We don’t want you to major in Jewish Studies. We want you to **double** major.

Let’s start by explaining what we mean by innovate

No matter where you end up after college, you will face problems that have no easy solution. Jewish Studies can train you to think creatively, to see that off-the-wall idea, to take a new approach, to take risks, and propose and implement that solution that seems so crazy it just might work. This is what successful entrepreneurs and leaders, in any profession, do; they make it happen and turn the impossible into possible. Before the Israeli startup Waze came onto the navigation scene, there were two options when you encountered traffic. You could wait patiently until you reached your destination, or ignore the line and cut in front of someone. The people behind Waze believed there was a third way: Figure out where the traffic is worst and navigate around it through a creative, easy to access, crowd-sourcing app. Waze revolutionized navigation and in 2013 was bought by Google for $966 million.

**Why is Jewish Studies uniquely positioned to teach these skills?**

We have been doing it for 30 years. Ever since our Program’s inception in the 1980s, we have been the outlier of Jewish Studies Programs nationally, and of academic units here at CofC. With an additional focus on community involvement and nurturing Jewish life in Charleston, working in uncharted territory has become a second nature to us. The unique combination of community involvement, hiring the best people, and tenacity has made us who we are today: A program for everyone that draws on a millennia-old culture that had to adjust and adapt in the face of adversity, and on the experiences, discoveries, and inventions of multitude of creative Jewish thinkers and modern Israeli entrepreneurs.

**Isn’t putting the focus on innovation in a Jewish Studies program a little crazy?**

Maybe, but we would not be here if we did what every other Jewish Studies Program in the country does. We envision a program where history, language, culture, and a bit of chutzpa help you become a confident problem solver able to rise to the top of any field of study.