The interdisciplinary mission of the Salesian Center is to promote the interaction of faith and culture, in a mutually beneficial engagement, through academic initiatives that focus on the authentic integration of social concerns and gospel values, an integration that has been embodied in the lives of St. Francis de Sales and St. Jane de Chantal and that continues to be expressed in the tradition of Christian Humanism.

ANNUAL REPORT, 2010-2011

final version published on August 8, 2011

Rev. Thomas F. Dailey, O.S.F.S

Director

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Established in 2000, the Salesian Center for Faith & Culture at DeSales University engaged more than 2,010 people in its work this year. Among its many accomplishments, the top three developments were:

#1 - The extensive media exposure for the Salesian Center: Our social media presence (via Twitter, Facebook, and Constant Contact) increased by 14% and our fans/followers now number more than 2,125 persons. Our web site receives a monthly average of nearly 2,700 page views. And the appearance of the Director on the Eternal Word Television Network (EWTN) made news of our work available to more than 160 million homes reached by that station!

#2 – The expansion of our Salesian Studies. To advance the scholarly work in this area, we published 16 new works related to the Salesian tradition. Additionally, the Director and the Senior Salesian Scholar brought this spirituality to 18 audiences across the country.

#3 – Celebrating the life and legacy of John Paul II. Our memorial Arts & Culture series brought to campus an internationally known dramatic artist, who performed the one-man production of LOLEK, the story of Karol Wojtyla’s young life. A month later, in anticipation of the worldwide celebration, the Salesian Center sponsored a “Noontime Nuggets” presentation about the beatification of the former pope. Blessed John Paul II remains an inspiration for our work of integrating faith and culture.

What follows is a report on our work throughout the year in terms of the following areas:

- **PERSONNEL** – focusing on the people engaged in the work of the Salesian Center
- **BACKGROUND & MISSION** – focusing on the study and dissemination of Salesian spirituality as a means of forging the link between faith and culture
- **ACTIVITIES** – focusing on the programs of the Salesian Center in the three major areas of educational initiatives, dialogue opportunities, and partnership ventures
- **PUBLIC RELATIONS** – focusing on media relations and electronic networking related to the Salesian Center
- **INSTITUTIONAL ADVANCEMENT** – focusing on the fiscal condition of the Salesian Center and efforts toward financial development

The report also suggests direction for the future growth of the Salesian Center in the next academic year. Further details about all that is reported here can be found on our regularly updated web site at

www.desales.edu/salesian
PERSONNEL

The work of the Salesian Center remains a collaborative effort of the staff, the participating members, and others who contribute to the fulfillment of our mission.

Oblate priests continue to serve as fellows of the Salesian Center:

**FR. THOMAS DAILEY**, professor of Theology and the Fr. Louis Brisson Chair in Salesian Spirituality, serves in the half-time position as Director of the Salesian Center.

**FR. ALEXANDER POCETTO**, retired vice-president, serves as the Senior Salesian Scholar and as news editor for the International Commission on Salesian Studies.

**FR. PETER LEONARD**, dean of graduate studies, serves as president of the Baranzano Society on bioethics and as a facilitator for the Salesian Leadership Institute.

**FR. DOUG BURNS**, director of the Sport & Exercise Science program, serves as a facilitator for the Salesian Leadership Institute.

And **FR. DANIEL GAMBET**, president emeritus of DeSales University, remains the lone honorary member of the Salesian Center and one of its stalwart advocates and benefactors.

The administrative staff of the Salesian underwent a significant change this year. Our public relations consultant (Lina Barbieri) was hired as executive director of annual giving by the University. To meet that staffing need, **LORE MCFADDEN-WESTWOOD** was promoted to the full-time position of Events Coordinator for the Salesian Center, a role which, in addition to her previous tasks, now also includes responsibility for marketing our activities. To her goes all the credit for the increased awareness of the Salesian Center in the world of social media!

Others remain actively engaged as associates of the Salesian Center, including:

- The 49 students in the **FAITH & REASON HONORS PROGRAM**, along with the six faculty who teach the honors seminars each year;

- The 45 students in the **SALESIAN LEADERSHIP INSTITUTE** along with the five faculty/staff who guide the program each year.

The Salesian Center receives guidance from an internal Review Committee, comprised of eight faculty and professional staff at the University who evaluate student participation in the Center’s programs and select various award recipients.
In addition to the university personnel, the Salesian Center benefits from the input of 52 volunteers from the community who serve on the advisory boards of the various partner institutes (i.e., the Baranzano Society on bioethics, the Forum for Ethics in the Workplace, the Lehigh Valley Coalition on Sport Ethics, and the new Info-Ethics Group) whose activities are explained further below.

**BACKGROUND & MISSION**

*Seeking to fulfill the Church’s call to dialogue with the contemporary world, the Center brings Salesian Spirituality to bear on matters engaging both faith and culture.*

During the year, Frs. Dailey and Pocetto undertook 18 *speaking engagements* off-campus in seven different states and held 11 *sessions* on-campus for various groups and the university as a whole.

The sixth annual *Heritage Week* featured just four events this year, due to an untimely snow storm that closed the University on the evening of our annual R. Wayne Kraft celebration (dinner and lecture series) and nearly stranded the internationally renowned Newman scholar, Fr. Ian Ker, who had already journeyed here from Oxford! Nevertheless, 533 persons participated in the following activities:

- **Mass of St. Francis de Sales,** with
  **Very Rev. James Greenfield,** OSFS
  Provincial Superior of the
  Wilmington-Philadelphia Oblates

- **Bioethics presentation by**
  **Prof. Gilbert Meilaender**
  former member of the
  President’s Council on Bioethics

- **Seminar on the Trial of**
  **Sir Thomas More,** with
  **David Oakley,** Esq. and
  **Louis Karlin,** Esq.

- **Media Town Hall,** with
  **Emmy-nominated actress**
  **Marnie Schulenberg,** ’06

One other *special event* was the two-night premiere of PBS’s “Baseball in America, The Tenth Inning” (with 79 participants), which also included a discussion of the film with an historian (Dr. Sarah Nytroe), a coach (Tim Neiman), and a former professional player from that era (Glenn Kushma, ’96).
Most significantly, the Salesian Center entered into a *new decade of operation*!

- Concluding its tenth anniversary celebrations, the Center sponsored two “open house” events for staff (27 attending) and a “night at the theatre” for donors (20 attending).

- Statistics from the first ten years reveal a 700% increase in programs, participants, and publications, along with an increase in endowments from $300,000 to more than $3.5 million!

- Assessing its work during the first ten years, the Salesian Center surveyed more than 1,445 contacts. Among the findings from those who responded to the survey (170)...
  - 77% reported learning a good to significant amount about the Salesian tradition
  - 76% reported good to significant growth in the formation of ethical leadership
  - 80% reported good to significant growth in the integration of faith & reason
  - 85% reported positive gains in their attitude toward fostering a culture of life

- And the history of the Salesian Center was fashioned into a feature article that has been accepted for publication in the Summer 2011 issue of the *Journal of Catholic Higher Education*

### EDUCATIONAL INITIATIVES

*The Salesian Center offers distinctive educational initiatives both on- and off-campus, while also supporting academic research that investigates the link between faith and culture in the contemporary world.*

Although the Kraft lecture was cancelled due to snow, the other lecture series sponsored by the Salesian Center took place as scheduled:

- For the *Anthony Ruggiero Lecture on Catholic Education*, Prof. JOHN JAMES, director of the Catholic Leadership Programs at St. Louis University, spoke on the challenges facing Catholic K-12 school leadership in the twenty-first century (to an audience of 48 educators). His lecture was published on the Center’s web site.

- For the *Hesburgh Lecture*, which the Salesian Center co-sponsors with the Notre Dame Club of the Lehigh Valley, Prof. ROBERT STUHL, the Annenberg-Joyce Chair in American Studies and Journalism at Notre Dame, offered his thoughts on understanding the messages and the malaise of modern news media.
The *Faith & Reason Honors Program* entered its ninth year of operation. The program engages scholarship students in a four-year series of seminar conversations about the “big questions” of life, such as what it means to be human, to believe in God, and to live in the world, along with explorations of beauty and truth and goodness.

- A freshman class of 13 was admitted to the program, bringing the current four-year total enrollment to 46 students.

- The annual Honors Colloquium was attended by 28 people. At the colloquium, the ten Senior students presented an oral summary of their research and writing, with the award for the best honors thesis presented to Benjamin Foster for his analysis of “The Intrinsic Ethical Concerns Associated with Synthetic Biology.” All ten theses were published on the Center’s web site in a new volume of *On the Wings of Truth*.

- Of the eight students who won the “academic excellence address competition” in the respective divisions of the University, three were members of the Honors Program, including the overall winner, Stephanie O’Grady.

The *Salesian Leadership Institute*, which continues to be generously funded by the Ryan Family Foundation, began its seventh year of operation with a change in venue. The locale for the off-campus weekends was changed to the Chateau Resort & Conference Center in Mt. Pocono (PA), and the experiential-learning was facilitated by the staff at Camelback Mountain Adventures.

- Twelve members from the Class of 2011 participated in six professional workshops, led by guest experts from the business world.

- Twelve students from the class of 2012 undertook the year-long B.E.I.T. journey (10 sessions), upon completion of which they were all commissioned as Salesian leaders. The Salesian Center published a new edition of the 250-page workbook used in this program.

- A new cohort of 12 students from the Class of 2013 was admitted to the institute and will begin the two-year program in the Fall of 2011.

As part of its continuing efforts to provide *orientation* to Salesian spirituality for the University community, the Salesian Center devised two new programs:

- In conjunction with the Human Resources office, a comprehensive program of “mission inculturation” for new employees was created and approved for annual implementation beginning in August 2011.
In conjunction with the Oblate community at Wills Hall, a new luncheon series of “Salesian Insights” is now being offered. Four presentations were made during the Spring 2011 semester, with 35 people attending. Eight additional presentations have been planned.

**DIALOGUE OPPORTUNITIES**

_The Salesian Center offers multiple opportunities for public dialogue about the link between faith and culture, including discussion groups, presentation series, and artistic events._

The **Noontime Nuggets** series featured two special presentations this year for the campus community (with 22 people attending):

- In the Fall semester, to mark the 400th anniversary of the founding of the religious order of the Visitation of Holy Mary, Fr. Dailey presented the story of the VHM from its founding by Saints Francis de Sales and Jane de Chantal to the present.

- In the Spring semester, to mark the worldwide celebration of the beatification of John Paul II, Fr. Dailey explained how the process of canonization works and how the ritual is celebrated.

_The Lunch Bunch_, a reading and discussion series for faculty and staff (16 participants), reviewed three new texts in each of the Fall and Spring semesters.

Continuing its collaboration with the DSU athletics department, the Salesian Center joined Coach Tim Neiman to offer six new sessions in the **Bulldog Breakfast** series, which features a guest speaker’s “success story” to student-athletes (with 30 attending, on average). This year’s speakers were:

- **JEFF HURLEY**, ’04 – director of baseball operations for the Trenton Thunder
- **DON WESTMORE** – vice-president of sales & marketing for Kwikgoal, Inc.
- **MICHAEL DONTAS** – owner of the Copperhead Grille
- **SCOTT GRIMSHAW** – Northeast/Midwest regional manager of Aeropostale
- **KOSTAS KALOGEROPOULOS** – executive vice-president for development, Meyer Jabara Hotels
- **JOE BRAKE** – vice-president & general manager of Coca-Cola Bottling Co. of the Lehigh Valley
The sixth annual *John Paul II Memorial Arts & Culture series* featured a popular one-man drama performed by JEREMY STANBARY, the founder of Epiphany Productions. Before an audience of 109 people, this internationally known actor brought *LOLEK* to life in the story of John Paul II “before he was pope.”

**PARTNERSHIP VENTURES**

The Baranzano Society is a regional organization of scholars and professionals who dialogue about the interchange between science and religion in the field of **bioethics**.

The Society co-sponsored the Heritage Week presentation by Prof. GILBERT MEILAENDER, who addressed the problem of organ transplantation before an audience of 159 faculty, students, and guests.

The Society also continued its sponsorship of public forums in its “Talking Circles” series:

- In the Fall semester, DR. MICHELE GARFINKEL, policy analyst for the J. Craig Venter Institute, presented their work in creating the first ever self-replicating synthetic bacterial cell. The audience of 25 professors and students then discussed the ethical implications of this brave new “Genomic Medicine.”

- In the Spring semester, an endocrinologist (DR. BRUCE ROSE) and a family lawyer (LISA DOUGHERTY) addressed the many issues related to the new world of parental surrogacy and led the 59-person audience in discussing the question “Whose Am I?”

The Forum for Ethics in the Workplace brings together local business professionals and university scholars to provide for study, reflection, and public dialogue about ethical issues in various corporate settings.

Employing a new format that includes a video component, the Forum sponsored four events in its quarterly “ethics breakfast series”:

- “Work Shouldn’t Hurt” addressed the problem of workplace bullying. Following video clips about the issue, Atty. JEFFREY STEWART, the legislative director for the Society of Human Resource Management in the Lehigh Valley, led the 72-person audience in a discussion of legislation being proposed as a response to the problem.
“Insightful or Intimidating?” was the question raised in relation to the use of performance appraisals. Following a video interview with the author of the book, GARY DOLOGITE, president of the Society of Human Resource Management in the Lehigh Valley, led the 55-person audience in a discussion of the ethics of this annual employment practice.

“Is Your Boss Spying on You?” was a question whose opposite answers were offered to the 66-person audience by LEWIS MALTBY, founder of the National Workrights Institute (and author of the book), and NANCY CONRAD, chair of the labor and employment practice group at White & Williams, LLP.

“Trustworthiness” was the concluding topic in this year’s series. R. SCOTT SMITH, Chairman of Fulton Financial Corporation, and GERALD NAU, CEO of Lafayette Ambassador Bank, led a discussion of the ethics of good business relations among the 71-person audience. These executives lead the only Lehigh Valley business named to the prestigious Forbes list in 2010.

In addition to the breakfast series, the Forum hosted a special presentation on “The Global Business of Politics” by IAN BREMMER, president of Eurasia Group. The presentation before a 50-person audience was sponsored by Morgan Stanley/Smith Barney.

The Forum also continued its collaboration with the Fleming Institute for Business Ethics at DSU. Several members of the board of directors again served as judges for the annual ethics bowl competition among business students at local colleges and universities.

And new this year, the Forum has introduced a competitive process to celebrate ethics in the workplace. To be presented annually at its breakfast meeting in September (beginning in 2011), the

**Societas Award**

will be granted to two companies in Eastern PA (one large, one small) that demonstrate strong ethical practices in terms of financial operations, compliance with the law, social responsibility, and personal accountability of both management and employees.

*The Lehigh Valley Coalition on Sport Ethics seeks to promote positive expectations, good behaviors, and ethical standards among all those involved in youth sports.*
The Coalition sponsored a panel discussion on “Sport-Related Concussions” in response to growing national interest in the problem. DR. KEVIN WANINGER (director of sports medicine at St. Luke’s Hospital), MARK WOJCIECHOWSKI (athletic trainer at DSU), and JIM TKACH (director of the Nike Coaches Clinic and founder of the Bo Tkach Memorial Foundation) spoke to the issue before an audience of 79 coaches and student-athletes.

The continuing struggle to generate audience interest in this field has led to the decision to disband the Coalition in its present form. Nevertheless, programs related to the culture of athletics will be developed by the Center on an occasional basis.

A new partnership being developed by the Salesian Center is an “info-ethics” group. Comprised of local media professionals and university scholars, this group’s work will focus on dialogue and action related to the use of modern means of social communication. Two planning meetings were held this year, and an inaugural breakfast symposium has been scheduled for the Fall semester.

PUBLIC RELATIONS

The Salesian Center’s web site, totally redesigned last year, continues to be the primary portal for information about our work. It now numbers 320 pages, with 502 images and 566 documents. This year we added to the visual presence by uploading 16 photo galleries and 14 video clips.

Available on our web site are publications related to the work of the Salesian Center. New additions this year include

- a new book about St. Francis de Sales written by FR. ALEXANDER POCETTO
- articles, documents, and translations in the field of Salesian Studies (16)
- commentaries for each of the DSU theatre productions (5)
- “On the Wings of Truth” — the annual collection of honors theses (10)

Our presence in the world of social media continues to expand...
We added 68 new “fans” this year, to bring our total to 370. For them we posted 221 new messages.

We added 55 new “followers” this year, to bring our total to 168. For them we sent 301 new tweets.

We created a distinct “channel” for the Salesian Center, on which we uploaded 14 new video clips.

We also inaugurated a new blog called “Inspired Common Sense.” Three times each month an essay is posted that connects the perennial wisdom of St. Francis de Sales to some topic or happening of current interest. Readers have the opportunity to comment on each entry. During the Spring semester, we posted 16 essays, which have so far received 21 responses from the virtual public.

And we continue to publish an electronic newsletter called “Be Well.” This year’s issues (now up to #44) were sent, on average, to 1,475 addresses. Our rates for those opening the message (25%) and those clicking through on a link in the message (15.4%) both rank above industry standards.

In terms of news media ...

- The Events Coordinator distributed 16 news releases about our events, coverage of which appeared in 17 different news outlets.

- The Director was featured in and/or provided commentary on seven occasions for newspapers (*The Morning Call* and *The A.D. Times*), radio (WAEB), and television (WFMZ).

- Most prominent of all was the Director’s one-hour guest appearance on *E.W.T.N. Live!* to speak about St. Francis de Sales and the Salesian Center. This global Catholic television network has nearly 4,500 affiliates worldwide and reaches more than 160 million homes. The event generated a significant spike in “hits” to our website in the days that followed the broadcast!

Additions to the CARL & PEGGY FRENSKY Library, which houses our various collections, include 31 books and 15 DVD’s.
INSTITUTIONAL ADVANCEMENT

While support for the Salesian Center has grown tremendously during its first decade of operation, financing remains dependent on the recurring contributions of many individuals and groups.

In addition to the University’s annual fund, which allows donors to designated gifts to our work, our fund-raising efforts also include an Easter appeal and the ongoing capital campaign.

The following table provides details about this year’s contributions to the Salesian Center (in gifts and pledges), which saw a decrease both in the number of donors (down 3%) and in the total amount donated (down 43%) compared to last year:

<table>
<thead>
<tr>
<th>Donor Participation</th>
<th></th>
<th></th>
<th>Destination of Gifts</th>
<th></th>
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<tr>
<td><strong>source of gift</strong></td>
<td><strong># people</strong></td>
<td><strong>amount</strong></td>
<td><strong>designation of gift</strong></td>
<td><strong># gifts</strong></td>
<td><strong>amount</strong></td>
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<td>Annual Fund</td>
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<td>Church-related</td>
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<td>Baranzano Society</td>
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<td>700</td>
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<td>Corporations</td>
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<td>528</td>
<td>Breakfast series</td>
<td>4</td>
<td>1,860</td>
</tr>
<tr>
<td>Employees</td>
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<td>288</td>
<td>Building campaign</td>
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<td>5,520</td>
</tr>
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<td>Foundations</td>
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<td>15,325</td>
<td>Info-Ethics Group</td>
<td>4</td>
<td>1,750</td>
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<tr>
<td>Individuals</td>
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<td>12,120</td>
<td>Leadership Institute</td>
<td>2</td>
<td>10,050</td>
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<tr>
<td>Parents</td>
<td>10</td>
<td>700</td>
<td>Library fund</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>(matching)</td>
<td>2</td>
<td>225</td>
<td>Salesian Center (general)</td>
<td>23</td>
<td>17,213</td>
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<td><strong>TOTAL</strong></td>
<td><strong>83</strong></td>
<td><strong>$ 45,481</strong></td>
<td><strong>TOTAL</strong></td>
<td><strong>91</strong></td>
<td><strong>$ 45,481</strong></td>
</tr>
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</table>

The limited growth of the Salesian Center’s endowments reflects recent market conditions. The following table provides information based on gifts, investment income, and expenditures for these and other funds:

<table>
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<tr>
<th>SOURCES *</th>
<th>$ start value 6/30/10</th>
<th>$ end value 6/30/11</th>
<th>% change</th>
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<tr>
<td><strong>Permanent Endowments 1</strong></td>
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<tr>
<td>Anna Graham fund</td>
<td>546,789</td>
<td>566,995</td>
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<tr>
<td>University (Center) endowment</td>
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<td>2,368,638</td>
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<td>420,729</td>
<td>423,565</td>
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<td><strong>Dedicated Endowments 2</strong></td>
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<td></td>
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<td>Arts &amp; Culture series</td>
<td>36,510</td>
<td>36,263</td>
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<td>Aviat Lectures</td>
<td>7,561</td>
<td>7,842</td>
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<tr>
<td>Breakfast series</td>
<td>46,166</td>
<td>49,119</td>
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<tr>
<td></td>
<td>2010</td>
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<td>Change</td>
</tr>
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<td>--------------------------------</td>
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<td>--------------</td>
<td>--------</td>
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<tr>
<td>Frensky Library</td>
<td>23,290</td>
<td>23,781</td>
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<td>Honors Program</td>
<td>82,503</td>
<td>86,364</td>
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<td>Kraft Lecture series</td>
<td>93,423</td>
<td>95,374</td>
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<td>Ruggiero Lecture series</td>
<td>173,811</td>
<td>177,310</td>
<td>2.0</td>
</tr>
<tr>
<td><strong>Grant Funds</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Baranzano Society</td>
<td>(337)</td>
<td>(3,023)</td>
<td></td>
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<tr>
<td>Leadership Institute</td>
<td>44,136</td>
<td>41,447</td>
<td>(6.1)</td>
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<td><strong>Operating Accounts</strong></td>
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<td>Forum for Ethics in the Workplace</td>
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<td>3,943</td>
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<tr>
<td>Info-Ethics group</td>
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<td>1,750</td>
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<tr>
<td>L.V. Coalition on Sport Ethics</td>
<td>50</td>
<td>0</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$ 3,806,271</strong></td>
<td><strong>$ 3,879,768</strong></td>
<td>1.9</td>
</tr>
</tbody>
</table>

* All donors are recognized in the University’s annual giving report.

1 Funds established by DeSales University, to which undesignated annual contributions are added. Income generated from interest provides the financial basis for the operation of the Salesian Center.

2 Funds received as gifts from individual donors, for specific purposes. Income generated from interest provides the financing for the named programs or activities of the Salesian Center.

3 Funds received as grants from organizations or foundations, for specific purposes. The total amount of the fund is spent, over time, in support of the particular program.

4 Funds (income and expense) used for the operation of partnership programs administered by the Salesian Center, which rely primarily on budgets and financing developed by their respective boards/members.

**LOOKING AHEAD TO 2011-2012**

Having entered into our second decade of operation, the Salesian Center continues to aim high! Our objectives for the next academic year include the following:

In terms of our **Salesian MISSION** ...

- highlight the history of the Salesian Center by publishing it in the journal and/or presenting it at the convention of the Association of Catholic Colleges & Universities
• implement the Salesian “inculturation” process for newly-hired employees of DeSales University and review its effectiveness

• devise plans for and promote a second pilgrimage to the Salesian sites in France/Switzerland to take place in October 2012

In terms of our **EDUCATIONAL Initiatives** ...

• revive the Salesian Studies Online program and expand it to an international audience

• create assessment measures for the Faith & Reason Honors Program and the Salesian Leadership Institute and begin annual assessment of these student programs

In terms of our **DIALOGUE Opportunities** ...

• implement the second year of the “Salesian Insights” series and plan for future talks

• create a new presentation series to replace the IMPACT breakfast program

In terms of our **PARTNERSHIP ventures** ...

• expand the Baranzano Society to include a Greater Lehigh Valley Biomedical Consultancy among hospitals in the region

• present the first annual Societas award from the Forum for Ethics in the Workplace

• develop the organization of the Info-Ethics group and host an inaugural seminar

In terms of **PUBLIC RELATIONS** ...

• extend the virtual reach of the “Inspired Common Sense” blog

• increase the virtual reach of our social media pool (new fans/followers)

In terms of **INSTITUTIONAL ADVANCEMENT** ...

• collaborate in the capital campaign to raise $5 million for the construction of a new Salesian Center for Faith & Culture

• assist in the creation of print materials for the 50th anniversary of DSU
The Salesian Center’s LOGO

In the tradition of Christian Humanism, redemption (the cross on the horizon) is foundational to the entire history of human life. For St. Francis de Sales, this saving event provides the way (white path) by which all human endeavor can become an expression of holiness. The Salesian Center for Faith and Culture explores various fields of human activity in today’s world (the green earth) – from the “flowering” of literature to the “fruits” of science (orange) – as these contribute to the fulfillment of human life within the embrace (circle) of God’s eternal love for all of creation.