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, 2011-2012

final version published August 25, 2012

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

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www.desales.edu/salesian
Established in 2000, the Salesian Center for Faith & Culture at DeSales University engaged more than 3,260 people (a record high!) in its work this year. Among its many programs and activities, the top three developments were:

**#1 – On Religious Liberty**

In response to the growing national concerns about the threats to religious liberty, the Salesian Center responded in a variety of timely ways.

- In terms of dialogue, the Center sponsored a large-scale Center Valley Forum for the public that attracted 274 participants and was broadcast on the Pennsylvania Cable Network, and a roundtable discussion for 108 DSU employees.

- In terms of education, the Center’s work included cover stories in the diocesan newspaper, radio interviews, YouTube videos, multiple publications (blogs and presentations), and a collection of more than 100 online resources.

- In terms of promotion, the Center collaborated with the Diocese of Allentown and Keenan-Nagle Advertising to create a full-fledged campaign in response to the call for a national celebration.

**#2 – On Inculturation**

The Center created and implemented a new “inculturation” for employees, to orient them to the distinctively Salesien mission of the university. The program included a full-day retreat at the beginning of the academic year and two follow-up sessions throughout the year.

In addition, the Center brought to campus the famed Disney Institute, to provide free training on Quality Service to 98 DSU employees.

**#3 – The Societas Award**

The Forum for Ethics in the Workplace, managed by the Salesian Center, instituted the annual Societas Award for responsible corporate conduct and named Lafayette Ambassador Bank its inaugural recipient. The bank so welcomed the award that it subsequently featured it in its public relations campaigns, which included several prominent billboards in the Lehigh Valley.
What follows is a summary of our work throughout the year in terms of five focal areas, following which we suggest directions for the future growth of the Salesian Center in the next academic year.

**PERSONNEL**

*Focusing on the people engaged in the work of the Salesian Center*

The work of the Salesian Center is administered by four staff members:

- **FR. THOMAS DAILY**, the Fr. Louis Brisson Chair in Salesian Spirituality and professor of Theology, serves as Director.
- **FR. ALEXANDER POCETTO**, retired vice-president, serves as the Senior Salesian Scholar.
- **LORE MCFADDEEN-WESTWOOD** is the full-time Coordinator of Events.
- **FR. JOHN FISHER** is the part-time Coordinator of Educational Initiatives.

Three other Oblate priests also serve as fellows of the Salesian Center:

- **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.
- **FR. DANIEL GAMBIT**, president emeritus of DeSales University, remains the lone honorary member of the Salesian Center.

Other faculty and students are engaged as associate members of the Salesian Center through the following programs:

- The Faith & Reason Honors Program (48 students + 6 seminar directors)
- The Leadership Institute (35 students + 6 workshop directors)

Two advisory committees provide guidance to the work of the Salesian Center:

- The President’s Council sub-committee (7 members)
- The Faculty/Staff Review Committee (11 members)
Others *volunteers* (50+) from the community serve on the boards of the various partner institutes:

- the Baranzano Society on Bioethics
- the Forum for Ethics in the Workplace
- the Thonon Group for Info-Ethics

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**BACKGROUND & MISSION**

*Focusing on the dissemination of Salesian spirituality as forging the link between faith and culture*

The staff of the Salesian Center continues to “spread the word” by undertaking public *speaking engagements*. This year a total of 30 presentations were given (22 off-campus, 8 on-campus), with invitations coming from multiple states along the East Coast.

Once again, the Salesian Center coordinated the University’s *Heritage Week* celebrations, which this year numbered nearly 600 participants. The web archive (►link) includes videos, texts, photos, and news stories about the following events:

- the Mass of St. Francis de Sales, celebrated by REV. MARK MORETTI (Class of 1980)
- a Bioethics discussion on “What happens when doctors and patients disagree?”
- a town hall discussion on Social Communications with the editor of the Religion News Service
- a Legal Seminar on faith-based education with the dean of the CUA law school
- the Kraft Lecture on *The World As It Could Be* with the book’s author

Two special highlights in this area include:

- the publication, in the *Journal of Catholic Higher Education*, of the “story” of the Salesian Center for Faith and culture, which included a detailed assessment of the success of the Center’s programs and activities during its first decade of operation. (►link to the article)

- the multi-faceted response to the challenge to Religious Liberty in the U.S.A., which included the following:
  - a continuing legal education event with the St. Thomas More Society summarizing current topics in “Religious Liberty & Public Policy”
  - a Center Valley Forum on “Religious Liberty and Healthcare” for 274 participants that featured the General Counsel for The Becket Fund for Religious as one of the panelists; the event was front page news in the diocesan newspaper and was broadcast on the Pennsylvania Cable Network (►link)
o a roundtable discussion on “The HHS Mandate and Healthcare Benefits” for 108 employees of DeSales University

o the creation of a special “Let Religious Freedom Ring” campaign, with a dedicated website (►link) and a two-week series of events (to pray, learn, and act) during the Fortnight for Freedom

o a presentation to the Catholic Business Owners’ Alliance and a homily kicking-off the fortnight of celebrations – both by the Director of the Salesian Center – which were front-page news stories (►link) and which were posted as videos (►link) on the website and the YouTube channel of the Diocese of Allentown

o two panel discussions – at DeSales University and Alvernia University – that included a presentation by the Director of the Salesian Center

o five catechetical presentations throughout the Diocese of Allentown, two of which were given by the Director of the Salesian Center

o six feature stories in The A.D. Times, the newspaper of the Diocese of Allentown

o compilation of online resources on the topic, which now numbers more than 100 links

ACTIVITIES

focusing on the programs conducted by the Salesian Center

Educational Initiatives undertaken this year in the Salesian Center included:

(1) the annual Anthony Ruggiero Lecture on Catholic Education, given this year by DR. ANTHONY CERNERA, president of the International Federation of Catholic Universities on the subject of the ten-year history of implementing Ex corde Ecclesiae.

(2) the Faith & Reason Honors Program, which enrolls 47 students in 6 academic seminars.

- At the annual Honors Colloquium, senior ROBERT ZANNEO was given the “best thesis award” (among 9 submitted) for his writing on "The Negative Impact of Incentives on Human Behavior."
• As part of the University’s academic excellence celebrations, one Honors student – MATTHEW PIRKALL – was given the best speech award.

(3) the Salesian Leadership Institute, which enrolls 46 students in a series of two retreats, ten sessions, and six workshops.

• At the annual Commencement exercises, two students in the Institute – DEREK LONG and CAITLIN TROVATO – received the University’s two awards.

(4) the Salesian Studies Online program, revived this year in the offering of five courses that enrolled 19 students from across the nation.

(5) the Orientation of personnel at DeSales University, which this year included

• a presentation by the Director of the Salesian Center to new Trustees, and

• the launch of a new, annual program of “inculturation” for full-time employees, which included a full-day retreat and two follow-up sessions

Dialogue Opportunities presented this year by the Salesian Center included the following:

(1) the monthly Bulldog Breakfast series for student athletes, at which the following spoke:

• KEITH GROLLER – sports editor for The Morning Call newspaper
• MIKE SHREVE – owner of MDS & Associates
• JOHN COLE – head baseball coach at the University of Pennsylvania
• TROY HEIN – sports director/anchor for WFMZ-TV
• JACK MORRONE – cofounder of NothelferMorrone Financial Strategies
• RICHARD ANDERSON – President & CEO of St. Luke’s University Health Network

(2) the monthly Lunch Bunch reading/discussion series for faculty & staff, which this year numbered 12 participants each semester who read a total of 6 books of current interest

(3) the Salesian Insights series presented by Oblates for noontime discussion at the University, with talks by
• FR. JOHN O’NEILL – on “how to become part of Christ”
• FR. DANIEL GAMMET – on “how to be humble when you’re so great!”
• FR. JOHN FISHER – on “how to direct your intention”
• SR. JOHN MARIE SCHAUBER – on “how not to be nervous in the company of a saint”
• FR. MARK PLAUSHIN – on “how to be thankful … even if you don’t like it”

(4) the annual John Paul II Memorial Arts & Culture series, which this year featured the dramatic performance of “The Gospel of Mark … Live!” by WAYNE TURNER. Future events in this series will benefit from the enormous gift of $250,000 received this year to establish the “Althea A. Livirrie and Joseph & Rose Livirrie Endowment for Arts & Culture” at the Salesian Center.

Partnership Ventures conducted this year by the Salesian Center included the following:

(1) the Baranzano Society on Bioethics, which sponsored three public forums on contemporary issues:

• “POLST, MOLST, and Out-of-Hospital DNR” featuring
  - EVERITT BINNS, Ph.D. (Eastern Pennsylvania EMS Council)
  - CINDY UMBRELL, R.N. (Lehigh Valley Health Network)
  - ROBERT BARRACO, M.D. (Lehigh Valley Health Network)

• “What Happens When Doctors & Patients Disagree?” featuring
  - ROBERT MOTLEY, M.D. (Lehigh Valley Health Network)
  - STEFAN STRIZ (Society for Healthcare Consumer Advocacy)
  - STEPHEN LANSHE, Esq. (counsel for Sacred Heart Hospital)

• “Conscience Protection in Healthcare” featuring
  - JOHN BREHANY, Ph.D. (Executive Director, Catholic Medical Association)
  - JOHN NESPOLI (CEO, Sacred Heart Hospital)

The society, which has operated for nine years with support from a three-year grant (!), has now run out of funding. Efforts will be made in 2012-2013 to transform the society into a regional biomedical consultancy among hospital networks and healthcare providers.

(2) the Forum for Ethics in the Workplace, which sponsored a quarterly breakfast series whose theme this year was ethical issues facing the Commonwealth of PA. Breakfast topics/speakers were:

• “Vouching for Our Students: Is School Choice the Right Formula?” featuring
  - THOMAS GENTZEL (executive director of the PA School Boards Association)
  - MICHAEL GEER (president of the PA Family Institute)
• “The Poor in Our Midst … and How That Impacts Us All” featuring
  o JON SCOTT (president of the Berks Economic Partnership)
  o STEPHEN DRACHLER (director of United Methodist Advocacy)

At its first breakfast meeting of the year, the Forum presented the inaugural *Societas* award to Lafayette Ambassador Bank.

(3) The *Thonon Group on Info-Ethics* was begun this year and held its inaugural roundtable discussion on “The Cultural Space of Journalism” with author SAMUEL WINCH, Ph.D.

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**PUBLIC RELATIONS**

*focusing on media relations and electronic networking related to the Salesian Center*

The Salesian Center’s *web site* serves as the primary portal for information about our work. It now numbers 364 pages and includes 53 photo galleries, 27 video clips, and 2 audio recordings.

New *publications* by members of the Salesian Center made available on the site this year are scholarly articles on Salesian spirituality (6), sermons (2), theatre commentaries (5), PowerPoint presentations (5), and new entries (9) in the honors collection called “On the Wings of Truth.”

Our presence in the world of *social media* continues to expand …

We added 184 new “fans” this year, to bring our total to 554. For them we posted 247 new messages.

We added 56 new “followers” this year, to bring our total to 224. For them we sent 356 new tweets.

On the “channel” for the Salesian Center, we uploaded 9 new video clips.

Our blog – called “Inspired Common Sense” – featured 10 new essays written by members of the Salesian Center.

And our “Be Well” newsletter was sent 13 times to an audience of 1,446 addresses.
In terms of *news media* ...

- The Events Coordinator distributed 14 news releases about our work, coverage of which appeared in 12 different news outlets, including print, web, radio/tv, and video channels.

- The Director was featured in and/or provided commentary on 22 occasions for local newspapers (*The Morning Call*, *The Express-Times*, and *The A.D. Times*), radio (WAEB), television stations (WFMZ), and on YouTube.

Additions were also made to the **Carl & Peggy Frensky Library**, which houses our various collections of books, journals, and audio-visual resources.

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**INSTITUTIONAL ADVANCEMENT**

*focusing on the fiscal condition of, and financial development for, the Salesian Center*

Financial support for the Salesian Center 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.

Compared to last year, the number of donors this year decreased (by 7%), but the total amount donated increased due to the legacy gift received to establish the “Althea A. Livirrie and Joseph & Rose Livirre Endowment for Arts & Culture.” The following table provides details about this year’s contributions to the Salesian Center (in gifts and pledges):

<table>
<thead>
<tr>
<th>Donor Participation</th>
<th>Source of Gifts</th>
<th># People</th>
<th>Amount</th>
<th>Destination of Gifts</th>
<th>Designation of Gifts</th>
<th># Gifts</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>Alumni</td>
<td>39</td>
<td>14,715</td>
<td>Annual Fund</td>
<td>Annual Fund</td>
<td>48</td>
<td>8,727</td>
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<tr>
<td>Church-related</td>
<td>Church-related</td>
<td>5</td>
<td>650</td>
<td>Arts &amp; Culture endowment</td>
<td>Arts &amp; Culture endowment</td>
<td>4</td>
<td>250,845</td>
</tr>
<tr>
<td>Corporations</td>
<td>Corporations</td>
<td>2</td>
<td>600</td>
<td>Baranzano Society</td>
<td>Baranzano Society</td>
<td>1</td>
<td>500</td>
</tr>
<tr>
<td>Employees</td>
<td>Employees</td>
<td>1</td>
<td>75</td>
<td>Building campaign</td>
<td>Building campaign</td>
<td>15</td>
<td>13,723</td>
</tr>
<tr>
<td>Foundations</td>
<td>Foundations</td>
<td>1</td>
<td>325</td>
<td>Frensky Library fund</td>
<td>Frensky Library fund</td>
<td>3</td>
<td>600</td>
</tr>
<tr>
<td>Individuals</td>
<td>Individuals</td>
<td>21</td>
<td>265,275</td>
<td>Info-Ethics Group</td>
<td>Info-Ethics Group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parents</td>
<td>Parents</td>
<td>8</td>
<td>685</td>
<td>Ryan Leadership Institute</td>
<td>Ryan Leadership Institute</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Salesian Center (general)</td>
<td>Salesian Center (general)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>Total</strong></td>
<td>77</td>
<td>282,325</td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td>91</td>
<td>282,325</td>
</tr>
</tbody>
</table>
The growth of the Salesian Center’s endowments is tied to market conditions. The following table provides information based on gifts, investment income, and expenditures for these and other funds:

<table>
<thead>
<tr>
<th>SOURCES *</th>
<th>$ start value 6/30/11</th>
<th>$ end value 6/30/12</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent Endowments 1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Anna Graham fund</td>
<td>566,995</td>
<td>564,489</td>
<td>(0.4)</td>
</tr>
<tr>
<td>University (Center) endowment</td>
<td>2,368,638</td>
<td>2,790,567</td>
<td>17.8</td>
</tr>
<tr>
<td>University Professorship fund</td>
<td>423,565</td>
<td>409,550</td>
<td>(3.3)</td>
</tr>
<tr>
<td>Dedicated Endowments 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts &amp; Culture series</td>
<td>36,263</td>
<td>276,500</td>
<td>762.5</td>
</tr>
<tr>
<td>Aviat Lectures</td>
<td>7,842</td>
<td>7,840</td>
<td>0.0</td>
</tr>
<tr>
<td>Breakfast series</td>
<td>49,119</td>
<td>48,287</td>
<td>(1.7)</td>
</tr>
<tr>
<td>Frensky Library</td>
<td>23,781</td>
<td>22,618</td>
<td>(4.9)</td>
</tr>
<tr>
<td>Honors Program</td>
<td>86,364</td>
<td>86,099</td>
<td>(0.3)</td>
</tr>
<tr>
<td>Kraft Lecture series</td>
<td>95,374</td>
<td>93,095</td>
<td>(2.4)</td>
</tr>
<tr>
<td>Ruggiero Lecture series</td>
<td>177,310</td>
<td>175,697</td>
<td>(0.9)</td>
</tr>
<tr>
<td>Grant Funds 3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baranzano Society</td>
<td>(3,023)</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Leadership Institute</td>
<td>41,447</td>
<td>28,864</td>
<td></td>
</tr>
<tr>
<td>Operating Accounts 4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forum for Ethics in the Workplace</td>
<td>3,943</td>
<td>4,337</td>
<td>10.0</td>
</tr>
<tr>
<td>Info-Ethics group</td>
<td>1,750</td>
<td>1,750</td>
<td>---</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$ 3,879,768</td>
<td>$ 4,510,193</td>
<td>16.2</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, as well as trustee-designated transfers, 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 2012-2013

In terms of our Salesian MISSION ...

- lead a University pilgrimage to France to celebrate the beatification of Fr. Louis Brisson
- celebrate the international Year of Faith through the annual Heritage Week events and with special events created in collaboration with the Diocese of Allentown
- revise and implement the Salesian “inculturation” process for newly-hired employees of DeSales University and review its effectiveness

In terms of our EDUCATIONAL Initiatives ...

- create new media and learning modalities by which to provide continuing education in the Salesian tradition for interested persons both on- and off-campus
- create appropriate long-term assessment measures for the Faith and Reason Honors Program and the Salesian Leadership Institute and begin annual assessment of these student programs
- formulate plans to create a “Morality Matters” polling process and, if possible, begin its implementation

In terms of our DIALOGUE Opportunities ...

- create a new presentation series open to the public and featuring DSU faculty

In terms of our PARTNERSHIP ventures ...

- transform the Baranzano Society on bioethics into a regional biomedical consultancy among hospital networks and healthcare providers in the area.
- expand the organization and activities of an Info-Ethics Group.
In terms of **PUBLIC RELATIONS** ...

- expand the virtual reach of the Center’s social media presence.

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 planning and promotions for the 50th anniversary of DeSales University

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**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.

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**The Salesian Center for Faith & Culture**

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