



# **Hod HaCarmel – Home of Educational Excellence**

## **The Hod HaCarmel School for Excellence in Science *Toward a New Paradigm in Israeli Education***





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## Why Hod HaCarmel?

**VISION:** The Hod HaCarmel School for Excellence in Science will offer the finest science-focused education available in Israel, encompassing kindergarten through twelfth grade. It will cater to pupils from middle class and disadvantaged communities in the greater Haifa area (including pupils with disabilities), setting them on the path to sophisticated technology positions in the IDF, degrees from top universities, and careers in leading hi-tech companies and science labs. Hod HaCarmel's holistic scholastic environment, enhanced curriculum, and leading edge pedagogical methods will serve as models for implementation throughout the country.

**STRATEGY:** In developing its innovative educational model, Hod HaCarmel has fused methodologies applied in the best school systems in the world with its own 50+ years of experience operating an educational campus. The School will recruit an outstanding pedagogical staff, taking advantage of the availability of a critical mass of top education professionals in the Haifa area. As for the physical location of the new school, Hod HaCarmel will utilize its existing educational campus, which is centrally located in the city and was donated by its founding family.

**THE NEED:** Knowledge is power, and nowhere is this more applicable than in regard to Israel's economic, security, and social future. In order to maintain the "startup nation's" culture of innovation and its qualitative edge, Israeli schoolchildren must achieve high levels of competence in science and technology studies.

Tragically, Israel's education system has become unable to fulfill this mission – Israeli students now score at the bottom of the list of OECD countries in objective measures of math, science, and reading skills. By not providing top quality teachers or instituting advanced pedagogical methods, the system is now incapable of graduating enough science-savvy pupils to take up the challenge in software, communications, biotech, energy, water, security, agro-tech, robotics, and other crucial growth fields.

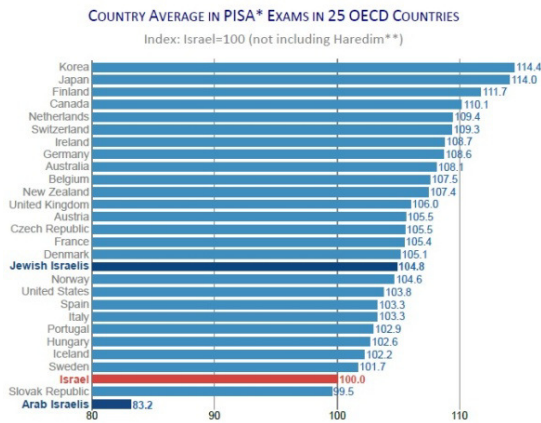


**THE REMEDY:** The McKinsey & Co. study on the world's best-performing schools demonstrates that teacher quality is the most significant variable in student learning, and that students who study with excellent teachers outperform those who study with poor teachers by 50% within three years. **By recruiting excellent teachers and by utilizing top pedagogical experts to augment their professional skills, Hod HaCarmel will produce a new paradigm of Israeli K-12 science education that works.** These teachers will employ up-to-date methods used in the world's most successful schools, including experiential learning, small group projects, integration of technology in the classroom, and more.

**LOCATION:** Established in 1963 by the Allon family to promote early childhood education, the Hod HaCarmel campus is located in the prestigious Denia neighborhood of Haifa. This port city, which is the third-largest urban center in the country, is a major hub of Israel's burgeoning hi-tech industry and culture. Haifa is home to R&D facilities for many of the world's leading technology companies, such as Microsoft, Intel, Google, Yahoo!, Qualcomm, Elbit Systems, and many others – startups and veterans alike. These maintain a symbiotic relationship with the Technion, which is Israel's premier science and technology university. Located locally in Haifa, the Technion's faculty includes three Nobel Laureates. Hod HaCarmel draws on the knowledge of Technion experts in science education, and students in the school's upper grades will benefit from career exposure programs in conjunction with companies at Haifa's hi-tech and life sciences industrial parks. **Haifa thus provides a perfect ecosystem in which to build a new, science-focused educational model for the crucial K-12 years.**

## Education in Israel—A Key to Economic Growth, Security, and a Better Society

During its first decades, Israel's education system succeeded in laying the groundwork for the country's hi-tech economy and world class universities. **The system, however, is no longer working.** In recent years, Israeli pupils have been scoring at the bottom of the list of 25 OECD countries in the standardized PISA exam, which measures scholastic performance in math, science, and reading. They also score below average in the TIMMS assessments of math and science knowledge. To survive in its complex environment, Israel cannot afford anything less than the best in science education.



\* National average in math, science and reading exams  
 \*\*Haredim are ultra-Orthodox Jews  
 Source: Dan Ben-David, Taub Center and Tel Aviv University  
 Data: PISA, National Authority for Educational Measurement and Evaluation

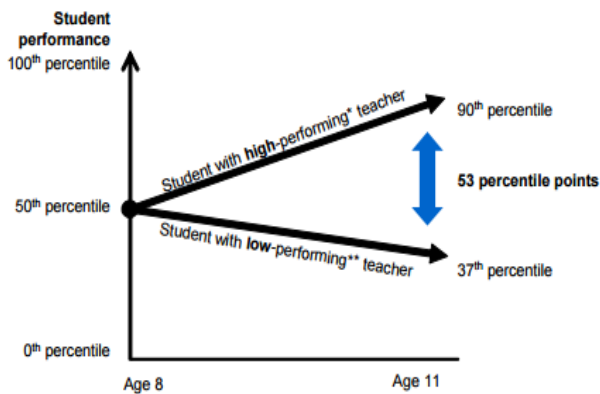
To answer this crucial need, Hod HaCarmel seeks to build, implement, and disseminate a new educational paradigm.

Source: *A Picture of the Nation, 2014. The Taub Center*

## Toward a School System that Works

What needs to be done to remedy Israel's underperforming school system is clear. In 2007, McKinsey & Co. published a study analyzing the achievements of the world's best performing school systems as indicated by standardized international tests,

interviews with over 100 experts and policy makers in the field and visits to over two dozen school systems in Asia, Europe, North America and the Middle East. The study revealed that the main driver of educational performance in the world's best schools is teacher quality. Students who learn with high-performing teachers progress three times faster than those placed with low performing teachers.



How the World's Best Performing School Systems Come Out on Top. McKinsey & Co., 2007



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In primary school, students who study with low performing teachers are put at an irreversible educational disadvantage. McKinsey concluded that highly effective school systems:

- Get the right people to become teachers.
- Help these teachers continue to develop their pedagogical skills.
- Ensure that every child is able to benefit from excellent instruction.

Despite these findings, Israel's teachers remain underpaid and undertrained. This places a tremendous burden on good teachers already in the system, and it discourages potentially high quality teachers from entering or remaining in the profession.

**Hod HaCarmel will use these insights, together with its own 50 years of experience in preschool education, to build a science-intensive K-12 school that works.**

## The Hod HaCarmel Educational Model

**Hod HaCarmel seeks to create a culture of excellence: an environment where talented children – no matter what their socio-economic background and in spite of disabilities – receive the learning skills, educational challenges, and social values they need to aspire and achieve.**

To do this, Hod HaCarmel will adhere to the following practices:

- **The best teachers:** The school will employ the finest educators, chosen from the top 10% of graduates in their classes. Science teachers will be recruited from leading universities specializing in the sciences, such as the Technion. Hod HaCarmel will pay starting salaries of between NIS 10,000 and 15,000 per month, which is between 80% and 170% more than the typical starting wage in most Israeli schools – public or private.
- **Supervision and training:** The school will have its own full time pedagogical advisor to provide teachers with ongoing supervision, training, and professional development. By contrast, each supervisor in the public school system is responsible for dozens – or even hundreds – of teachers.
- **Science focus:** The program of study will be based on the Ministry of Education's core curriculum with a significant addition of study hours in the exact and life sciences, including math, geometry, computer science, biology, chemistry, and physics. Every science class, beginning in first grade, will be taught by a professional science instructor.
- **Fostering innovation:** Much research and data shows that activities like the Arts use the right side of the brain, which supports and fosters the creativity essential to innovation. The combination of superior STEM (Science, Technology, Engineering and Mathematics) education combined with Arts education (which then becomes STEAM) should provide us with the system that offers us the best chance to build Israel's future innovative leadership in industry and science.
- **Inclusion:** The school will strive to integrate children from underprivileged backgrounds and underserved communities, actively recruiting them and providing scholarships whenever possible. We will also seek to integrate talented children with any of a number of disabilities. These children will ultimately comprise 25% of the student body.
- **Values and behavior:** Pupils, parents, and teachers will commit themselves to a school covenant, rules of behavior, and a set of common values. The status of the teacher in Israel has eroded, and must be restored. Another key principle is equality of opportunity. The school will adhere to a uniform dress code – a standard school shirt with insignia and basic accessories – so as to preclude the marginalization of students from lower income families by children who can afford the latest, expensive designer fashions.
- **Small classes:** Approximately 23 children per class.



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- **A long school day:**  
Children will study five days a week, from 8:00 am to 5:00 pm. They will receive four meals daily and they will conclude each day with a physical education class. In addition to raising their educational level, this will ease the burden on their parents – most of who work in time-intensive professions.
- **A long school year:** Classes will continue through mid-August, canceling the family vs. career dilemma faced by most Israeli parents during long summer vacations.
- **Aiming for academia:** Matriculation exams will begin in 9th grade, and 11th grade students will begin taking university level classes.
- **Parental involvement:** Parents will be intimately involved in the learning process, receiving regular progress reports and investing time in school affairs.

As an intermediate step before construction of the School, we have introduced an afterschool science enrichment program for preschool and elementary school pupils.

### Location

Hod HaCarmel's school will be located in Haifa, a major hub of Israel's burgeoning hi-tech industry and culture. This port city, which is the third-largest urban center in the country, is a major hub of Israel's burgeoning hi-tech industry and culture. Haifa is home to R&D facilities for many of the world's leading technology companies, such as Microsoft, Intel, Google, Yahoo!, Qualcomm, Elbit Systems, and many others – startups and veterans alike. These maintain a symbiotic relationship with the Technion, which is Israel's premier science and technology university. Located locally in Haifa, the Technion's faculty includes three Nobel Laureates.



The school will be built on the existing Hod HaCarmel educational campus, a 7.5 dunam ( $\approx 1.9$  acre) property donated for this explicit purpose by the Alon family: educators and entrepreneurs who have been operating highly acclaimed preschool programs on the site for some 50 years. The campus, situated in Haifa's beautiful and prestigious Denia neighborhood, boasts shaded lawns, open spaces, spectacular views, two swimming pools, an outdoor amphitheater, and a variety of existing facilities.





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## Construction and Design

While offering advanced classroom and lab facilities, the school's unique architectural design will resemble a series of houses rather than a massive building, thereby generating a feeling of home.

Item	Units	Area per unit	Total sq. m.
Regular classes	16	55	880
Special classes (concrete reinforced for security emergencies)	2	33	66
Labs	2	60	120
Library	1	60	60
Auditorium	1	110	110
Offices	1	18	18
Janitor's closet	1	8	8
Clinic	1	12	12
Teachers' room	1	22	22
Kitchenette	1	7	7
Principals' office	1	12	12
Consultation room	1	8	8
Bathrooms	3	15	45
Storage rooms	2	12	24
Net Area			1,400
Common Areas			420
<b>Total Gross Area</b>			<b>1,820</b>

Plans also call for a basketball court (15 X 28 m.), two table tennis courts (covered) and other sports facilities. To view detailed architectural plans, click [here](#).

**The total cost for constructing this first phase of the school is \$2,930,000.** This sum will cover the construction of three school buildings and the associated infrastructure development costs. We plan to expand the campus at a later stage to house a total of six school buildings. **The campus, a real estate asset valued at almost \$10 million, has been donated to the project by the Allon family.**



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## About Hod HaCarmel

Hod HaCarmel, a not-for-profit organization, was established to continue the pioneering and educational work of the Allon family, leaders of the Zionist enterprise who have been active in Israeli public affairs since 1880. Notable personalities have included Yigal Allon, commander of the Palmach (the elite, pre-independence fighting force), Moshe Allon, founder of the Israeli train system, and Zvi Allon, founder of the City of Netanya. In 1963, the late Shlomo Allon, a widely respected educator at the Reali School in Haifa, purchased the Hod HaCarmel campus, where the family built a series of kindergarten facilities. Utilizing the latest pedagogical methods, Hod HaCarmel quickly developed a reputation for educational excellence, attracting families from around the city. Today, Hod HaCarmel is home to 9 preschool frameworks serving 215 children, and summer camps serving 160.

Hod HaCarmel is now managed by Shlomo's grandson Tal, a businessman and Technion graduate with a degree in economics, business management, and biology. A visionary social entrepreneur, Tal has spearheaded the effort to establish the School for Excellence in Science on the Hod HaCarmel campus. The Hod HaCarmel organization's board includes a number of dedicated members of the Haifa business community, including Oded Ben Dov, a computer science expert and founder of Sesame Ensemble, Adv. Ziv Lotan, a prominent real estate lawyer, and Eli Calacuda, CEO of Supernova, an import-export firm.



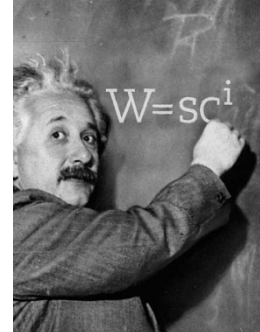
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## An Invitation to Partnership

Hod HaCarmel represents the next wave in science education, and is an initiative that can change the face of Israel's school system. **We invite you to be part of this effort, and to help us educate Israel's startup generation.**

**The Allon family has already donated the grounds of the campus, a real estate asset valued at almost \$10 million. Hod HaCarmel runs an operating surplus from its existing preschool programs, and will utilize these funds to help launch the new school.**

A variety of naming opportunities are available to interested partners. Following is a partial list:



<u>Naming Opportunity</u>	<u>Donation</u>
Name the entire campus	\$2,930,000
Name a building	\$600,000
Name the auditorium	\$300,000
Name a classroom	\$180,000
Name a laboratory	\$160,000
Name the library	\$160,000
Name the teachers' room	\$50,000
Name the administration area	\$40,000
Name the infirmary	\$25,000
Name a consultation room	\$25,000
Provide a scholarship for a disadvantaged child (for one year)	\$8,000

### For more information, please contact:

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