BOG 2018

Mooly Eden
Chairman of the Executive Committee
“The reason that university politics is so vicious is because stakes are so small.”

—Henry Kissinger
Two Cultures

Hi-tech Culture
• Result orientation, detailed planning, clear strategies and tactics to achieve them, speed, attention to details, open door policy, full transparency, accountability, meritocracy

Academia Culture
• Academic Freedom, research and Education, professional loyalty & integrity, curiosity, universal, rigid hierarchy, tenure, clear turfs, “it was always done that way”, “This is Academia it will take time”
The Problems

• Academic excellence
  • We are still ranked the low among the Israeli universities
  • We are not mentioned yet in the Shanghai top 600 ranking list

• University Strategy not finalized yet

• Insufficient fund raising in comparison to similar universities

• Reduction of students in Humanities and social sciences (world wide trend)
  • Insufficient students from the center of Israel

• “Esprit De Corps” (A feeling of pride, fellowship, and common loyalty Shared by the members of a particular group)

• Not fast enough in scaling up computer science and new Data science departments

• Lack of Engineering faculty
“Insanity: doing the same thing over and over again and expecting different results.”

—Albert Einstein

• Challenging the status quo
• New Innovative approaches
• Multi-disciplinary (Breaking siloes)
• Risk taking
“A crisis is a terrible thing to waste.”
— Rahm Emanuel
The Accomplishment / Progress

Academic Excellence

- A full comprehensive plan devised by the Rector aiming at getting us 550< in Shanghai ranking
- We are challenged on Funding. We need to raise ~20 M$ to “beef up” our Faculty members
The Accomplishment / Progress

Academic Excellence

• A full comprehensive plan devised by the Rector aiming at getting us 550< in Shanghai scoring.
• We are challenged on the Funding. We need to raise 8 M$ “soft money” and we need your help.

University Strategy

• Strategy discussed and disputed, we still need to iron out few items and trickle it down the organization (Will be covered later today).

Fund Raising

• We hired a V.P for external relations & resources development
• A quantified plan in place
## Five Year Plan

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Total Funds</th>
<th>Operational Goals</th>
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<tbody>
<tr>
<td>2018-2019</td>
<td>USA: $12M</td>
<td>1. Establish Regional off site desks (East Europe, Latin America, Spain &amp; Portugal, Far East)</td>
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<tr>
<td></td>
<td>Canada: $2M</td>
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<td></td>
<td>England: $5M</td>
<td>2. Alumni Society: international and national expansion</td>
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<td>Israel: $5M</td>
<td>3. Increase BOG participation in fund raising (pending BOG Chairman approval)</td>
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<td></td>
<td>USA: $13M</td>
<td>4. Increase fundraising budget to $4M</td>
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<tr>
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<td>Canada: $2.5M</td>
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<td></td>
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<td></td>
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</tbody>
</table>

1. Establish Regional off site desks (East Europe, Latin America, Spain & Portugal, Far East)
2. Alumni Society: international and national expansion
3. Increase BOG participation in fund raising (pending BOG Chairman approval)
4. Increase fundraising budget to $4M

### New Targets: $500K

1. Offset desks are operational
2. Core Alumni team in Israel and abroad established with fundraising activities
3. New Markets such as philanthropic supports of the European Union and other Institutes: JOINT, KKL, Keren Hayesod
The Accomplishment / Progress

Academic Excellence
• A full comprehensive plan devised by the Rector aiming at getting us 550< in Shanghai scoring.
• We are challenged on the Funding. We need to raise 20 M$ “soft money” and we need your help.

University Strategy
• Strategy close to completion, we still need to iron out few items and trickle it down the organization (Will be covered later today).

Fund Raising
• We hired a V.P for external relations & resources development
• A quantified plan in place

“Esprit De Corps”
The Accomplishment / Progress

PR

• The president recruited a new agency
• The university PR has a new look and feel
• Positive feedback
The Accomplishment / Progress

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The Accomplishment / Progress

Focus On New Students Recruitment

• The jury is out; final data expected by July
• Multiversity / multidisciplinary / preparing our students to the future
The Accomplishment / Progress

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The Accomplishment / Progress

Social Responsibility

• The 1st university to migrate to direct employment of building maintenance workers. Previously outsourced to contractors.
The Accomplishment / Progress

Social Responsibility

• The 1st university to migrate to direct employment of cleaning workers. Previously outsourced to contractors.

Well done Haifa University for an important, and impressive resolution that conveys an important social message.

I was thrilled to read the announcement regarding the cleaning personnel. I am happy and proud to be the first University in Israel to raise the social banner.

Distinguished fellows, I felt great joy reading this Message. This week makes me prouder to be a part of the University’s staff.

A warm congratulations for the bold and just decision. It is easier to work for an organization with policies and stances with which I agree and even an proud of.
The Accomplishment / Progress

University Expansion: Reaching to the “down town”

- Recruit excellent students form the center of Israel
- Attract top notch faculty members
The Accomplishment / Progress

University Expansion:

ORT Braude Adding engineering Arm
• Good Traction. Discussions on going
• It ain’t going to be simple (integrating a college with a University)

University expansion:
Discovery Building
Many challenges ahead of us, with the Academic excellence topping the list

Need to finalize the University’s strategy

University of Haifa is “on the map” and “on the radar screen”
  • New Management, New spirit, New university
  • PR, Press, TV

Quantifiable programs to address the challenges

Good traction on new locations.

We take risks! We need you to take risk with us.

We need the BOG help in raising funds to accomplish our challenging objectives
Thank You