



The  
**JOHN CARDINAL FOLEY CHAIR**  
of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



## ANNUAL REPORT, 2023-2024

*last updated on 6/26/24*

The John Cardinal Foley Chair of Homiletics & Social Communications was inaugurated in 2013-2014 and became a full-time position in 2017-2018 with the appointment of REV. THOMAS DAILEY, O.S.F.S. to the Seminary's faculty. The report below chronicles the programming supported by the Cardinal Foley Chair and the work of Fr. Dailey on behalf of the Chair during the 2023-2024 year of formation.

---

### TEACHING & SCHOLARSHIP

*Under the auspices of the Cardinal Foley Chair, Fr. Dailey educates in several ways, including:*

#### Academic Programs:

- seminary courses
  - COM 211 – Social Communications ... *not scheduled due to new College curriculum*
  - PTH 601 – Theology of Homiletics (Fall 2023) for 22 TS students
  - PTH 602 – Contemporary Homiletics (Spring 2024) for 22 TS students
  - STS 906 IS – Contemporary Theology of Homiletics (Summer 2023) – for 1 STS student
- seminary academic affairs
  - evaluator for M.Div. competency exams, oral and written, including a re-take (Feb. 2024)
  - evaluator for M.A. comprehensive oral exams (March 6, 2024)
- external collaboration
  - Center for Church Management in the School of Business at Villanova University – directed a webcast on "Virtual Presence and Communication" on November 8, 2023

#### Spiritual Formation

- “St. Francis de Sales and the *Introduction to the Devout Life*” – conferences in the Pre-Theology Propaedeutic Year program of Saint Charles Borromeo Seminary (Conshohocken, PA) on October 17 and October 24, 2023

#### Pastoral/Apostolic Formation:

- evaluation of diaconal preaching – 13 reports shared with transitional deacons

Professional Memberships:

- Academy of Catholic Theology
- Catholic Association of Teachers of Homiletics
- Catholic Speakers Organization
  - manuscript review for the *Fellowship of Catholic Scholars Quarterly*

Publications:

- “From Canticle to Treatise and Back: St. Francis de Sales on The Love of God.” In Emmanuel Uppamthadathil, MSFS (ed.), *Universal Call to Holiness: Collected Essays on the Spirituality of St. Francis de Sales* (Bangalore, India: SFS Publications, 2023), pp. 25-43.
- for *The Priest* magazine, published by Our Sunday Visitor
  - invited to contribute “Homily Helps” column
    - submitted 4/18/24 – published in vol. 80, no. 7 (July 2024), pp 49-53
    - submitted 6/18/24 – to appear in vol. 80, no. 9 (September 2024)
  - invited to write an article on “Preaching and Leadership”
    - submitted 4/25/24, to appear in vol. 80, no. 8 (August 2024)

---

**PROGRAMS & ACTIVITIES**

*On behalf of the Cardinal Foley Chair, Fr. Dailey engages the public in multiple ways, including:*

Sponsored Series:

- The 8<sup>th</sup> annual *Cardinals’ Forum* (August 29, 2023)
  - topic: Synodality – A Style, a Mentality, a Spirituality, a Pastoral Model
  - speakers: Dr. John Haas, Fr. Thomas Dailey, Dr. Nathan Knutson
  - audience: all seminarians in-person + 898 online views
  - coverage: 2 local + 1 national Catholic news features + 3,303 social media impressions
  - [archived online](#)
- The 2<sup>nd</sup> Parish Social Communications Workshop, funded by a grant from the Catholic Foundation of Greater Philadelphia (October 5, 2023)
  - audience: 14 parish staff, 11 presenters, 2 pastors
  - coverage: 73 social media impressions
- The 11<sup>th</sup> annual *Cardinal Foley Lecture on the Church & Social Communications* (January 29, 2024)
  - lecturer: SR. NANCY USSELMANN, F.S.P. (Pauline Center for Media Studies)
  - topic: “Communicating Christ’s Presence in a Digital World”
  - audience: full house in-person + 815 online views
  - coverage: 3 news features + 1,980 social media impressions
  - [archived online](#)

- The 8<sup>th</sup> annual *Cardinal Foley Symposium* for World Communications Day (May 23, 2024) ... *cancelled due to campus re-location activities*

### Speaking Engagements

- Academic Conferences
  - “The ‘Cause’ of Sainthood: Phases in the Church’s Process of Canonization” – presentation for the Augustinian Symposium on Fr. Bill Atkinson, OSA at Villanova University (Villanova, PA) on October 3, 2023
  - “Teaching Preaching as Formation Work” – presentation in the Homiletic Pedagogy Seminar sponsored by the Marten Program in Homiletics & Liturgics at the University of Notre Dame (South Bend, IN) on June 18, 2024
- Professional Development
  - “The Eucharist: A Gift of the Heart for Our Revival (Matt. 11:28-30)” – keynote presentation for the first Faith Formation Day (for catechists/teachers) in the Diocese of Greensburg (PA) on October 14, 2023
  - “The Narrative Craft of Preaching” – workshop for clergy at the first Faith Formation Day in the Diocese of Greensburg (PA) on October 14, 2023
  - “The Reality of Being Human: 5 Interconnected Truths for Christians in Today’s World” – presentation in the Enrichment Series for employees of the Diocese of Allentown, at St. Francis of Assisi Church (Allentown, PA) on March 5, 2024
- Religious Education
  - “Close Encounters of the Digital Kind: Social Media and Spiritual Experience” – presentation for the Bucks County (PA) chapter of Legatus, at Huntingdon Valley Country Club, on August 10, 2023
  - “Love the life that God gave you: The Saintly Story of Fr. Bill Atkinson, O.S.A.”
    - presentation in the “Faith Matters” series at St. Thomas the Apostle Church (Glen Mills, PA) on September 11, 2023
    - presentation in the “Days of Grace” series at St. Katherine of Siena Parish (Philadelphia, PA) on March 5, 2024
  - “Believing in Baseball: The Religious Character of Our National Pastime” – lecture in the Religion & Sports course at Father Judge High School (Philadelphia, PA) on March 20, 2024

- Spiritual Enrichment
  - “Ecstasy for Everyone! Toward a Eucharistic Revival” – series of sermons (3) for the Forty Hours Devotion at St. Thomas the Apostle Church (Glen Mills, PA) on October 22-24, 2023
  - “The Ecstasy of the Eucharist at Christmas” – conference for the Advent day of recollection for priests of the Diocese of Wilmington (DE)
    - at St. Jude the Apostle Church in Lewes, on November 28, 2024
    - at St. Joseph on the Brandywine Church in Wilmington, on November 29, 2024
  - “Ecstasy for Everyone! Toward a Eucharistic Revival” – conferences (2) for the annual Advent Mission at St. Thomas More Oratory at the University of Delaware (Newark, DE) on December 4-5, 2023
  - “Eucharistic Revival ... even for Religious!” – conferences (4) for the Oblate Formation Program’s Winter Salesian Conference (Childs, MD) on January 3-5, 2024
  - “Behold the Heart of the Eucharist” – series of sermons for the Novena of Devotion to the Sacred Heart at the Monastery of the Visitation of Holy Mary (Toledo, OH), May 30 - June 7, 2024

**MARKETING & PROMOTION**

*In the name of the Cardinal Foley Chair, Fr. Dailey interacts with media via multiple formats, including:*

Social Communications

- managing the section of the Seminary’s **web site** dedicated to the Cardinal Foley Chair, on which **661** elements are posted:

<i>pages</i>	<i>archives</i>	<i>documents</i>	<i>promotions</i>	<i>stories</i>	<i>links</i>	<i>galleries</i>	<i>videos</i>	<i>audios</i>
39	64	155	77	83	80	38	104	21

- managing four (4) **social media accounts** for the Cardinal Foley Chair, with the following activity:

<i>platform</i>	<i>reach</i>	<i>activity</i>
Facebook	513 followers	53 posts this year, with <b>17,464</b> impressions
Twitter	371 followers	30 posts this year, with <b>12,409</b> views
Instagram	followers	0 posts this year
Vimeo	followers	0 videos uploaded

## Mass Media

### *Print / Digital*

- local news – “A New Resting Place for a Servant of God” (*Catholic Philly*, 6/21/24)
- national news – “Surgeon general’s social media warning for kids ...” (*Our Sunday Visitor*, 6/18/24)
- commentary – “Toward a spiritual intelligence at Pentecost” (*The Dialog*, 5/15/24)
- national news – “Catholic Answers 'No Less Resolved' to Use AI After Brouhaha” (*OSV News*, 4/25/24)
- national news – “AI ‘Priest’ Sparks More Backlash Than Belief” (*OSV News*, 4/24/24)
- commentary – “Awakening Again to Confession” (*DeSales Weekly*, 2/15/24)
- local news – “Cultural mysticism topic of lecture at Seminary” (*Catholic Philly*, 2/6/24)
- commentary – “The ‘intelligence’ of communication today ...” (*The Dialog*, 1-31-24)
- press release – Seminary to present Cardinal Foley Lecture (Archdiocese of Philadelphia, 1-29-24)
- commentary – “Cultivating ‘Real’ Intelligence” (*DeSales Weekly*, 1-18-24)
- commentary – “Meaning of Eucharist is encounter with the living God” (*The Dialog*, 11-16-23)
- local news – “Symposium on Father Bill Atkinson, O.S.A.” (*Catholic Philly*, 10-2-23)
- regional news – “Speakers’ remarks on synod ...” (*Catholic Review*, 9-9-23)
- commentary – “The Angel Award” (*Catholic Philly*, 9-7-23)
- local news – “Cardinals’ Forum Discusses Synod on Synodality” (*Catholic Philly*, 9-1-23)
- commentary – “Even saints need to grow up!” (*DeSales Weekly*, 8-24-23)
- press release – on the 2023 Cardinals’ Forum (Archdiocese of Philadelphia, 8-22-23)

### *Radio*

### *Podcast & Streaming*

- reflections – teaching series (4 spots) about Salesian spirituality for the *Discipulus* app (March 2024)
- interview – on “Baseball and Religion” for the *Last Call Baseball* podcast (9-10-23)

### *Television & Film*

---

## **ADMINISTRATION & DEVELOPMENT**

*Fr. Dailey manages all aspects related to the Cardinal Foley Chair, including:*

### Committee Work

- directed three (3) meetings of the **Advisory Committee** for the Cardinal Foley Chair to provide insights into planning and marketing processes
- participated in meetings of the **Academic Affairs Committee** of the Seminary's Board of Trustees

Budget & Finance

- managed the **operational** (discretionary) accounts for the Cardinal Foley Chair, with a year-end positive variance of 14.7% of budgeted expenses
- administered the Catholic Foundation of Greater Philadelphia **grant** for the Parish Social Communications Workshop, with all funds expended
- secured **donations** to the Cardinal Foley Chair funds held by the Catholic Foundation of Greater Philadelphia as follows (*incomplete*)

The Catholic Preaching Institute ... serving as project director (half-time) ... **SEE SEPARATE REPORT**

- secured a \$1.2 million grant from Lilly Endowment, Inc. to support its creation
- coordinated media rollout announcing reception of the Lilly Grant
- successfully conducted the hiring process for a Project Manager for the Institute (LAURA VERDI) and supervised her work
- launched web pages for the Institute on the Seminary's website (January 24, 2024)
- guided the Institute's rollout of a two-part (pastors and parishioners) research study on the status of preaching in the archdiocese and co-authored the final report
- participated in a national conference for the Compelling Preaching Initiative, in Indianapolis (IN), on March 12-14, 2024
- offered presentations on the work of the Institute for clergy of the archdiocese, at a workshop for permanent deacons (February 24, 2024 ) and at the convocation for priests (April 30, 2024)
- managed the grant account for Institute expenses

Special Tasks/Projects

- continuing as spiritual advisor and research fellow for the Catholic Leadership Institute
- updated online elements of the "Communications & Homiletics Handbook"
- wrote and submitted grant application(s)
  - "The Angel Award" from the Catholic Foundation of Greater Philadelphia (\$50,000)
    - award presentation on 10/19/23 ... **not granted**
- appointed by Archbishop Nelson Pérez as his Episcopal Delegate for the archdiocesan tribunal on the canonical recognition and translation of the mortal remains of the Servant of God, William Atkinson, a priest of the Order of Saint Augustine (Summer 2024)

-----  
-----