

The Magic of ORT

With all the plaudits being heaped on ORT in this, its Centennial Year -- honors from both the CJF and the United Jewish Appeal at their recent conclaves, for instance -- an interesting question has come up: why does ORT continue to grow year after year?

The answer appears to be very simple and down - to - earth: every ORT graduate gets a job. Even in countries where unemployment is rising, even in countries where anti-Semi-

tism is rampant.

In a report prepared for the National Conference of the American ORT Federation last month, AOF President Sidney E. Leiwant, calls this extraordinary phenomenon "ORT magic." But he also makes it clear that it is not magic done with mirrors: ORT's special magic is ORT wuality. And he makes it sound simple: if you start with quality teachers, you provide a quality education, wehther academic or vocational. And a quality education means high waulity al. And a quality education means high quality graduates. So that even in a country like France, with its own state network of vocational

training schools, plus sharply increased joblessness, ORT graduates are snapped up by both government and private industry.

You can imagine what this means to the State of Israel, where many of those who enter come from immigrant families, often from lands of persecution. Some of these students enter ORT schools hardly literate; but when they complete their courses they are not only able to stand on their own feet, but they have become an asset to the economy of Israel. In fact, as Mr. Leiwant notes, ORT graduates may be a part of Israel's major "export crop" in the future - brainpower.

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