

YESHIVA UNIVERSITY MAGAZINE

YU TODAY

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Mission Driven

Yeshiva University
graduates combine personal
success with community
outreach to lead lives driven
by purpose.



Caroline Gold
'92 Stern College for Women
JScreen, Founder

Rabbi Yisroel Kaminetsky
'89 Yeshiva College, '92 RIETS
DRS High School, Founding Principal

Michael Eisenberg
'93 Yeshiva College
Aleph VC, Partner

Grace Meng
'02 Cardozo
NY Congresswoman

Joe Weilgus
'99 Sy Syms
New Legacy Group,
Founder & CEO

Dear Friends,

I am pleased to introduce this edition of *YU Today* which is just a small window into the expansive universe of the accomplishments of our alumni and the way in which they impact the world.

Leadership is at the core of our education. We cultivate graduates for whom success is not a finish line, but a responsibility to share with others. The trajectory of the Yeshiva University experience begins with the highest quality education and a deep engagement with our rich tradition of wisdom and values. Our students are infused with the ingenuity and ideals to create opportunities for themselves and others.

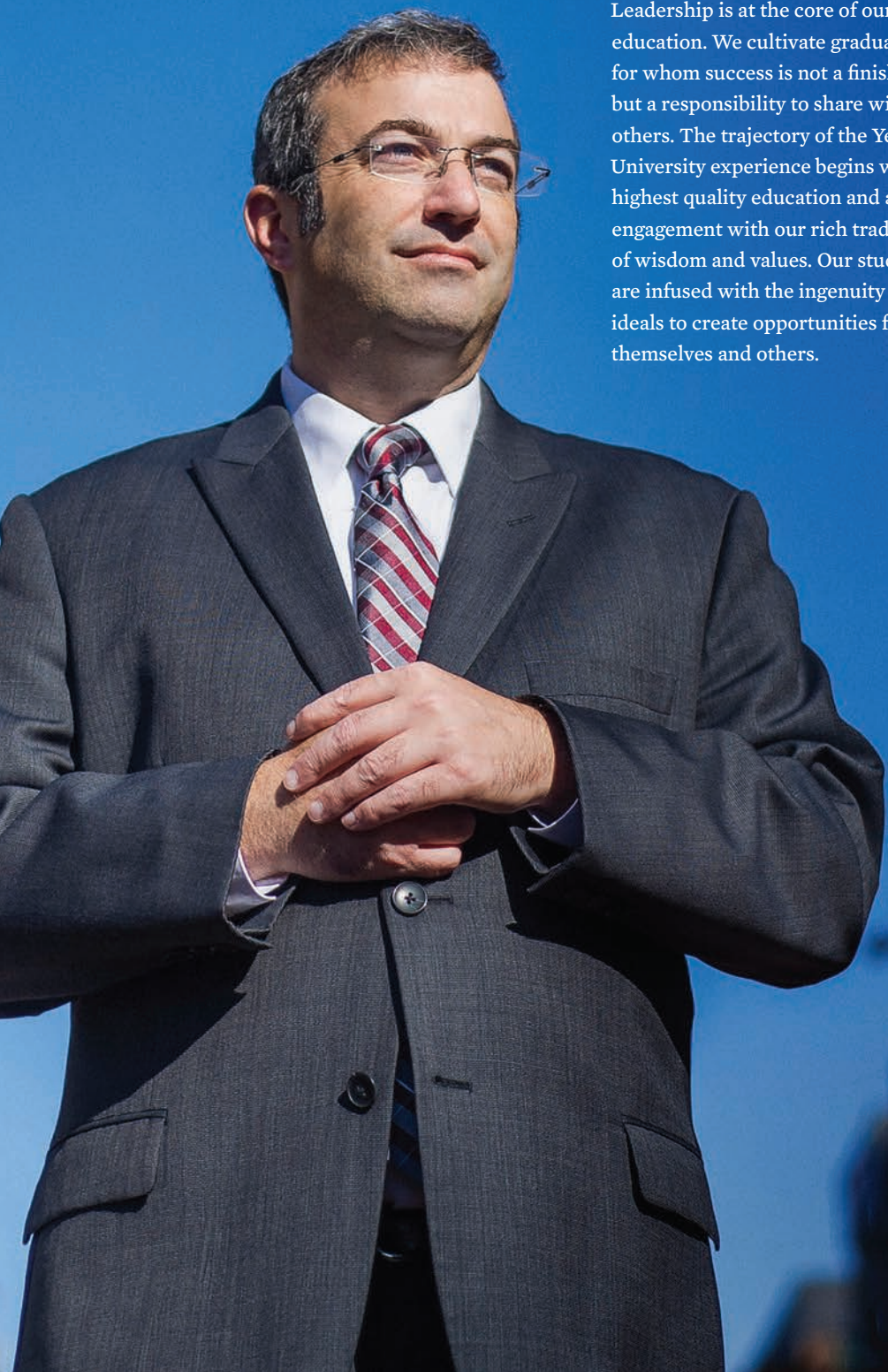
Our mission is to guide our students in both confronting contemporary challenges and seizing the wondrous opportunities of our time, as they transform our world of tomorrow for the better. We dedicate ourselves to empowering morally mature, market-ready graduates with the skill sets for lifelong success.

To learn more about our quality academic programs, successful alumni and unique educational model, please visit us at www.yu.edu.

Warmest wishes for continued joy and success in all your endeavors.



Dr. Ari Berman
President, Yeshiva University



A Deep and Lifelong Commitment to an Ethical Pursuit of Business

MICHAEL EISENBERG

'89 Yeshiva University High School for Boys, '93 Yeshiva College

Michael Eisenberg '93YC is an equal partner at Aleph, an early stage venture capital fund focused on serving Israeli entrepreneurs who want to build scalable, global businesses.

Since 2005, he has also served as the partner responsible for Benchmark Capital's Israeli portfolio, and 10 years prior to that, in 1995, he began focusing his investment on Israeli internet and software ventures, including Shopping.com, Conduit, Gigya, Lemonade, Wix, and Picturevision, to name a few.

But as he has matured both as an investor and a person, he has seen a shift in the business world that has pushed him towards focusing on what he calls "long humanity," a point he especially emphasizes in the speeches he gives to college students and in his recent book, *The Tree of Life and Prosperity*. (He has published two other books that touch on similar topics: *The Vanishing Jew* and *Ben Barukh*.)

"I have told the students that my core venture capital investment thesis for the next decade is to invest in humanity. It is the antidote to two decades of investment in social media," which he said lack "civility and trust, shared values and shared consequences." The next technological investment trend is in "Talking. Touching. Hugging. Caring. Educating. Helping. Succeeding Together. Healing."

These words are not slogans for Eisenberg. They echo his deep and lifelong commitment to an ethical pursuit of his business interests, where the outcome of his efforts leads to a world of greater wealth and justice.

Central to the success of this pursuit are entrepreneurs and their willingness to take risks. For Eisenberg, "entrepreneurism and risk-taking are positive, even hallowed, acts," and entrepreneurs are the people who "think of creative, practical solutions to problems and challenges" and "create things that didn't exist before."

However, "those things entrepreneurs create have to be then driven to scale and produced as efficiently as one can possibly produce them," and this is where the managers come in, who "bring in discipline and habits of efficiency."

Together, entrepreneurs and managers infused with strong ethical values (such as the values Eisenberg finds embedded in the millennia-long tradition of Jewish texts and wisdom but particularly in the Bible) can quite literally



change the world in which we live, and this is what drives Eisenberg to do what he does.

"We must build a moral system," he said, "that will support innovation and create a healthier society and a better collective future."

Leading with Confidence

GRACE MENG

'02 Benjamin N. Cardozo School of Law

As a U.S. congresswoman representing New York's 6th district in Queens, Rep. Grace Meng '02C has accomplished many "firsts" in her more than decade-long career in public service. She is the first Asian American elected to Congress from New York State and the first female congressmember from Queens since 1985.

Despite these milestones, what gives

Meng the deepest satisfaction is providing a voice to the underserved in her community. "I have somewhat of a unique background as a congressperson," noted Meng. "My parents are immigrants from mainland China and Taiwan. And like so many young children of immigrants, I grew up helping them navigate the obstacles of a new country and culture."

It is those navigation skills that have

honed her reputation as a consensus-building public servant. For the 114th session of Congress, which ran from Jan. 3, 2015, to Jan. 3, 2017, she was ranked as the eighth most-effective legislator in the Democratic Party by the Center for Effective Lawmaking.

If being a typical politician means searching for the spotlight, then Meng is an outlier. As a college student, she never would have predicted a career in politics for herself, let alone a seat in Congress, where she sits on the powerful House Appropriations Committee.

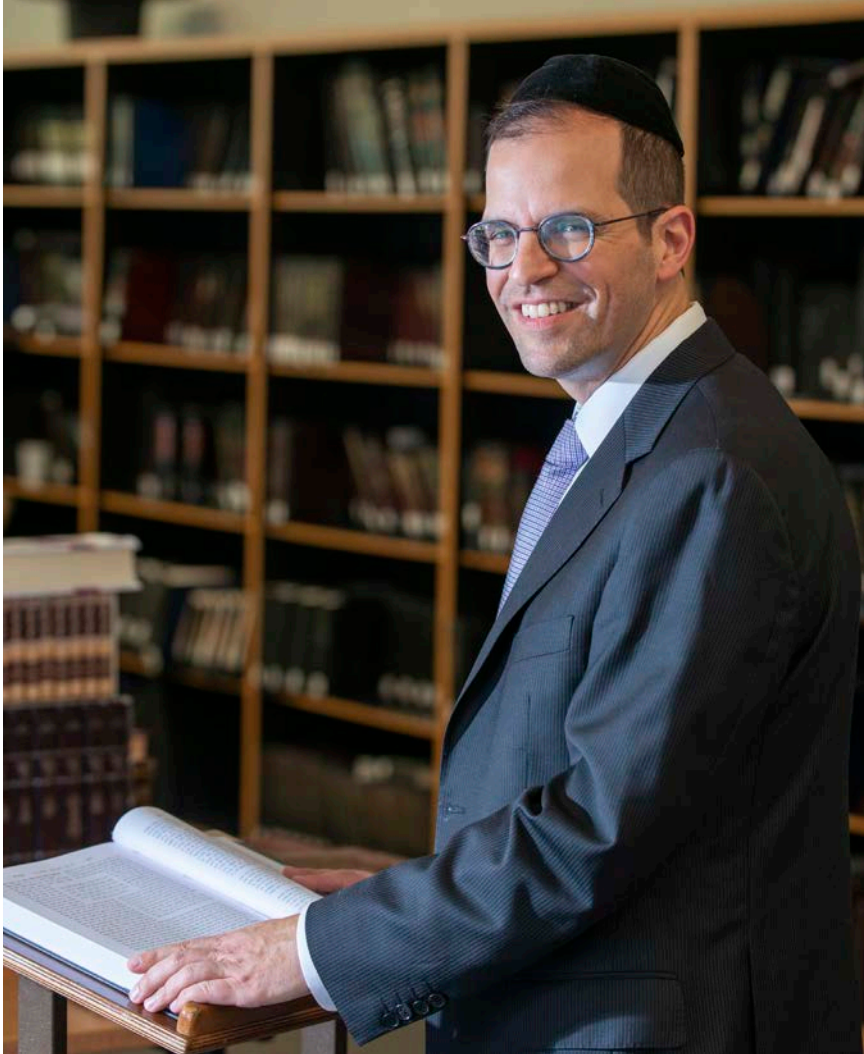
The soft-spoken history major found her calling while a student at the Benjamin N. Cardozo School of Law. "Cardozo gave me a practical grounding in the area of public interest law that I couldn't have found elsewhere," said Meng. "The public interest law clinics I attended were instructive, inspiring and motivating."

At Cardozo, her burgeoning interest in public interest law eventually led to volunteer work on a number of New York-area political campaigns.

The rest is history. From 2008 to 2013, Meng served in the New York State Assembly, co-authoring legislation on language access and mortgage protection. In 2013, as a first-term member of Congress, she passed legislation in the areas of religious freedoms and disaster relief, a significant accomplishment for a newcomer. Successful legislation has ranged from securing veterans' rights to consumer protection to the recent passing of a bipartisan bill protecting female refugees.

Now in her fourth congressional term, Meng looks to continue to advocate for the vulnerable and the often overlooked. "I don't care if it takes six months or six years, when it comes to delivering for my community, I am going to get it done. Because government starts here at the local level. It is not some distant bureaucracy."





Inspiring and Preparing the Rabbis of Tomorrow

RABBI ARYEH LEBOWITZ

Director, Semicha Program at RIETS

The news spread like wildfire: Rabbi Aryeh Lebowitz was coming back to Yeshiva University to become director of the *semicha* [rabbinical ordination] program at Rabbi Isaac Elchanan Theological Seminary (RIETS). Those familiar with Rabbi Lebowitz's *shiurim* [lectures] and his engaging and thoughtful approach to discussions of *halacha* [Jewish laws] could barely contain their excitement.

Perhaps it's because of his astonishing ability to turn high-level, complex halachic discussions into accessible and easy-to-

understand explanations. Perhaps it was due to his celebrity status on YUTorah.org, the world's largest compilation of Torah knowledge that houses over 192,000 shiurim from YU-affiliated rabbis and guest Torah personalities. Many of his over 8,000 uploaded lectures are among the most popular on the site.

Or perhaps the excitement was due, despite the serious and spiritual nature of most of the topics he discusses, to the fact that one will often hear laughter from the audience throughout many of Rabbi Lebowitz's shiurim. He possesses a unique

teaching style that is both inspirational and accessible, an approach his students appreciate immensely.

Rabbi Lebowitz studied at the Sy Syms School of Business and RIETS and currently serves as the rabbi of the Beis Haknesses synagogue in North Woodmere, New York. In his new position at YU, he looks forward to working with future rabbis and playing a role in their development as *talmidei chachamim* [Torah scholars] and communal role models.

One paramount trait he hopes to instill in his students is humility. "Rabbis, above all, must be humble," he counsels his students. "Humility will allow a person to seriously listen to other people's ideas and learn from them." It is a trait he is known for throughout the Jewish world. While his breadth of Torah knowledge is nothing short of astounding, he is held in high esteem for being approachable, kind and available for his students and congregants. Of Rabbi Lebowitz's return to YU, Rabbi Menachem Penner, Max and Marion Grill Dean of RIETS, said, "We are thrilled to be able to bring him back 'home' in a role that allows him to significantly impact the future of the North American Jewish community."

In his new position, Rabbi Lebowitz's goal is to prepare rabbis to address and cultivate the spiritual well-being of their communities—as he said, "to train rabbis with a love of Torah and its *mitzvos* [commandments]." He is proud of the contributions RIETS and YU graduates have had, and continue to have. Said Rabbi Lebowitz, "There are hundreds of communities throughout the world, most heavily concentrated in North America and Israel, that are led on both the rabbinic and lay leadership sides by YU alumni." He looks forward to being a link in the chain of "our glorious *mesorah* [tradition]," and even more so, to strengthening that chain at the University. He added, "If one wants to have maximum impact on the Jewish people and the world at large, YU is the place to do it."

Where Passion Meets Purpose

DR. DANIELLE WOZNIAK
Dean, Wurzweiler School of Social Work

“Where Passion Meets Purpose” is a philosophy that perfectly describes Dr. Danielle Wozniak’s drive and commitment.

Since becoming the Dorothy and David I. Schachne Dean in 2016, the Wurzweiler School of Social Work has literally doubled its size under her leadership while promoting innovative programming, increased online learning opportunities and multiple creative partnerships.

“For us,” said Wozniak, “growth is intrinsic to our mission, because by growing, we can positively impact more people and change more lives by adhering to a strong ethic of *tikkun olam*, of repairing the world. I want to help my staff and faculty to develop a collaborative and inclusive vision for change and growth, to be excited about that vision and then to collectively work toward it. Nothing thrills me more than someone coming into my office saying, ‘Hey, I have a great idea!’ I want to hear it. I love out-of-the-box thinking. My personal motto is ‘What box?’”

The Care Cafe, an initiative started in 2017, is an excellent example of these values in action. Funded in part by support from the New York City Council, Care Cafe offers free community outreach events plus a connection to targeted resources and referrals; in other words, instead of people in need coming to Wurzweiler, Wurzweiler comes to them in the neighborhoods where they live.

As Wozniak put it, “We don’t just want to help people survive, we want to help them thrive. We launched this project under the premise that connection is possible and

important even if it lasts for a few moments, even when shared with total strangers through a community that pops up around an issue, a need or an experience.”

Care Cafe events have covered a multitude of topics, such as steering parents through the New York City school system, guiding communities through the trauma of gang violence and helping military veterans achieve self-healing through nutrition, mindfulness training and theatrical performance.

“Part of 21st-century life is isolation and the ennui that comes from a world in which connections are often either interrupted or abrogated through time, distance or technology. Care Cafe seeks to ameliorate that isolation.”

Clearly, she is driven to do what she does by a deep moral commitment to leaving the world better for her having lived in it. “Of course, I am guided professionally by the National Association of Social Workers Code of Ethics, which not only delineates our professional responsibilities but also outlines our ethical imperatives,” she pointed out. “But I am also personally guided by my faith. An empathic understanding of displacement and struggle for me translates to a moral imperative of altruism, righteousness and social justice. I never forget that we must work for the *edah*, the congregation and community, and, through that sense of community, work to repair a fractured world.”



Technology



Mentored by
Professor Alan Broder
and Dr. Joshua Waxman



YU Hackathon
Organizer



VP of the Stern College
Dramatics Society



VP of the Student Council



Summer Internship
at Facebook



Full-Time Job Offer
at Facebook

Racheli M. '19
FACEBOOK
Software Engineer

Business



Attended Kukin
Lecture Series



Mentored by
Dr. Archishman Chakraborty
and Dr. Sharon Poczter



Member of the
Finance Mentorship
Society Club



Member of the
Hospitality and
Management Club



Summer Internship
at the Federal Reserve



Full-Time Job Offer
at the Federal Reserve

Benjamin K. '19
**FEDERAL
RESERVE**
Financial Analyst

Medicine



On-Campus Research
with Dr. Chaya Rapp



Research in Israel through
The Bar-Ilan/Yeshiva
University Summer
Science Internship



Member of the YU
NCAA Volleyball Team



Editor of YU's Women
in Science Journal



Accepted to Top
PhD Programs
in Biochemistry

Ilana K. '18
**ALBERT EINSTEIN
COLLEGE OF
MEDICINE**
PhD Candidate
Biomedical Sciences

DIFFERENT PATHS. SAME SUCCESS.

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ensures their success.**

yu.edu/support



Yeshiva University
BUILDING TOMORROW, **TODAY**



Coding Success for Women in Computer Science

ALAN BRODER

Department Chair, Computer Science at Stern College for Women

For the last six years, Alan Broder, clinical professor and chair of computer science at Stern College for Women, has been a staunch and tireless champion of upgrading the course offerings, computer infrastructure, internship options and employment possibilities available to his students.

Not a week goes by during a semester when Broder is not sending out to his students notice after notice about who is hiring, learning opportunities outside the classroom (coding classes, hackathons), trends in the field and scholarship possibilities.

The efforts have paid off handsomely. The program now has approximately 30 computer science majors (with many others minoring in the field) who affectionately call themselves “Broder’s Coders” in honor of the work he has done promoting their well-being.

Recent Stern College graduates have

been able to land jobs at Google, Facebook, Palantir, UBS, J.P.Morgan and others. Stern computer science students have won scholarships and recognition in the field, faculty expertise covers the newest innovations, curriculum is constantly updated to keep pace with technological changes and periodic hackathons match coding skills to creative ideas.

Sarah Gulkowitz '19S can attest to the value of Broder’s efforts, having won a scholarship in 2018 from Visionary Integration Professionals, who were searching for women that show promise not only in technology but who also have a commitment to community service.

“I was always interested in computers and the challenge that came with them,” said Gulkowitz, “but I hadn’t decided to major in it until I attended Stern College. Taking a course with Professor Broder solidified my decision,” she said.

His most recent accomplishment was securing funding for a new computer science collaboration lab, where, beginning this fall, students will have a dedicated space to work on coding, creating and collaborating. The funding came from the Selma T. and Jacques H. Mitrani Foundation and New York State Assemblymember Dan Quart, whose 73rd Assembly District includes the school’s midtown campus.

“Students in other majors have long enjoyed facilities at Stern College to create and collaborate within their respective disciplines,” said Broder, “and these grants acknowledge the exceptional progress that the computer science program has made since its inception. We’re very grateful for their vote of confidence in what we are doing.”

As an instructor, Broder not only wants to make sure his students master all the technical complexities of the discipline but also push themselves beyond what they believe are their limits, as Elana Apfelbaum '20S can confirm. “Professor Broder is a dynamic educator who has spent countless hours inspiring female students to be leaders by constantly challenging us to expand our skills. His dedicated leadership has resulted in the exponential growth of the computer science department.”

He is also justly proud of how the program has bettered the prospects for women’s success in a STEM industry that is highly male-centric. “With our expanded course offerings, record enrollment and budding extracurricular programs,” said Broder, “Stern students are hearing great stories from their friends who have gotten robust attention and job offers even just with a computer science minor, because the job market for computer science is so strong and women have typically been underrepresented.”

He adds, “Computer science students from Stern College strive for personal excellence and are just as committed to empowering other women to join them on the journey.”

Because of Alan Broder, computer science at Stern College has definitely established the algorithm for success.

A Sound Course of Treatment by Listening to Patients' Stories

ADIRA HULKOWER

'97 Stern College for Women, '00 Benjamin N. Cardozo School of Law

“Don’t just do something, stand there” is a favorite mantra of Adira Hulkower’s, and one that she reminds herself of daily. In her profession, it simply means that sometimes the real work is just being present and listening.

Hulkower '97S, '00C is the chief of the Bioethics Consultation Service at Montefiore Medical Center and an assistant professor of epidemiology and population health at the Albert Einstein College of Medicine. In this role, she helps patients, families and clinicians navigate complex medical decisions, and her deep empathy and listening skills are a key part of the job. Whether she is with patients or her students, her message is the same: the most important thing a bioethics consultant can do is be present and bear witness to people’s stories.

Hulkower knew early in life that she wanted to be in public service. After graduating from Stern College for Women and the Benjamin N. Cardozo School of Law, she first found her calling as a Legal Aid attorney representing abused and neglected children. In this job, she experienced firsthand how easily vulnerable people in traumatic circumstances can lose their individuality and ability to advocate for themselves in systems intended to support them. Despite the best intentions, it can be “easy to compartmentalize and overlook the humanity of people when rushing through a court calendar or from bedside to bedside,” she said.

As a bioethics consultant, Hulkower is determined that her patients’ values and voices are heard. In her work at Montefiore, where she juggles nearly 200 cases a year, the patient’s fundamental right to be treated with dignity is her top priority.

Most of her days are spent interacting with clinicians, patients and families, and of course, listening. “When I take the time to slow down this process, to sit at conference room tables and bedsides and learn their stories, my recommendations become so much more textured. I’m able to help patients, families and clinicians reach more individualized and ethically sound resolutions, whether in choosing a plan of care or an end-of-life decision,” she said.

Working with patients who cannot make independent decisions and have no friends or family to speak for them because of advanced age, illness or intellectual disabilities is especially meaningful to her. She is moved by the enor-



mous impact her work may have on their lives. “Being present for these patients who have no one is a profound responsibility and honor,” said Hulkower.

Her patients at Montefiore are fortunate to have such an advocate. Yeshiva University is proud to call her an alumna.



Rabbi Yisroel Kaminetsky

Teaching for the Future, Guided by Timeless Values

RABBI YISROEL KAMINETSKY

'89 *Yeshiva College*

'92 *Rabbi Isaac Elchanan Theological Seminary*

Who are the educators other educators call when they need guidance? Rabbi Yisroel Kaminetsky '89YC, '92R is one of the first people on the list.

Rabbi Kaminetsky is principal of DRS, a boy's high school in Woodmere, New York, where he inspires hundreds of students to love Judaism, excel at Torah study and reach their fullest potential. "I feel blessed and privileged spending my days encouraging these youngsters to believe in themselves and promoting their relationship with G-d, their families, with one another, with the entire Jewish people, and with the broader community."

After graduating from Yeshiva University, he attended the Rabbi Isaac Elchanan Theological Seminary (RIETS), where he received semicha [rabbinic ordination]. His teaching philosophy is the same now as it was then. "If you love kids and always encourage and respect them, they will exceed our expectations every time." He is well known for connecting with students through his warmth, creativity and sincerity, often through music and, on occasion, the basketball court.

He feels his YU experience has been crucial to his personal vision of education, and he continues to be impressed with YU's high academic standards. "With the rigorous dual curriculum, I feel that if you succeed at YU, you can succeed anywhere."

Being the son of Rabbi Dovid Kaminetsky, a beloved educator,

his passion and joy for teaching are literally in his DNA, and though his father passed away in 2018, he continues to influence every aspect of Rabbi Kaminetsky's life. "My entire upbringing, my breakfast, lunch and supper, was about community service. The love, respect and care my father gave to each of his students was incredible," said Rabbi Kaminetsky. "He loved Torah and Judaism uncompromisingly, and I miss him dearly."

Rabbi Kaminetsky aspires to "bring honor to his father's name by continuing the positive impact he had on so many lives" and instilling in his students a Judaism that is alive, exciting and positive, exactly the shining example his father set for others. "My father had an incredibly refined sterling character, a tall order to live up to but a beacon to strive for."

A Champion of Genetic Screening

CAROLINE GOLD

'92 *Stern College for Women*

When Caroline (Katz) Gold '92S came to Stern College for Women in 1988, she found a community as warm and friendly as the sunny climate of her native Atlanta, Georgia. Today, that same community continues to support efforts by Gold, and her husband, Randy, to educate others about genetic health.

In 2008, their second child, Eden, was diagnosed with a neurodegenerative disease called Mucopolysaccharidosis Type IV (ML4). The prognosis for children with ML4 is to suffer from a long list of physical and mental disabilities and only live until early adulthood. "In an instant, every dream we had for our daughter was shattered," she said.

The couple had been tested before their marriage to determine if they were carriers for genetic diseases common in those of Jewish descent, but neither of them was screened for ML4. To help others be appropriately screened for these diseases, in 2010 they created a genetic screening program called JSscreen.

In 2016, a partnership with YU helped 1,200 people undergo the testing, an effort that continues to this day through YU Connects, a project of the Center for the Jewish Future, which offers a range of services to foster healthy relationships toward marriage.

JSscreen has become a national success by offering "a comprehensive, accessible and affordable genetic screening through a simple saliva test sent through the mail so that every couple knows their results for over 200 genetic diseases affecting the Ashkenazic, Sephardic, Persian and Caucasian populations."

The Golds have also become catalysts for the ML4 Foundation, whose mission is to develop treatments and a cure for ML4. "We have funded groundbreaking and potentially life-changing science at institutions like Albert Einstein College of Medicine, Harvard Medical School and Weizmann Institute of Science as well as at other institutions in the United States and Europe."

In the midst of all this, life in the Gold household goes on. Now 11 years old, Eden attends a school for children with severe special needs. She doesn't yet stand or talk, and her vision is significantly

Caroline Gold



Joe Weilgus

impaired, “but she is making progress; she is definitely the hardest worker I have ever seen and is absolutely inspiring.”

Most important to Gold, she is raising Eden and her siblings—Natanel, 13, and Shai, 7—to be models of the values she holds dear. For his bar mitzvah celebrated this past May, Natanel asked that in lieu of gifts, guests donate to the ML4 Foundation. Natanel raised over \$92,000 for research to benefit his sister and received a standing ovation for his heartfelt bar mitzvah speech. There wasn’t a dry eye in the house, nor was there ever a mother so proud of her bar mitzvah boy.

Bringing Joy to Thousands of Hospital Rooms Started in His Dorm Room

JOE WEILGUS

'99 Sy Syms School of Business

It all started in Room 727 in the Morgenstern dorm at Yeshiva University. One morning in 1996, Joe Weilgus '99SB, then an undergraduate at YU, went to visit a friend in the hospital. He happened to pass the pediatric wing and noticed many patients alone in their rooms with nothing to do. He was a busy guy, balancing a dual curriculum of Jewish studies and business courses and could have ignored what he saw that morning at the hospital.

Instead, because he has, as he said, “a strong desire to improve

the lives of others” (an aspiration instilled in him by his parents, who told him to follow the teaching that “in a place where there is no person, be that person”), he went back to his dorm room and created Project Sunshine.

Fast-forward to 2019. Project Sunshine has grown to a global network of over 18,000 dedicated volunteers that brings interactive programs and activity kits to hospitals that promote play, support the social and emotional needs of patients and, most importantly, give tremendous joy to over 150,000 patients and their families in over 325 medical facilities in five countries.

As founder and CEO of New Legacy Group, an investment advisory firm, Weilgus oversees a multinational company with investment funds spread across the United States, Europe, Israel and China, serves as an adviser to top-tier companies and collaborates with key global industry leaders, entrepreneurs and innovators.

Yet without a doubt, his proudest accomplishment is his founding of Project Sunshine, an organization that not only improves the lives of sick children but also the lives of the thousands of volunteers who devote their time to bringing a smile to children’s faces.

“Our volunteers enhance lives while enhancing their own,” said Weilgus, and he credits part of Project Sunshine’s enormous success to the values he learned at YU, where he was encouraged to improve the world and make a difference. He speaks with deep admiration of the devotion of his fellow YU students, Project Sunshine’s first volunteers, who helped him get the organization off the ground in the days when he called Room 727 his home.

Back in 1996, Weilgus saw a need and helped fill it. “Being able to bring some normalcy to these kids during what is a most challenging time in their lives and being at the center of a program that just lets kids be kids has been a dream come true for me.”



Recipe for Innovation: Chutzpah, Brains, Resilience

MARIA BLEKHER

Director, YU Innovation Lab

Dr. Maria Blekher is on a mission. As director of the newly created YU Innovation Lab, her ambition is to connect Israeli startups looking to gain a foothold in the American marketplace with YU's community of talented, entrepreneurial-focused faculty and students.

"Everyone recognizes we are living in a time of rapid technological transformation affecting all aspects of our lives," said Blekher. "Through the Lab, I want to help students compete in a business world where disruption and innovation are the norm."

Her passion for building the Innovation Lab is powered from her research and teaching as the academic program director for the master's degree in digital marketing and media she created at the Katz School of Science and Health as well as her work as

clinical associate professor of digital strategies at the Sy Syms School of Business.

Blekher, who grew up in Israel, came to Yeshiva University in 2014 after spending a year researching prosocial behavior as a visiting scholar at New York University's Stern School of Business. She earned her academic bona fides at Ben-Gurion University with a BA, MBA and PhD.

At YU, she developed a course on the Israeli business environment. "I was so excited by the opportunity," said Blekher, "because that's what I know how to do, build things from the ground up."

The popularity of the course convinced her that she had to find a way to connect the entrepreneurial dynamism of Israel's startup culture with YU's business resources and its increasingly ambitious and gifted business students.

For Blekher, who had worked across the

finance and tech sectors in Israel, it was a no-brainer. With the largest number of startups per capita in the world, her home market was rapidly evolving from Startup Nation to Innovation Nation, with companies like Waze, acquired by Google for \$1.3 billion, and Mobileye, acquired by Intel for \$15.3 billion. Developing an innovation platform in the heart of the global business economy with a pipeline of ready startups was an irresistibly smart strategy. "Considering the deep connections the University has with Israel, I realized that YU is the perfect place to fulfill my vision," she said.

In 2018, Yeshiva University, through its general counsel's office, received a capital grant from the State of New York to build out the Innovation Lab. From there, a strategic partnership with Yissum, the technology transfer company of Hebrew University, was initiated. Five Israeli startups came on board in January 2019. With the addition of Caring Eye, MoneyCompass, Truvi, HeroKi and Sightbit in the 2019-2020 academic year, the number will grow to 11.

YU students will collaborate with these companies on a range of strategic design and development briefs, including go-to-market planning, audience-to-product mapping strategies, brand architecture development, social media launch strategies and market activation. This "learning by doing" aspect of the Lab goes beyond the typical case study approach. "At the Lab, students are applying their theories and skills to add real value in real time to these businesses."

In addition, the Innovation Lab will offer participating startups access to marketing experts, funding, legal advice and connections to New York City's Silicon Alley.

Blekher makes a compelling case for the program. "The most important thing students care about is developing and maintaining a competitive edge in their business careers. We know from experience the best way to achieve that is to help them develop an entrepreneurial mindset and the requisite business and marketing skills," she said. "At the Innovation Lab, we're using our chutzpah, brains and resilience to create an amazing culture of innovation right here at YU."



Serving the Underserved

The Progressive Education Laboratory Experience Fellowship (PELE means “wonder” in Hebrew), supported by the Kohlet Foundation, fully funds a one-year master’s degree in the Azrieli Graduate School of Education and Administration to teach educators how to apply progressive approaches to infuse “wonder” into Jewish studies.



Becoming Educational Innovators

In 2019, the Parnes Clinic of the Ferkauf Graduate School of Psychology won the first-ever Clinic Innovations Award in Social Justice in recognition for providing affordable and high-quality mental health services to over 600 patients each month in the Bronx.

YU in Action



Forging Bonds with Israeli Teens

For over 13 years, student-counselors with Counterpoint Israel have volunteered to teach English and computer literacy to at-risk Israeli adolescents while helping the teenagers strengthen their Jewish identity.



Realizing Dreams. Securing the Future.

The Makor College Experience (MCE) helps young men with intellectual disabilities transition to independent lives through an inclusive program that makes them part of the YU community through peer mentoring, attendance at YU events and access to University resources. After three years, they earn a Certificate of Completion, a resume and references for future employment.

Getting a START in Science Education

Volunteers with Project START Science teach science modules (like how to make ice cream or build a volcano) to students in local public schools. In 2019, over 300 volunteers worked with 150 elementary school students to spark a lifelong love of science.



19 at 100

Benjamin N. Cardozo School of Law commemorates the centennial of the 19th Amendment, “Women’s Votes, Women’s Voices: The 19th Amendment at 100,” with a year-long roster of films, panels, and discussions and interactive events. #19at100



The Next Step in Pastoral Counseling

The Rabbi Isaac Elchanan Theological Seminary and the Ferkauf Graduate School of Psychology offer a joint certificate program in mental health counseling so that young rabbis and educators can understand the needs of their prospective congregants and students.

70,000 ALUMNI IN THE YU FAMILY



Sarah C. '19
**BUSINESS
INTELLIGENCE
ENGINEER**
Condé Nast



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