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.

Summary of the 2009-2010 Annual Report

last revised on August 2, 2010

The Salesian Center’s Logo & Color Scheme

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.
Established in 2000, the Salesian Center for Faith & Culture at DeSales University continues to offer programs and activities for the benefit of the campus community and the general public. During the 2009-10 academic year, in which more than 2,500 persons participated in the Center’s work, the top three developments were:

♦ the increased engagement with the Diocese of Allentown, which took place through the presence of the new Bishop at several events, by keynote talks from the Center’s director to multiple groups in the Diocese, and through collaboration in the establishment of a new St. Thomas More Society of the Diocese of Allentown;

♦ the two-fold expansion of the Center’s virtual presence, with the launch of a new web site that took entailed more than 400 staff hours in creative development and now includes more than 1,400 items, and with the introduction of social media, by means of which the Center now reaches 415 “fans” and “followers” on a regular basis; and

♦ the kick-off to the Center’s 10th anniversary year, which is being celebrated throughout the Spring and Fall semesters of 2010 by way of multiple “open house” receptions, special event programming (e.g., the Shroud of Turin Mystery Tour), tv-film promotions, new studies in Salesian spirituality, and a planned publication about the growth of the Center in the life of DeSales University.

The summary that follows highlights a few of the ways in which the Salesian Center continues to integrate faith and culture through its programs and activities. More details are available in the complete report.

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**Program Review for 2009-2010**

**Background & Mission**

During the year, Frs. Dailey and Pocetto undertook 23 speaking engagements for a variety of audiences in eight different states and two orientation sessions for groups on-campus, and wrote one book and three papers about topics in Salesian spirituality.

The fifth annual Heritage Week celebration featured five evening events in which a total of 571 persons participated.

Two special programs were sponsored during the Spring semester as part of the 10th anniversary celebrations for the Salesian Center: an encounter with the Shroud [of Turin] Mystery Tour [209-member audience], and a viewing of The Calling documentary on religious vocations [41-member audience].

**Educational Initiatives**

The Salesian Center sponsors two lecture series on an annual basis, this year welcoming 214 audience members: The Anthony Ruggiero Lecture on Catholic Education (by DR. JOHN STAUD, Univ. of Notre Dame) and the R. Wayne Kraft Memorial Lecture on Christian Humanism (by MSGR. PAUL TIGHE, Vatican City).
The *Faith & Reason Honors Program* admitted 13 new students to the program. At its fifth annual Honors Colloquium, Nicholas Schenk won the “best honors thesis” award.

The *Salesian Online* program offered one course that enrolled 10 students from around the USA.

The *Salesian Leadership Institute*, generously funded by the RYAN FAMILY FOUNDATION, had 23 students participating in the two-year program, with 11 new students and one new staff member set to begin next Fall.

Two special events were sponsored by the Salesian Center: the first *Hesburgh Lecture* for the Lehigh Valley Club of alumni from the University of Notre Dame, given by Prof. DONALD KOMMERS, and two performances of *History on Stage* by CHUCK CHALBERG playing G.K. Chesterton and Branch Rickey.

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**DIALOGUE OPPORTUNITIES**

The *Center Valley Forum* series [for 37 participants] considered “Healthcare Reform: What’s All the Fuss?”

The *I.M.P.A.C.T.* breakfast series for community leaders held five meetings [with a total of 112 participants].

The *Bulldog Breakfast* series for student-athletes held six meetings (average attendance of 33) and featured, among others, Philadelphia Phillies coach MILT THOMPSON, former National League President BILL WHITE, and the original Phillie Phanatic (DAVE RAYMOND).

The fifth event in the annual *John Paul II Memorial Arts & Culture Series* featured a new documentary: *Testimony: The Untold Story of John Paul II* [for 55 audience members].

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**PARTNERSHIP VENTURES**

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

The “Talking Circles” series of *public forums* enlisted guest experts to deal with two critical issues – the protection of conscience and the rationing of healthcare – for 143 total participants. The Society also sponsored a continuing education program on “Religion, Spirituality, and Health” at the Moravian Theological Seminary.

... brings together local business professionals and university scholars to provide for study, reflection, and public dialogue about ethical issues in various workplace settings.

The Forum sponsored three events in its *ethics breakfast series* to a total audience of 213 participants: one economic upturns, on gambling as public revenue, and healthcare as a right or a benefit. The Forum also sponsored a *panel discussion* on legal/ethical aspects of pharmaceutical marketing for 75 participants. The Forum also sponsored two local events: the first annual leadership conferences from Kids of Character, and the inaugural Fleming Bowl business ethics competition for Lehigh Valley colleges and universities.
... seeks to promote positive expectations, good behaviors, and ethical standards among all those involved in youth sports.

LVCOSE sponsored three events: a **community forum** on the state of youth sport ethics [with 21 participants]; a **special presentation** on NCAA athletic divisions and how to navigate the selections process when deciding on which school to attend [with 20 participants]; and a **panel discussion** on funding a college education through athletic scholarships [with 28 participants].

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**PUBLIC RELATIONS**

The Center’s [web site](http://www.desales.edu/salesian) has been completely re-designed and now includes more than 300 pages, 500 images, and 600 documents.

Coverage of the Salesian Center included more than 35 **media placements**, with stories appearing in 11 news outlets. Personnel were featured in three local newspaper stories and on one television broadcasts (*Tempo InDepth* on PBS 39 WLVT).

**Publications** from the Center this year included 6 **commentaries**, a new volume of *On the Wings of Truth*, and 9 new Salesian Studies (articles, lectures, sermons) by fellows of the Salesian Center.

**Communications** are facilitated by the publication of an electronic newsletter – called *Be Well!* – that is distributed monthly to more than 1,450 addresses.

The Center has entered the virtual world of **social media**, with 209 postings, 17 photo albums, and 415 fans/followers on both Facebook and Twitter.

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**FINANCIAL DEVELOPMENT**

The Salesian Center benefitted from the generosity of 86 individuals, corporations, and foundations (down 3%) who donated more than $79,500 this year (up 13%). Among these **donors** were 21 first-time contributors.

The **endowments** for the Salesian Center, from whose interest the operations are funded, remain stable. The total amount for all funds suffered a slight decrease over last year:

- operating endowments (3) = $3,295,679 (1.9% decrease)
- named program endowments (9) = $507,063 (2.2% increase)

In this, the third year of the University’s **capital campaign**, contributions toward the new Salesian Center facility came from 10 sources and totaled $26,500.