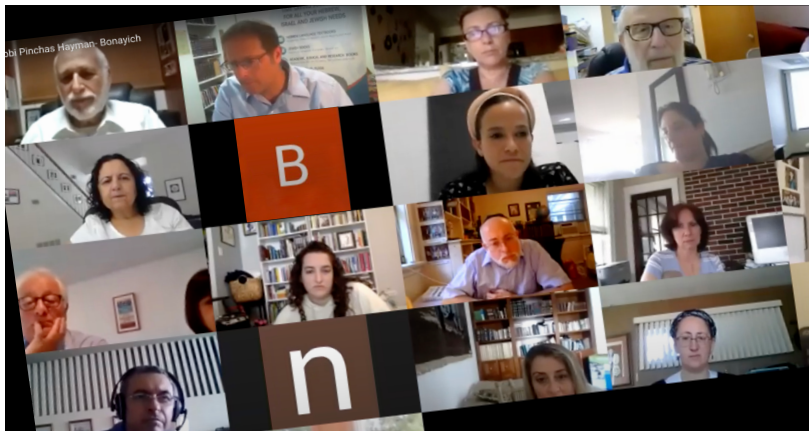
Webinar 1 [duration 90 minutes]	before the school year starts
Webinar 2 [duration 90 minutes]	January
12 personal online meetings [duration 30 minutes each]	throughout the year
Personal guidance and support via email	throughout the year

4.2 12-HOUR EDUCATION MARATHON

A FLEXIBLE TRAINING PLAN, PROVIDING FOCUSED SOLUTIONS FOR TEACHERS

Work with one of our mentors for help in any subject needed for training from 1-3 teachers.

Suitable for: beginner and seasoned teachers • Individuals or groups of up to 3 teachers on the same level • Especially beneficial for schools with widely differentiated programs, or substantial differences in teachers' levels of expertise



4.3 WEBINARS

INTERACTIVE PEDAGOGIC WEBINARS FOCUSED ON YOUR NEEDS

Let your teachers work with our mentors to get the help they need to be the best teachers they can be. This can be used as an “In-Service Day”. Subjects of webinars to be determined.

Suitable for: beginner and seasoned teachers • Up to 15 teachers per webinar

CLICK TO ORDER

PROGRAM:

- Use this training for implementing a specific program.
- Appropriate for professional development hours.
- Your mentor will work closely with your teachers, discussing any challenges and providing solutions and tools to implement in the classroom.

Can't find what you're looking for? Have a great idea and wish to discuss?

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CLICK TO ORDER

Led by:
Meirav Kravetz,
an experienced
facilitator, director,
and educational
consultant who
specializes in
teaching Hebrew as
a second language.



**Workshops
available in
English, Spanish
and Hebrew.**

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4.4 TEACHER TOOLS FOR CHANGING TIMES

2-HOUR ONLINE WORKSHOPS

Explore diverse ways of instruction and access information that will enrich the experience of Hebrew language learning with an emphasis on speaking skills.

Examine different challenges and consider a variety of avenues to use to implement personalized teaching methods.

Adapt tech tools in order to make the learning more interactive, and use feedback and data to promote significant progress in the learning of Hebrew as a foreign language.

AVAILABLE WORKSHOPS:

1. Instructional Resources and Tools	Using tech tools and interactive activities to promote language proficiency
2. Formative and Summative Assessment	Exams, quizzes, projects, and assessment tools
3. Hebrew is Fun!	Songs, movies, daily conversations, and more
4. Words, Words	Assist students in acquiring and strengthening their vocabulary skills
5. Reading to Speech	Promote text-based monologues and conversation
6. Out of the Box	A redesigned Hebrew instruction for coordinators and school administrators



4.5 DIAGNOSIS AND PROGRAM BUILDING

UTILIZE OUR WIDE RANGE OF ADVISORS AND 20 YEARS OF EXPERIENCE TO BUILD AN EFFECTIVE PROGRAM IN YOUR SCHOOL

For schools that have not yet devised a structured program in the field of Hebrew and Judaic studies, we offer to meet with our experts and build the curriculum, step by step, based on our 20 years of experience with a multitude of Jewish schools around the world.

Our Pedagogic Center is open to various approaches and offers consultants from all denominations.

Get a full diagnostic evaluation of your school with our educational experts, then receive teacher training and full support from our staff to create an amazing learning experience for your students .

Suitable for: Schools in the early stage of program development

[CLICK TO ORDER](#)

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A woman with long dark hair and glasses, wearing a white t-shirt and jeans, stands in a modern office, pointing at a whiteboard. The whiteboard is covered with numerous sticky notes and has a large number '5' drawn on it. In the foreground, there are several laptops on desks, and other people are blurred in the background. The overall scene is bright and professional.

5

SKILLS LEARNING

CLICK TO ORDER

Led by:

Dr. Ohala Gross-Avinir,
lecturer and director
of training programs
in academia, with 25
years of experience.
Holds a PhD in Conflict
Management and
Resolution and an M.A.
in Social Psychology
from Bar Ilan University.

Content:

10 session
(4 hours each)
conducted online.

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for? Have a great idea and wish
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5.1 MANAGEMENT SKILLS

[For Hebrew Coordinators]

HOW TO MANAGE YOURSELF AND OTHERS

Focus on understanding your role, unique identity and ability to manage a professional group of teachers in a dynamic school environment.

This course will be conducted in Hebrew.

Suitable for: Hebrew coordinators and teachers in Jewish schools



PROGRAM SCHEDULE

Focusing on the implementation of practical tools:

- The professional identity of Hebrew teachers and professional coordinators
- Group dynamics and teacher guidance
- Peer sharing
- Decision making
- Presenting a topic to an audience (public speaking)
- Teamwork in frontal and online groups
- Work strategy with parents and teachers
- Giving feedback
- Emotional Quotient (EQ) as a tool for personal improvement and promotion
- Management styles


[CLICK TO ORDER](#)

5.2 EMPLOYABILITY:

[Personal and Professional Development]

SELF-DEVELOPMENT AND EMPLOYMENT MOTIVATION WORKSHOP

Understand your place in the organization, better define the job and stakeholders, identify the goals of the organization • Receive practical tools for job planning, performance measurement and reporting • Improve your efficiency in teamwork, problem solving and decision making.

Suitable for: teachers, coordinators and management staff

PROGRAM SCHEDULE

- Employability and self mapping in the organization
- Practical tools for work planning
- Performance measurement and reporting
- Teamwork
- Problem solving and decision making
- A personal career advancement program



**Workshops
available in
English, Spanish
and Hebrew.**

Led by:
Tamara Getmansky,
M.Sc, senior
facilitator and
employment
consultant,
specializing in
employment,
entrepreneurship and
project management.
She has 25 years of
experience in guiding
people as they make
changes or become
self-employed, with
a special focus on
academics, scientists
and professionals.
She has an M.A. in
Industrial Engineering
and Management.

Content:
6 session
(3 hours each)
conducted online.

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are happy to help.

CLICK TO ORDER

Led by:

Rosana Reznick,
senior CBT facilitator
for empowerment
and employment,
with many years
of experience
accompanying people
in dealing with change
and crisis situations.

Content:

6 session
(3 hours each)
conducted online

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Photo by Andrea Placquadro from Pexels



5.3 WORK EMPOWERMENT WITH CBT

SELF-DEVELOPMENT AND EMPLOYMENT MOTIVATION WORKSHOP

Cognitive Behavioral Therapy (CBT) is a psychological treatment method based on the assumption that problems can be resolved and removed by identifying and changing a person's disruptive thoughts (cognitive change) as well as by identifying and changing his/her patterns of behavior (behavioral change). This enhances personal abilities, and increases the quality of life.

During the workshop we will discuss:

Understanding forms of thinking: Schemes, beliefs, automatic thoughts, and behavioral patterns • Identifying behaviors that cause challenges in the workplace • Change in thinking and behaviors to overcome barriers, improve capabilities, and incorporate coping mechanisms into the world of employment

Suitable for: teachers, coordinators and management staff

PROGRAM SCHEDULE:

- Familiarity with the Cognitive Behavioral Therapy Method
- Ten thinking distortions
- CBT and interpersonal communication
- Blocking and promoting behaviors
- CBT and employment
- CBT and effective time management
- From the viewpoint of the employer



**Workshops
available in
English, Spanish
and Hebrew.**

5.4 CREATIVE THINKING AND INNOVATION

INCREASE YOUR MENTAL FLEXIBILITY AND RESERVOIR OF SOLUTIONS

As educational staff, we are currently living in the age of “Innovate or Die!” where competition for each position is fierce and requires that we think about how to reinvent ourselves. We can’t rely on outdated methods to help us come up with creative solutions that fit our needs. If we want to thrive, we need to become innovative educators.

Suitable for: principals, teachers, educators, administrators
and all potential innovators



PROGRAM HIGHLIGHTS:	
Intro to Creativity	What is creative thinking? What are the sources of and barriers to creativity? What are the benefits of creativity to advance students?
What is Innovation?	What is the difference between innovation and inventiveness? What enables organizations to become innovative? What is an innovative organization and how does it function differently?
Creative Thinking Techniques	Divergent Thinking versus Convergent Thinking, de Bono’s Six Thinking Hats thinking process, brainstorming, the Delphi method, and thinking outside the box.
Creativity in teaching, learning strategies	Classroom management ideas and tools, creating a creative atmosphere in the classroom and increasing motivation within the students.
Final Product	Preparation of a personalized short and medium-term game plan for each participant.

CLICK TO ORDER

Led by:
Sinaya Levy,
senior facilitator
and employment
consultant,
specializing in
employment,
human resources,
self marketing
and business
marketing. She has
trained teachers in
learning strategies,
individual instruction
and ICT. Holds an
M.A. in Business
Administration.

Content:
3 180-minute sessions

 **Workshops
available in
English and
Hebrew.**

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available for consultation and
are happy to help.

The background of the page is a light blue, semi-transparent image of several open books. The books are arranged in a way that their pages create a sense of depth and texture, with some pages fanned out and others more closed. The overall effect is a clean, academic aesthetic.

6

BOOKS AND MORE



At WCJE you will find more than 2,000 products to suit your every need in Hebrew and Judaic studies. Books, booklets, programs, audio-visual accessories, posters and so much more - just name your topic and our educational expert will be happy to help you find the perfect solution.

Call: +1-718-785-4113
or email: office@JewishEducation.net
today!

WE WORK WITH ALL THE MAJOR PUBLICATIONS, INCLUDING:



A background image of two men in a library setting. One man, wearing a baseball cap and glasses, is pointing at a laptop screen. The other man, with a beard, is leaning over him, looking at the screen with a smile. Bookshelves filled with books are visible in the background.

7

PREMIUM PROGRAMS

CLICK TO ORDER



Can't find what you're looking for? Have a great idea and wish to discuss?

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7.1 THE DIALOGOS MODEL

HARNESS DIALOGUE, DEBATE AND INQUIRY TO ENGAGE STUDENTS TOWARDS ACTIVE CITIZENSHIP

If education is to be “reimagined” in response to COVID-19, it cannot only be via a new focus on integrating technology into the classroom or the integrated home and school learning. Instead, a better reaction to the Coronavirus would be to teach young people about citizenship in both historical, contemporary and visionary ways.

Our real and wonderful challenge is to inspire young people so that they will yearn to acquire the knowledge, skills and understanding that will enable them to imagine and create a better society for all. This is the ideal of citizenship education.

Developed and led by: Professor Baruch Schwarz at the Dialogos Center at the Hebrew University, who combines academic expertise in education through technology, mathematics and science with a deep commitment to Jewish learning, the Jewish people and Israel. He argues that educating for ‘deliberative democracy’ is a crucial educational goal in the 21st century.

Structure: TBD according to scope and needs.

MORE ON DIALOGOS:

Professor Schwarz’s approach uses dialogue, debate and inquiry to simultaneously induct young people into a thoughtful system of critical learning while promoting a greater tolerance for the voices and sensibilities of others. This form of education works best in small groups where students practice collaborative learning.

Dialogos has designed a program to train teachers to use this methodology to teach in a broad range of domains and to capitalize on classic and modern Jewish sources in a way that deeply engages students with the sources.

His approach invites profound interaction between young people and our heritage that goes way beyond just learning stories and rituals.

7.2 THE JEWISH EDUCATOR

[as a Polarity* Navigator]

SPECIAL 3-PART SERIES

Jewish educators often have to navigate between polar positions and find their own place, as well as help students develop their own positions. In this 3-part series, we will examine different examples of such polarities and explore how the very act of exploring them can enrich our own Jewish lives and in turn, those of our students. Jewish sources, historic turning points and contemporary dilemmas will be the backdrop of our discussions.

Content:

1. Cherishing the past vs imagining the future
2. Being part of a community vs developing an individual sense of self
3. Tikkun Olam vs Tikkun Ha'am

7.3 STAND-ALONE PRESENTATIONS

[by Michael Wegier]

I am a Zachor Jew: How about you? We often talk about Jews being 'Shomer Shabbat' (Shabbat observant). But what would it mean if we began using Zocher Shabbat as well or instead? After all, the 10 commandments use both terms. This presentation is a celebration of memory and how it can be used by educators to enrich our thinking and work.

The Genius of the Lehrhaus: How to talk intelligently to Jews who do not know much about Judaism 100 years ago, Franz Rosenzweig opened the Lehrhaus (Education Institute) in Germany and ushered in a revolutionary approach to Jewish education. But who remembers his name or contribution? This presentation will introduce Rosenzweig's amazing insight and offer practical ways to use his approach when teaching children and adults.

Help save Jewish History Teaching Pressures of timetabling, and lack of familiarity has often pushed the teaching of Jewish history way down the list of priorities for schools and teachers. In this presentation, we will argue that re-introducing Jewish history into your work will both improve the overall quality of Jewish learning and engagement, as well as better prepare students for engaging with the wider world.

*Polarity - The state of having two opposite or contradictory tendencies, opinions, or aspects.

CLICK TO ORDER

Led by:

Michael Wegier,
a Senior Educational
Consultant to WCJE
who has a great
deal of experience
in teaching and
management
within educational
and communal
frameworks in the UK,
Israel and the USA.

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Photo by Pixabay from Pexels



7.4 BRANDING & STORYTELLING

“IF YOU DON’T KNOW WHERE YOU’RE GOING,
ANY ROAD WILL TAKE YOU THERE”

[George Harrison]

Map and identify your organization’s core identity, beliefs, story, and differentiation in relevance to its target audience; then translate these deep insights into a clear, relevant, and defensible brand to be interpreted in your dialogue with your stakeholders.

Led by: Eitan Kasspi, a Branding and Marketing Strategist with 14 years of experience working with companies and organizations in Israel and around the world. Having worked with WCJE on core projects, Eitan has special insight into the world of Jewish Education around the world. He has also worked with The Ministry of Education in Israel, as well as with Bar Ilan University.

Structure: TBD according to scope and specific needs

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Our pedagogic experts are available for consultation and are happy to help.



We are honored to partner with the Hirsch Foundation in memory of Holocaust survivor Ms. Hedy Hirsch of blessed memory. The Foundation focuses on deepening Jewish identity in the educational world.

- Strategy and Planning Division
- Measurement and Evaluation Division
- Resources and Development Division
- Communications and Marketing Division

HIRSCH FOUNDATION SUBSIDY PROGRAM

The Hirsch Foundation Subsidy Program provides a subsidy of up to 50% in shipping costs of Hebrew language and Judaic textbooks. Registration for the 2020 program is open.

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