Part One – Administrators’ Objectives for Rev. Thomas Dailey, OSFS (Director)

1. Witness support of and contributions to the mission of DeSales University by one’s life within the DeSales University community

Ongoing ...

2. Oversee the work of the Salesian Center through management of its educational initiatives, its dialogue activities, and its partnership ventures

Ongoing ...

- Fr. Dailey directed the Inculturation program for all new full-time employees at DSU, including a full-day retreat in August and nine (9) follow-up sessions in the Fall semester.

- Fr. Dailey sponsored the Lunch Bunch reading & discussion series for faculty & staff, which was directed by Lore McFadden-Westwood.

- Fr. Dailey hosted or co-hosted the following regular programs:
  - the Bulldog Breakfast series for student-athletes (6 sessions)
  - the university’s Heritage Week celebrations (5 nights)
  - the John Paul II Memorial Arts & Culture series
  - the “Reel to Real” film series (4 events)
  - the Ruggiero Lecture on Catholic Education

- Fr. Dailey hosted or co-hosted the following special events
  - a book presentation by Jim Lefebvre (2/5/15)
  - the 6-part “Humanum” video/discussion series (April 2015)

- For the student programs, Fr. Dailey directed the Ryan Leadership Institute and supervised the direction of the Faith & Reason Honors Program by Fr. Fisher.

- Among the professional partnerships, Fr. Dailey served on the board of, and managed, the Forum for Ethics in the Workplace.

- Fr. Dailey appeared in 6 media (television & newspapers) related to the Salesian Center’s mission.
3. Working with the Center’s coordinator of events, complete the conversion of website functions to a new content management system

In process ...

- Fr. Dailey delegated this task to Lore McFadden-Westwood, who manages the Center’s social communications. The task is made daunting by the size of the Center’s web site: more than 480 pages, with more than 4,000 assets (pictures and documents), plus more than 200 media galleries (photos and videos).
  - The editing of text for all pages is complete.
  - The photo library does not easily transfer and requires additional editing, which should be complete by the end of the fiscal year.

4. Complete the writing of a new book on Salesian spirituality and seek to have it published in time to celebrate the 350th anniversary of the canonization of St. Francis de Sales (May 2015)

Completed ...

- The manuscript was completed in the Fall semester.
- A contract with Sophia Institute Press was executed.
- Fr. Dailey filmed an informercial about the book in June.
- Fr. Dailey offered a presentation about the book at the Oblate Convocation in June.
- The book is expected to appear in print in August 2015.
- Fr. Dailey will offer multiple presentations about the book in the Fall 2015 semester.

5. Renew previous efforts to transform the Baranzano Society on bioethics into a Lehigh Valley Consortium for Biomedical Ethics

Not yet realized ...

- The Salesian Center did offer one program during Heritage Week on this subject area, and will continue to do so in future years.

- The Salesian Center arranged a unique event for Heritage Week 2016 in which all three of the CEO’s of the local health networks will engage in a panel discussion.

6. Devise & implement plans for a new professional partnership in the area of social communications

Requires further investigation ...
• Fr. Dailey met with a reporter from *The Morning Call* to ascertain need and interest. Based on that meeting, a steering committee is being organized, to meet in Fall 2016.

• In addition,
  o Fr. Dailey offered 4 talks off-campus in this subject area.
  o Fr. Dailey appeared in 2 media stories about this subject area.
    ▪ “Catholics learn to use digital media for parish communications” – article, with photos, by Brendan Monahan, on CatholicPhilly.com (10/20/14)

7. **Investigate the establishment of a specialized polling institute to survey matters of faith related to contemporary culture, with the possibility of launching this venture in conjunction with the 50th anniversary of DeSales University (2015-2016)**

   Investigation completed ...

   • The concept was considered with assistance of a President’s Council committee in 2012-2013.
   • The concept was approved by the University’s planning committee and included in the draft of the 2015-2020 Strategic Plan

8. **Based on the work of the two-staged Synod of Bishops (2014 and 2015), plan for special events that will contribute to the Church’s universal concern to address the pastoral challenges of marriage and the family, particularly in anticipation of the upcoming World Meeting of Families in Philadelphia (2015)**

   Ongoing ...

   • A web page has been created as the portal for University programs & activities.
   • A monthly newsletter of University programs & activities is published (with 3 issues to-date).
   • A “Fortnight for Marriage” video series took place April 21-23, 28-30 with 253 total participants.
   • Numerous plans are being considered for Summer and Fall semesters.
   • Fr. Dailey made two media appearances on this subject:
     o “Pope Francis visit to Philadelphia would offer opportunity to Lehigh Valley, N.J. Catholics” – article by Tom Shortell in *The Express Times* newspaper / *Lehigh Valley Live.com* (7/25/14)
     o “Volunteers needed for World Meeting of Families” – news report, with video, by Jamie Stover on WFMZ-TV 69 News (4/28/15)
   • Fr. Dailey was appointed to the communications & marketing committee for the World Meeting.
9. Investigate the possibility of hosting a program of continuing education in homiletics for deacons and priests in the Diocese of Allentown and neighboring dioceses

Remains to be considered, but likely will not be feasible …

- Fr. Dailey offered a master class on preaching at Saint Charles Borromeo Seminary, which included seminarians from the diocese of Allentown.

- Fr. Dailey was invited by Diocese of Trenton to present conference on “Preaching about Marriage”; materials were prepared but the conference was canceled.

10. Complete other projects as assigned by the president.

- Fr. Dailey was assigned with coordinating DeSales University’s participation in the World Meeting of Families 2015, a task that is ongoing …
  - Programs and activities were initiated in April.
  - The work will continue through the end of September 2015.

- Fr. Dailey assisted with the task, assigned to Student Life/Campus Ministry, of preparing a grant proposal to the Lilly Foundation for creating a Theology Institute for High School Youth.

Part Two – Reflections on DeSales University Strategic Plan: 2010-2015

Goal #1: Strengthen the Reputation of DeSales University for Providing Quality Education

No objectives for this goal are the primary responsibility of the Salesian Center for Faith & Culture.

In terms of responsibilities in which the Salesian Center for Faith & Culture might be a helpful partner, two objectives continue to have potential:

(A) Academic Affairs

(A1) Catholic Thought/Christian Humanism …

(A1.undergraduate.c) “to assist in the development and nurturing of the integration …”

(A1.undergraduate.d) “opportunities … for professional development …”

- The Salesian Center’s online library now offers 611 links to publications relevant to Christian Humanism, 68 of which are newly authored or translated this year by the staff of the Salesian Center.

- The Salesian Center guided the fourth annual “inculturation” series for new full-time employees at DSU (see also below under goal #2), a series which includes 5 presentations by the Director about topics in Salesian Christian Humanism.
Annual Report to the President | 2014-2015

(A1.undergraduate.e) “course learning outcomes and program outcomes ...”

- Staff of the Salesian Center teach two undergraduate courses (TH 281 with Fr. Pocetto and TH 356 with Fr. Dailey), whose content and outcomes are specifically tied to Salesian Christian Humanism.

(A4.undergraduate.i) “appropriately growing the Fleming Institute for Business Ethics ...”

- Through its Forum for Ethics in the Workplace, the Salesian Center has assisted with the work of the Flemming Institute for Business Ethics. Fr. Dailey serves on the executive committee for the Ethics Bowl competition, and members of the Forum’s board of directors serve as judges.

(B.2) Student Life – Vice President and Dean of Students

(a) creating the “DeSales Experience – Salesian Character Development”

- A course taught by Fr. Dailey (TH 356 – on the Introduction to the Devout Life as a Great Work of Literature) is included in the DeSales Experience.

- Fr. Dailey’s TH 356 course and Fr. Pocetto’s TH 281 course were both included in the newly approved minor in Ethical Leadership.

(c) utilizing the services of the Salesian Center for Faith and Culture, as appropriate ...

- The Salesian Center did not receive any requests for services.

(d) creating a Center for Character and Leadership ...

- Since 2005, the Salesian Center has promoted character and leadership through the Ryan Leadership Institute, which now has more than 100 alumni. In 2015 this institute graduated 11 students; two of them (John Bayeux and Alyssa Brandt) were granted the University’s two commencement awards. For the 2015-2016 academic year, the Institute will have 10 Seniors and 12 Juniors enrolled in the two-year program. Participants in the program continue to be heavily involved in Student Life programming and activities.

Goal #2: Improve the Appeal of the Campus (both real and virtual)

No objectives for this goal are the primary responsibility of the Salesian Center for Faith & Culture.

In terms of responsibilities in which the Salesian Center for Faith & Culture might be a helpful partner, one objective has potential:
(D.3.c) Improve Working Environment - Human Resources ... “enhance training in mission”

- Working with the Human Resources staff, the Salesian Center directed the fourth annual “inculturation” series for all new full-time employees at DSU. This year 41 of the 44 new employees participated in a full-day retreat and in 5 follow-up sessions. To-date 156 employees have participated in this orientation to the university’s Salesian mission.

Goal #3: Grow Enrollments for the Various Programs

No objectives for this goal are the primary responsibility of the Salesian Center for Faith & Culture.

No objectives for this goal enlist the direct collaboration of the Salesian Center for Faith & Culture.

Goal #4: Implement a New Financial Plan for DeSales University

No objectives for this goal are the primary responsibility of the Salesian Center for Faith & Culture.

No objectives for this goal enlist the direct collaboration of the Salesian Center for Faith & Culture.

Part Three – Maintenance Function

1. “witness and support of the mission”

- This continues to be the focal point of our work! It is most evident in our communications, all of which are focused on disseminating our Salesian heritage. This includes:

  o scholarly writing ...
    - 19 Salesian studies, authored or translated or edited
    - 10 other publications on faith and culture
    - 55 commentaries relating Catholic/Salesian Spirituality to contemporary life

  o speaking engagements ... 26 addresses to groups/organizations on- and off-campus

  o web site management ...
    - 178 pages newly created/modified, of 489 total pages
    - 225 new assets (images and documents) posted, of 4,156 total assets
    - 43 new photo/video galleries uploaded, of 210 total galleries

  o social media activity ...
    - 60 e-newsletters, sent to 1,414 addresses
    - 354 new Facebook postings, with 731 “likes” (129 new this year)
    - 548 new Tweets, reaching an audience of 455 “followers” (160 new this year)
69 YouTube videos (19 new this year), with 4,159 lifetime views

- public outreach ... through the Salesian Studies Online program, which offered 11 courses in two sessions (during Advent and Lent), with a total of 99 registered participants

2. new organizational structure of the University

- The Salesian Center does not figure into the new organizational structure in terms of the academic divisions. The Director of the Salesian Center continues to hold a faculty position in the Division of Liberal Arts & Social Sciences.

3. new committee structure of the University

- The Salesian Center contributes to the new structure by having the director serve ex officio on the President’s Cabinet, the Planning Committee, and the Mission Committee. As a faculty member, the Director served this year on the Strategic Planning Committee of the Board of Trustees.

5. assessment results relative to this area

- The only formal assessment of programming in the Salesian Center took place in Fall 2010, the results of which were published in the Journal of Catholic Higher Education.

- Assessment measures specific to the educational initiatives sponsored by the Salesian Center (i.e. the Ryan Leadership Institute and the Faith & Reason Honors Program) do not yet exist.

  - Self-reported assessments by students in the Ryan Leadership Institute unanimously praise the program. As one student from the Class of 2015 noted: “Our growth together throughout the program was extremely evident and successful. This group was extraordinary.”

  - CoursEval surveys from the students in each of the seminars in the Faith & Reason Honors Program seminars have been completed. Generally, the students rate these courses higher than other courses in the Humanities and all other courses at DSU. One comment from the a member of the newest class reflects the unique character of this program: “Being forced to figure out how to articulate my thoughts and beliefs was quite beneficial. It was challenging and made me think harder than I generally do about the way I live my life. I also find it inspiring to be in a class with really motivated, intelligent students, and I find myself wanting to participate and work hard.”

  - Assessment by participants in the Salesian Studies Online program affirmed the ease of use of the technology, the flexibility of the course format, and the interactive design of the courses. Participants expressed interest in taking additional courses and would recommend the program to others.
6. **assessment results relative to other components of the University**

The Salesian Center’s assessment results have not been used in conjunction with other components of the University. No indications have been given for assessment results from other components of the University to be factored into the programming of the Salesian Center.

**Part Four – Proposed Objectives for 2015-2016**

1. Witness support of and contributions to the mission of DeSales University by one’s life within the DeSales University community.

2. Oversee the work of the Salesian Center for Faith & Culture through the management of its educational initiatives, dialogue activities, and partnership ventures.

3. Working with the Center’s assistant director, launch the newly converted website and monitor updates to the new content management system.

4. Continue to coordinate programs and activities at the University related to the World Meeting of Families 2015 and visit of Pope Francis to Philadelphia.

5. Working with the Associate Vice-President for Administration & Planning, conduct the fifth edition of the Inculturation series for new employees and undertake a formal assessment of the program to-date.

6. Working with Diocese of Allentown, the Office of Campus Ministry, and the Wills Hall Oblate Community, host appropriate public celebrations for the Year of Consecrated Life.

7. Design and implement special programs for the 50th anniversary of the University, including: a celebration of the 25th anniversary of *Ex corde Ecclesiae*; an international line-up of events for Heritage Week; the introduction of an alumni component in the Ryan Leadership Institute, and the creation of the University’s first MOOC focusing on Salesian spirituality (to be launched in Lent of 2016).

8. Working with the Office of Institutional Advancement and with interested faculty, pursue the launch of a specialized polling institute to survey matters of faith related to contemporary culture.

9. Continue to investigate the creation of a professional society in the field of communications and information ethics.

10. Complete other projects as assigned by the President.