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Attn:

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THE ISRAELI NATIONAL COMMISSION FOR UNESCO IN CONJUNCTION WITH GALILLEE COLLEGE

20th Management of Higher Education Institutions Seminar (MHEI) The Cyber Future of (Distance) Higher Education

June 19-30, 2008

Was the first day of distance learning the last day of conventional university life?

Online education systems are rapidly becoming THE next big thing for many universities worldwide. Once the realisation took hold that this type of learning requires very little special technology, the universities utilising this method are finding that the number of their students is increasing at an incredible rate.

Since 2002, the market of distance education has been almost doubling itself every year and millions of students are now taking online courses. Therefore, the real questions are what will be the impact of this on the future of traditional universities and what will become of the institutions that cannot or will not incorporate this method of teaching into their systems?

Today, YOU, as one of the University leaders, senior managers or educators who realise the importance of this trend and the impact on your institution, could take this opportunity and apply to participate in the 20th "Management of Higher Education Institutions" seminar to be held between 19 - 30 June 2008. This will equip you with the best tools, knowledge, a wonderful networking opportunity and a sense of the bigger picture to fully deal with this subject.

This seminar is unique in what it delivers and covers many topics in addition to the above subject such as fundraising, quality assurance, leadership and marketing. Further details may be found on our website. Study tours across Israel, will be combined within the curriculum and on the weekends participants tour the Holy Land's historical and religious sites with some of the best guides in Israel.

In addition, we are proud to inform you that Galilee College has developed a brand new study programme on **Human Resources in Higher Education Institutions**. This will be conducted at the same time as the 20th MHEI Seminar. For fees and scholarships, registration forms and further information about both seminars, please do not hesitate to contact the new programme director, Ms. Naomi Keren or visit our website:
<http://www.galilcol.ac.il/page.asp?id=20>

Sincerely yours,

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Seminar's website: <http://www.galilcol.ac.il/page.asp?id=20>