



A Naming Opportunity

The Innovation Center for Social Mobility

A Comprehensive Support Program for Underserved Students

From Classroom to Career

At the University of Haifa, our core mission is to create educational opportunities for the entire tapestry of Israeli society through higher education. We offer the next generation of underserved students 'socially mobile' skills, geared towards the challenges of contemporary Israeli society. We recognize that promoting genuine and meaningful social mobility is a complex and ongoing process that requires carefully designed interventions and support at every stage.

Now, more than ever, in the face of unprecedented challenges to our mission, the Innovation Center for Social Mobility stands as a cornerstone of this ambitious vision. We are dedicated to guiding students from low-income backgrounds achieve their degrees in socially mobile professions. Situated in our new City Campus, this comprehensive Center will be accessible to underserved students and families from across the country. The Center will be a 'safe space' for students and their families, fostering respect and tolerance between Jewish and Arab students, especially during these challenging times when relationships are particularly strained. This project is vital to the resilience of Israeli society and beyond.



Paving the Path to Social Mobility

"We envision a thriving academic hub that fosters social mobility and integration for our students, regardless of their socioeconomic background. A dedicated building for social mobility programs serves as a tangible symbol of the university's unwavering commitment to providing equitable opportunities for disadvantaged students."

- Professor Ron Robin, President



The **Innovation Center**, situated in UoH's technological City Campus, will be the central hub for a number of Social Mobility initiatives:

- ♦ **The UoH Social Mobility Initiative**, a comprehensive 7-year venture that pairs rigorous academic support, AI-based learning with personalized mentoring.
- ♦ **The After-School Youth Academy**, UoH's innovative enrichment program for junior and high school students.
- ♦ **The Etgar Program**, a four-year program for gifted adolescents to earn a computer science degree in parallel with their high school studies.
- ♦ **Haifa Innovation Labs**, brings together mentors from industry and students to create creative solutions to contemporary social-environmental problems.

Bringing these four social mobility programs under one roof fosters synergies and encourages the innovation of new methodologies and connections by facilitating collaboration and cross-pollination of ideas and resources.

The Innovation Center will be a powerful force for change in Haifa's diverse communities.

PILLARS FOR SOCIAL MOBILITY ADVANCEMENT

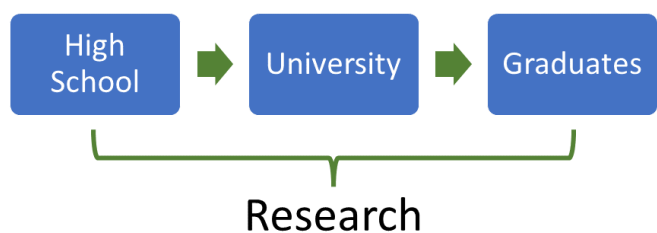
The UofH Social Mobility Initiative

The Innovation Center will centralize the management and focus of the initiative's various components. The Social Mobility Initiative will rest on four pillars:

1. High schools – Identifying and cultivating exceptional candidates from the social and geographic periphery, focusing particularly on fostering first-generation university students in technological fields. The Innovation Center will conduct 'Boot Camps', engaging and intensive summer preparatory programs and courses designed for underserved, and inner-city high school students.

2. University – Empowering university students by providing them with comprehensive training in the most sought-after technological professions. Our aim is to equip them with competitive skills to excel in their respective fields.

- **AI-based Language Laboratories.** Students will improve their Hebrew and English language skills in AI-based Language Laboratories. Second-language learning is not just a technical skill, it involves cultural and identity issues, which can be intimidating for minority groups. (Appendix A)
- **Math Laboratories** will engage in collaborative and inquiry-based activities that foster quantitative thinking and problem-solving skills. The laboratories will provide students with culturally relevant and responsive pedagogy, as well as guidance from faculty and peers who share similar backgrounds and experiences.



3. Graduates & Career Development – Guiding our graduates on their professional journey, ensuring their placement in socially mobile employment opportunities. The UofH Career Development Center is staffed by a team of career psychologists who offer comprehensive career services—from individual counseling and assessments, career internship programs, career development seminars, job fairs and job placement services. We provide a bridge to the professional world, the job market and help students secure positions that match their skills and contribute to societal advancement.

4. Translational Research – Launching the Innovative Research Unit on Social Mobility and First-Generation Higher Education. This unit aims to enhance social mobility through translational research and innovative practices, focusing on first-generation university students. We aim to unlock this potential and contribute to the advancement of social mobility. ***Our research will be shared with other universities and serve as a model for implementation in similar educational institutions.***

Transforming the Lives of Students from Israel's Periphery



The Innovation Center: From the Classroom to Career

The Innovation Center for will be home to a host of high-profile academic, entrepreneurial and social programs which begins in high school and offers academic ‘boot camps’, prep programs, after-school enrichment activities and gifted programs. At the university level, students will receive comprehensive academic support, personalized mentoring, career development counseling, and job placement services to ensure they reach their full potential in the workplace. **Uniting our programs under a single roof will spark synergies, foster innovation, and proclaim to underserved students that they matter and that the university cares.**



- ♦ **The After-School Youth Academy** offers after-school and summer programs in a range of disciplines – from marine archaeology, marine and brain sciences to climate change-related fields. Through hands-on workshops and lab projects, the Academy introduces students to scientific methodology, critical thinking, and quantitative reasoning. Its curriculum includes Advanced Placement (AP) courses, which earn students college credit.



- ♦ **Etgar** (Hebrew for “challenge”) is a highly competitive program for gifted high school students from a range of ethnic and socio-economic backgrounds. The only program of its kind in Israel, Etgar encourages students to maximize their academic potential, setting them on a trajectory to serve in Israel’s high tech industry or the IDF’s elite intelligence and cyber security units.



Creating Inclusive Academic Excellence



- ♦ **Haifa Innovation Laboratory (HIL)** is a new academic program that introduces students to social entrepreneurship and the Israeli start-up ecosystem. HIL's vision draws on the University of Haifa's cultural diversity and inter-disciplinary approach to spark multidisciplinary, innovative ventures and drive social and economic impact.



- ♦ **Classrooms and Lecture Halls** - The Innovation Center will house cutting-edge hybrid classrooms and lecture halls, equipped with modern technology. These facilities will benefit both on-campus students and those studying remotely, enhancing the quality and accessibility of education.



- ♦ **Community Events and Conferences** - The rooftop facility at the Innovation Center will serve as an ideal venue for community events. These events will cater to students and their families, fostering meaningful connections and engagement. Cultural events, job fairs, and networking sessions, where students will have the opportunity to interact with seasoned professionals from a variety of fields and backgrounds, are a few examples.



THE INNOVATION CENTER BUILDING



For visualization purposes only.

Located in the heart of renovated UofH City Campus, **The Innovation Center** at 24 Hanamal Street in the Port District will be a modern and vibrant hub catering to the diverse needs of over 1,000 students.

Spanning a generous 46,300 square feet, this spacious, state-of-the-art facility will foster a sense of community and belonging.

The seven-story building is located close to Haifa's mixed low-income neighborhoods, including Wadi Salib, Wadi Nisnas and al Khalisa. The Innovation Center is conveniently situated near Haifa's major public transportation hubs - including the bus and railway station, as well as the cable car. Its strategic location not only ensures an easy commute, but also fosters engagement with the surrounding community.

A Snapshot of Our Student Body

- ◆ **47%** of our students are 'first generation', compared to **25%** at other major Israeli universities. (Israel CBS)
- ◆ **84%** of undergrads are from Israel's northern periphery.

Minority Student Enrollment:

- ◆ **44%** of undergrads
- ◆ **26%** of grad students
- ◆ **77%** of teaching certificates



REQUEST FOR SUPPORT

The journey from school to employment is a process of learning, growth, and self-discovery. The **Innovation Center for Social Mobility** will serve as the leading national hub for minority students to navigate academic challenges, acquire new skills and knowledge, and develop resilience and determination. Upon entering the workforce, they will serve as role models for their younger siblings and their communities.

Throughout this process, University of Haifa researchers will be evaluating our activities and fine-tuning our efforts to strengthen the initiative and contribute to a more equitable and resilient Israel society.



A 'Safe Space' for Students of all Ages and Backgrounds.

The Innovation Center will provide under one roof a comprehensive range of services and resources for students of all backgrounds, creating a welcoming environment where they can learn, grow, and connect. The Innovation Center will be a pioneering model for other educational institutions.

We seek to have a significant impact on Israel's economic growth by increasing our enrollment in socially-mobile degrees and improving our graduation rates. With 84% of our undergraduates coming from peripheral communities, this project will level the playing field of socioeconomic opportunities.

We invite you to join us in this **game-changing initiative** for the future of Israeli society.

- ◆ **A very generous pledge of \$10 million** will enable the University of Haifa to establish **The Innovation Center for Social Mobility** and dedicate the building in your name.

Thank you for your kind consideration of this proposal.



Join us in promoting genuine and meaningful social mobility.

Meet Orel Razi, BSc Student In Computer Science



Orel Razi is a 24-year-old resident of Kiryat Shmuel, a predominantly religious neighborhood in the periphery of Haifa. She is the first member of her family to attend university. Despite being identified as a gifted student during high school, limited STEM resources at the school led to low grades, barring direct university entry. She was accepted to University of Haifa's pre-academic preparatory program, where she was diagnosed with ADHD and began receiving medication that improved her matriculation (bagrut) scores in STEM subjects. She chose to study computer science, despite her initial anxieties about technology and computer programming. She understood that this was the field that would enable her to realize her dreams of economic, social, and personal progress. She is now in her third year of studies at the Department of Computer Science and feels she is on the right track. Orel is also a participant in the "Future Leaders" program, which provides academic, personal, and social support to students from underrepresented groups. She credits the program with helping her to succeed in her studies and even enjoy them. Orel Razi is an inspiring young woman who has overcome many challenges to pursue her dreams. She is a role model for other students from underrepresented groups who are interested in pursuing careers in STEM fields.



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