



## Improving the Quality of Life of Senior Citizens

One of the most common complaints voiced by elderly people in noisy environments is that they cannot hear themselves, or others, speak. This discomfort, which many adults share in varying degrees, can cause frustration and can severely limit the range of activities in which an elderly person takes part, leading to a less active and satisfying life. In February, IDC Herzliya hosted an international and interdisciplinary meeting aimed at finding better ways to improve communication in older age, "Hearing, Remembering, and Living Well: Paying Attention to Challenges that Older Adults Face in Noisy Environments." The conference was hosted by the Communication, Aging and Neuropsychology Laboratory, headed by Dr. **Boaz Ben-David**, together with the Cognitive Neuroscience Laboratory, headed by Dr. **Daniel**



Conference presenters, from left: Drs. Jean-Pierre Gagne and Bruce Schneider from Canada, Dr. Antje Heinrich from the UK, and IDC's Drs. Boaz Ben-David and Daniel Levy.

**Levy**, both at the Baruch Ivcher School of Psychology. The conference was the culmination of a European Research Area in Aging 2 project grant, headed by IDC, which includes world-renowned researchers from Canada, England

and Finland. Levy and Ben-David, who organized the conference, say the long-term aim is to develop the most effective strategies for alleviating the environmental communication difficulties faced by the elderly. The conference was attended by leading speech-language pathologists from the private and public sectors, as well as faculty members from Communication Disorders, Psychology, and Gerontology departments from universities across Israel. They participated in a vibrant interdisciplinary discussion on the future of this line of research. Ben-David and Levy announced that they will continue to spearhead IDC's efforts to improve the quality of life of senior citizens through cognitive, communication and brain research.



## Recent Activities



This year's Annual Job Fair, which had over 100 companies and over 3000 students and alumni participating. From left: Career Development Center counselors Hagit Bergman and Tamar Neuhaus, center director Karin Kaufman, counselor Rachel Kadec, vice president of Student Affairs Dr. Ayelet Ben Ezer, IDC president and founder Prof. Uriel Reichman, and counselors Yael Haroosh, Keren Lavie Avraham, and Michal Miller.

In the first semester of this school year, the IDC Career Development Center held 483 consultations, advertised 3,604 jobs, and organized 15 recruiting events, featuring company presentations, panels and workshops. Some 1,020 alumni and students participated in these activities.

The center is currently implementing a new information system that will enable it to be more accurate, efficient and faster in its work. At the same time, it has proudly launched a new website for its database of job offers. The new site will be mobile-responsive and will automatically send CVs to the employers. A new Facebook group, "IDC Career Center," was started in October,

and already has 5,100 members, both alumni and students.

In January, the Law Internship Fair was held for third-year students, with 54 potential employers. Once again, the list of law firms and public bodies was impressive and attractive for the students. Among the employers were S. Horowitz, Yigal Arnon, Naschitz Brandes, Herzog, Fox & Neeman, Goldfarb Seligman, the Israel Securities Authority, the Antitrust Authority, the Public Defense Office, and the State Attorney's Office. The employers sent 200 representatives to the fair, at least half of them IDC alumni. Students who in their face to face meetings



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impressed the employers were invited for interviews. The March "internship race" saw hundreds of students interviewed and a simulation event in collaboration with the Student Union.

For the second semester, additional events are planned with the consulting firms McKinsey, BCG, and TASC, as well as with bodies including the Atidim Cadets for Municipal Service and police cadets, the United Nations, JPMorgan, Unilever, and the Baumann Ber Rivnay advertising agency. In addition, workshops are being held about LinkedIn and preparation for the job search.

The Annual Job Fair took place this year on April 28th, with 103 employers participating.