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, 2012-2013

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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 2,685 people in its work this year – the largest number ever! Among its many programs and activities, the top three developments were:

**#1 – The Year of Faith**

In response to the universal call by Pope Benedict XVI to celebrate a “Year of Faith,” the Salesian Center partnered with the Diocese of Allentown to create a series of public events to take place from October 2012 through November 2013.

- The series includes 2 celebratory Masses, 4 academic symposia, and 5 arts & culture events. Attendance at events during the current academic year totaled 687 people.

- The annual Heritage Week events focused on the theme of “Faith and …” campus life, medicine, the law, the arts, and culture. Total attendance numbered 619 people.

- The Year of Faith events received widespread coverage in local newspapers (The A.D. Times and The Morning Call) and on YouTube (160 total views).

- The Center’s director inaugurated the Year of Faith events at St. Thomas More parish, with a presentation before more than 110 people.

- Four events are already scheduled to conclude the Year of Faith on campus in the Fall 2013 semester.

**#2 – The Beatification of Fr. Louis Brisson**

The beatification of Fr. Louis Brisson, the founder of the Oblates Sisters and the Oblates of St. Francis de Sales, confirmed the saintly tradition of Salesian spirituality that is the foundation of the Center’s work. To celebrate the occasion, the Salesian Center led a pilgrimage from the University to France on September 19-29. The director authored a 23-page series about the people and places being celebrated, and the University’s executive director of communications (Tom McNamara) posted an online journal about the events. On October 12, we celebrated the first Memorial Mass for Blessed Louis Brisson. On October 19, the Salesian Center sponsored a “Noontime Nuggets” event for the DSU community about the Beatification.
#3 – Salesian Outreach

Several educational initiatives, spearheaded by Fr. John Fisher, sought to bring Salesian spirituality to a greater audience, both on and off campus.

- Two series of cultural enrichment courses – during the Lent and Advent seasons – were offered in the Salesian Studies Online program for 83 learners, a nearly four-fold increase over last year’s enrollment.

- A new program called “Tuesdays with Francis” engaged students at DSU in a series of 4-5 meetings each semester to read and discuss our patron saint’s letters of spiritual direction.

- The director of the Salesian Center led the second edition of the “Inculturation” series for full-time employees at DSU. Some 40 employees spent an entire day’s retreat and four follow-up sessions learning about our Salesian heritage and its applicability to work on campus.

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 DALEY, the Fr. Louis Brisson Chair in Salesian Spirituality and professor of Theology, serves as the part-time Director.

- FR. ALEXANDER POCETTO, retired vice-president, serves as the Senior Salesian Scholar.

- LORE MCFADDEN-WESTWOOD is the full-time Coordinator of Events.

- FR. JOHN FISHER is the part-time Coordinator of Educational Initiatives.

- NATE BRIDGE (DSU class of ’2013) served as our work-study student to produce the Center’s photographs & videos.

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 Gambet, 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 (49 students + 6 seminar directors + 7 thesis advisors)
• the Ryan Leadership Institute (37 students + 2 faculty mentors + 6 workshop directors)

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

• the President’s Council sub-committee (6 members)
• the Faculty/Staff Review Committee (9 members)
• the Ryan Leadership Institute steering committee (6 members)

Others volunteers (40+) from the community serve on the boards of the various partner institutes:

• the Baranzano Society on Bioethics
• the Forum for Ethics in the Workplace

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 25 presentations were given (22 off-campus, 8 on-campus).

Once again, the Salesian Center coordinated the University’s Heritage Week celebrations, which this year numbered nearly 619 participants. The web archive (includes videos, texts, photos, and news stories about the following events:

• the Mass of St. Francis de Sales, celebrated by Rev. Jim Chern (Class of ‘95)
• a Bioethics discussion on “Faith and Medicine” featuring three alumni practitioners
• a town hall discussion on “Faith and the Arts” with Fr. Peter John Cameron, O.P.
• a Legal Seminar on “Faith and the Law” with the REV. DAVID LINK (Notre Dame Law School)
• the Kraft Lecture on “Faith and Culture” with BISHOP KEVIN RHOADES (Fort Wayne, IN)

Two special highlights in this area include those mentioned above:

• the pilgrimage to France for the Beatification of Fr. Louis Brisson (noted above)
• the series of events celebrating the Year of Faith, with texts and videos featured on the Center’s web site, including:
  o the opening Mass (40 in attendance) with a presentation by DR. RODNEY HOWSARE, which is published on the Salesian Center’s web site
  o the Lehigh Valley premiere of the movie Restless Heart, after which DSU Philosophy professors STEPHEN LOUGHLIN and JOSHUA SCHULZ participated in a discussion with the audience of 223 people
  o an academic symposium on “Faith and Freedom” – featuring PROF. THOMAS ROURKE (author of The Social and Political Thought of Benedict XVI) – which drew an audience of 69 people and was featured on the news page of the Diocese of Allentown’s web site and on the front page of the December 6th issue of The A.D. Times.
  o an academic symposium on “Faith and Relationships”- featuring ERIKA BACHIOCHI (author/editor of Women, Sex, and the Church) – which drew an audience of 141 people and was featured in the March 28th edition of The A.D. Times.
  o a movie night showing Cosmic Origins (audience of 81 persons), which was featured in the April 11th edition of The A.D. Times
  o an academic symposium on “Faith and Religion” – featuring BILL DONOHUE (president of The Catholic League and author of Why Catholicism Matters) – which drew an audience of 115 people and was featured in the April 25th edition of The Morning Call, the April 26th online news of the Diocese of Allentown, and the May 9th edition of The A.D. Times.
  o a movie night showing A Man for All Seasons, which was scheduled as part of the Diocesan “Fortnight for Freedom” but had to be cancelled due to technical difficulties.
ACTIVITIES

focusing on the programs conducted by the Salesian Center

Educational Initiatives undertaken this year in the Salesian Center included the following:

(1) The annual Anthony Ruggiero Lecture on Catholic Education, given this year by the President of the Institute for Advanced Catholic Studies, REV. JAMES HEFT, C.M. Fr. Heft authored and spoke about Catholic High Schools: Facing the New Realities, after which he held a book signing.

(2) The Faith & Reason Honors Program enrolled 50 students in 6 academic seminars, 7 of whom wrote honors theses.

- At the annual Honors Colloquium, senior KATHRYN STIMPFLE was given the “best thesis award” (among 7 submitted) for her writing on "The Gospel of Womanhood according to Jane Eyre." Her work was featured nationally by the Cardinal Newman Society.

- In the University’s annual speech competition, a student in the Honors program – DANIEL DRAIN – won the best speech award, which he delivered at the Academic Excellence celebration.

(3) The newly-named Ryan Leadership Institute enrolled 48 students in a series of two retreats, ten sessions, and six workshops.

- At the annual Commencement exercises, a Senior student in the Institute – JOHN ZERFASS – received one of the University’s two awards.

(4) The Salesian Studies Online program, which was conducted over two sessions (during Advent and Lent), scheduled 8 courses and enrolled a total of 83 students from around the nation.

(5) The Orientation of personnel at DeSales University this year included:

- a presentation to new Trustees
- a presentation to 100 members of the Parents’ Association
- a full-day retreat + five follow-up sessions in the “Inculturation” series for 40 new employees.
Dialogue Opportunities presented this year by the Salesian Center included the following:

(1) The monthly Bulldog Breakfast series for student athletes featured DSU alumni as speakers:

- Ray Steinman ‘91 – manager, Collision Dynamics
- Jason Frederick ‘99 – agent, Federal Bureau of Investigation
- Stephen Elinski ‘91 – attorney with Salvo, Rogers & Elinski
- Jon Pallone ‘06 – teacher/coach, Quakertown Community School District
- Derrick Wetzel ‘02 – director of admissions at DSU
- Matt Reppert ‘06 – chiropractor, Back in Action Fitness

(2) The Center introduced a new series for invited guests called “A Cup of Know.” To be held once each semester, the program offers brunch followed by a brief lecture and discussion with a DSU faculty member. Two meetings were held this year, with a total audience of 20 persons, and featured Mr. William Dwyer (retiring associate professor of Accounting) and Dr. Larry Chapp (retiring professor of Theology).

(3) The monthly Lunch Bunch reading/discussion series for faculty & staff, which this year numbered 20 participants each semester who read a total of 6 books of current interest

(4) The annual John Paul II Memorial Arts & Culture series celebrated the establishment of the “Althea A. Livirrie and Joseph & Rose Livirrie Endowment for Arts & Culture” at the Salesian Center. This year’s event featured a musical concert by Ryan Tremblay to the delight of the 36-person audience.
Partnership Ventures conducted this year by the Salesian Center included the following:

(1) After nine years of operation with funding from a three-year grant (!), the Baranzano Society on Bioethics held its final meeting.

- Members met with the ethics directors at Lehigh Valley Health Network and the St. Luke’s University Health Network to begin discussion on the formation of a

A proposal has been drafted and organization will take place during the 2013-14 academic year.

- The Salesian Center co-sponsored “Walk the Talk,” the sixth annual ethics symposium conducted by the Lehigh Valley Health Network. Held for the first time at DSU, the symposium welcomed 132 participants, among whom were 42 DSU students.

(2) The Forum for Ethics in the Workplace continued its quarterly ethics breakfast series, which this year focused on “The Moral Limits of Markets” and welcomed a total of 239 participants to discuss:

- the book What Money Can’t Buy: The Moral Limits of Markets – with commentary by JOSHUA SCHULZ, Ph.D. (assistant professor of Philosophy at DSU) and DAVID GILFOIL, Ph.D. (director of the MBA program at DSU)

- “Bribing Our Way to Wellness? The Ethics of Incentivizing Healthcare” – featuring DR. JEFFREY BURTAINE, medical director for Highmark Blue Cross Blue Shield

- “Ads in All the Wrong Places? The Ethics of Commercializing Every Corner of Life” – featuring MIKE DRABENSTOTT, principal at SPARK Public Relations and Advertising agency

- the book Nice Companies Finish First: Why Cutthroat Management Is Over and Collaboration Is In – with a presentation by the author, PETER SHANKMAN.

The Forum also conducted its second annual award competition and hosted at a luncheon ceremony for 124 persons. Following the presentation of the three finalist companies, the award was given to Jaindl Family Farms.
PUBLIC RELATIONS

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

The Salesian Center’s web site, which serves as the primary portal for information about our work, underwent significant expansion, with the addition of 108 new pages (of 472 total), 1,642 new assets (images and documents), 21 new photo galleries (of 74 total), and 13 new video clips (of 40 total).

New publications by members of the Salesian Center are scholarly writings/translations on Salesian spirituality (12), sermons (5), theatre commentaries (5), PowerPoint presentations (5), and new entries in the student collection called “On the Wings of Truth” (7).

Our presence in the world of social media continues to expand ...

- On our three pages this year we posted 137 new items and 20 new photo albums for the 606 people who “like” our pages (52 new this year).
- We posted 402 new tweets and added 85 new “followers” (of 309 total).
- On the Salesian Center’s channel, we uploaded 13 new video clips (of 39 total), and all videos recorded 779 views this year (of 1,859 total).

The Salesian Center collaborated with faculty in the Philosophy-Theology Department to create a new blog called “Bold Belief” <www.boldbelief.org>. To-date, the Director has posted 5 essays.

We also distributed 32 editions of “Be Well” – our electronic newsletter – to an average audience of 1,288 readers.

In terms of news media ...

- The Events Coordinator wrote and distributed 18 news releases, which generated 11 stories about our work in 2 newspapers and on 2 web sites.
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 stations (WAEB), and television programs (WFMZ: 69 News and Sunrise News).

We acquired 49 new items for the CARL & PEGGY FRENSKY Library, which houses our various collections of books, journals, and audio-visual resources.

**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 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 Salesian Center benefitted greatly from a major gift/pledge from the RYAN FAMILY FOUNDATION to endow and name the “Ryan Leadership Institute, founded by Frank & Jane Ryan.”

The following table provides details about this year's contributions (in gifts and pledges):

<table>
<thead>
<tr>
<th>Donor Participation</th>
<th>Destination of Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>source of gifts</strong></td>
<td><strong># people</strong></td>
</tr>
<tr>
<td>Alumni</td>
<td>30</td>
</tr>
<tr>
<td>Church-related</td>
<td>5</td>
</tr>
<tr>
<td>Corporations</td>
<td>1</td>
</tr>
<tr>
<td>Employees</td>
<td>1</td>
</tr>
<tr>
<td>Foundations</td>
<td>4</td>
</tr>
<tr>
<td>Individuals</td>
<td>23</td>
</tr>
<tr>
<td>Parents</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>71</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 - 7/1/12</th>
<th>$ end value - 6/30/13</th>
<th>% change</th>
</tr>
</thead>
</table>
| **Permanent Endowments**  
Anna Graham fund | 564,489 | 610,561 | 8.2 |
| University (Center) endowment | 2,790,567 | 2,948,310 | 5.7 |
| University Professorship fund | 409,550 | 429,736 | 4.9 |
| **Dedicated Endowments**  
Arts & Culture series | 276,500 | 306,965 | 11.0 |
| Aviat Lectures | 7,840 | 8,576 | 9.4 |
| Breakfast series | 48,287 | 52,242 | 8.2 |
| Frensky Library | 22,618 | 23,392 | 3.4 |
| Honors Program | 86,099 | 95,395 | 10.8 |
| Kraft Lecture series | 93,095 | 105,470 | 13.3 |
| Ruggiero Lecture series | 175,697 | 184,762 | 5.2 |
| **Grant Funds**  
Baranzano Society | 500 | 792 | 58.4 |
| Ryan Leadership Institute | 28,864 | 150,337 | 520.8 |
| **Operating Accounts**  
Forum for Ethics in the Workplace | 4,337 | 4,982 | 14.9 |
| Info-Ethics group | 1,750 | 1,900 | 8.6 |
| **TOTALS** | **$ 4,510,193** | **$4,923,420** | **9.2** |

* 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 2013-2014

**based on the Director’s sabbatical leave for 2013-2014**

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

- conclude the celebration of the international Year of Faith with special events created in collaboration with the Diocese of Allentown
- establish an international Advisory Board for the Salesian Center

In terms of our **EDUCATIONAL initiatives** ...

- 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
- collaborate with the office of Campus Ministry to expand the “Tuesdays with Francis” series
- produce new works (book, video) on how to incorporate the teaching of St. Francis de Sales’ *Introduction to the Devout Life* on campus **

In terms of our **DIALOGUE opportunities** ...

- revive the “Center Valley Forum” series to address topics of contemporary cultural concern
- expand the “A Cup of Know” series to engage a larger audience of seniors in the community

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

- finalize plans to transform the Baranzano Society on bioethics into the Lehigh Valley Consortium on Biomedical Ethics
- host a “Civic Health Summit” in collaboration with the Dorothy Rider Pool Health Care Trust and the Health Care Council of the Lehigh Valley
- develop plans for the re-establishment of an info-ethics society to deal with matters related to the world of faith and social communications **
In terms of **PUBLIC RELATIONS** ...

- in collaboration with the DSU President’s Council and The Center for Research and Public Policy, begin to develop operational and financial plans to introduce a “Morality Matters” polling institute at DSU

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

- assist in the planning of programs and activities to celebrate the 50th anniversary of DeSales University

- collaborate in the design of, and the capital campaign for, construction of a new Salesian Center for Faith & Culture

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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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