

MATANEL FOUNDATION

ACTIVITY REPORT

Program: Bezalel's Center of Excellence in Art and Design in Ofakim

Year: 2019

Please present your activity report according to the following lines. The whole rapport will not exceed 2 or 3 pages (as word document).

Name of the Program: Bezalel's Center of Excellence in Art and Design in Ofakim

Year of activity: January 2019 - July 2019

Name of the report's writer: Ariella Furst

Function of the report's writer: Resource Development Coordinator

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Facebook: [Bezalel's Center of Excellence in Ofakim](#)

Number of active participants in the program: In the first year of the first ever cycle of Bezalel's Center for Excellence in Ofakim, there were 29 participants (please see the attached list) that completed the year at the Center.

Estimated number of impacted participants: In addition to the 29 students who attended the Center last year, the activities of the Center also impacted family members and friends, which was evident by the feedback we received. This can also be evidenced from the end of year exhibit held in July to showcase the students work, which received wide publicity and the opening of which was attended by the Mayor of Ofakim along with over 150 guests, students, teachers, families and friends. Moreover, since opening the Center, schools in the surrounding neighborhoods requested that we open centers in their building or asked if their students could join the Center. The impact has also affected the number of students who applied to be part of the second cycle.

Give the actual state of the program (where the program stands at the date of the activity report, no more than ten lines):

The second cycle of students began studying just a few weeks ago. They joined the first cycle of students who are continuing on for their 2nd year. Together both cycles will continue to study till next July in parallel one to the other. Final numbers of students for both cycles will be determined within the next month (as there are always changes in the beginning of the year – students have late acceptance, others have scheduling conflicts – and it takes a month or so till numbers stabilize).

It is clear that the Center is quickly generating a buzz becoming an address for students talented in these disciplines, which previously had nowhere to gain experience in. It is

also clear that it is giving students a new horizon onto higher education avenues they previously couldn't imagine. The program curriculum's choice of emphasizing and encouraging students to become confident in themselves and their artistic expression, in addition to learning new skills, is strengthening their horizons even more.

The main achievements during the last year of activity (main achievements, number of events, number of participants, etc.):

The Center was a success for each of the 29 students who attended. Throughout the year, students were exposed to new styles of art and design that they wouldn't have known existed otherwise. In addition to attending the Center, the students had an opportunity to attend two workshops at Bezalel's Mount Scopus campus. They practiced new techniques, received feedback and interacted with Bezalel's students. At the end of the semester, students were excited to display their work at the *End of Year Exhibition* in Ofakim, which strengthened the students' self-image and gave the students confidence in their work and pride for all their accomplishments.

The first cycle of the Center of Excellence was a success and almost all the students from last year are continuing to attend the Center. Additionally, we have been able to cooperate with schools locally to connect their studies at the Center to matriculation tracks in art and design in their schools, which did not exist until now. This strengthens opportunities for the participating youths as they now have a chance to complete their high-school matriculation exams in fields they excel in, reinforcing their chances in been accepted to higher education institutions.

The evaluation (methodology, results, comparisons with the precedent year, conclusions for the future...):

The first cycle of the pilot program focused on providing the students with basic tools, learning various techniques and exposing them to various fields of art and design. As is customary in these fields, the knowledge acquired is based on an examination of the student's final products. Therefore, at the end of the semester, Bezalel's staff that participated in Ofakim held individual assessments and discussed the progress of each student. They looked at the students portfolios to see the process that they each went through and to know what new styles of art and design they learned. The staff also identified improvement trends and chose which works should be displayed at the Exhibition. The students' work that was featured at the Exhibition reflected the accomplishments of the entire group for this year.

In parallel, we collected feedback from the students who attended the first year at the Center. The following are some of the results:

- 84.2% of students said they learned a significant amount of new styles of art and design throughout the course
- 73.7% said that they made new friends at the Center
- 88% of students said they really enjoyed coming to the Center and 12% said it was nice to attend the Center each week. No one said that they were uncomfortable attending.

- The three most favorite courses were *Drawing* with Matan Oren, *Jewelry Design* with Shir Pines and *Illustration* with Alon Braier. The students expressed interest in other courses with some selectivity.

Students were asked what helped them with the learning process throughout the year.

The following were their responses:

- 47.1% said using presentations and examples of work
- 35.3% said having a personal connection with the instructors: Classroom assistance and positive attitude
- 11.8% said learning new methods and a high level of interest in the content
- 5.9% said encounter with materials, techniques and devices that are only at Bezalel

We received positive feedback from students and are going to continue offering various styles of art and design, particularly related to topics the students preferred. The feedback the students gave will also assist us in how to present new styles of art and design, such as continuing with presentations and examples of different works. In parallel to the courses, students also enjoyed the social aspects of the Center, which we will continue to offer, such as a snack area.

Provisional guidelines for the advancement of the program in the next year:

- Reaching out to schools in Ofakim and the surrounding area in order to increase the amount of student applicants.
- Increasing the number of faculty at Ofakim as well as expanding different styles of art and design on offer to enhance the learning process and widen the scope of exposure students have to relevant fields.
- Continuing to work with local schools and the Municipality in order to strengthen collaboration and effectiveness of the Center on a range of levels.
- Continuing to assess the pilot program and adjusting it so it can serve as a model for Centers of Excellence across Israel's periphery.
- Beginning discussions with other Municipalities and possible partners in a number of additional cities, to open additional Centers.

Please join the Evaluation Report, the Financial Report and the list of the participants to the program (as PDF documents)

Please see the attached documents

Please join photos – as JPG files – and any link or any other document connected to the program which will seem to you relevant – as PDF document.

Please see the attached document

Please join a 5 minute movie which presents your institution and the particular project supported by the Matanel Foundation. The movie should be accessible to the philanthropic world and to other potential donors.

Here is the link to the video:

https://drive.google.com/drive/folders/1JNovtFsr_SmgsjurYEjSMPF4z_j_VrVz