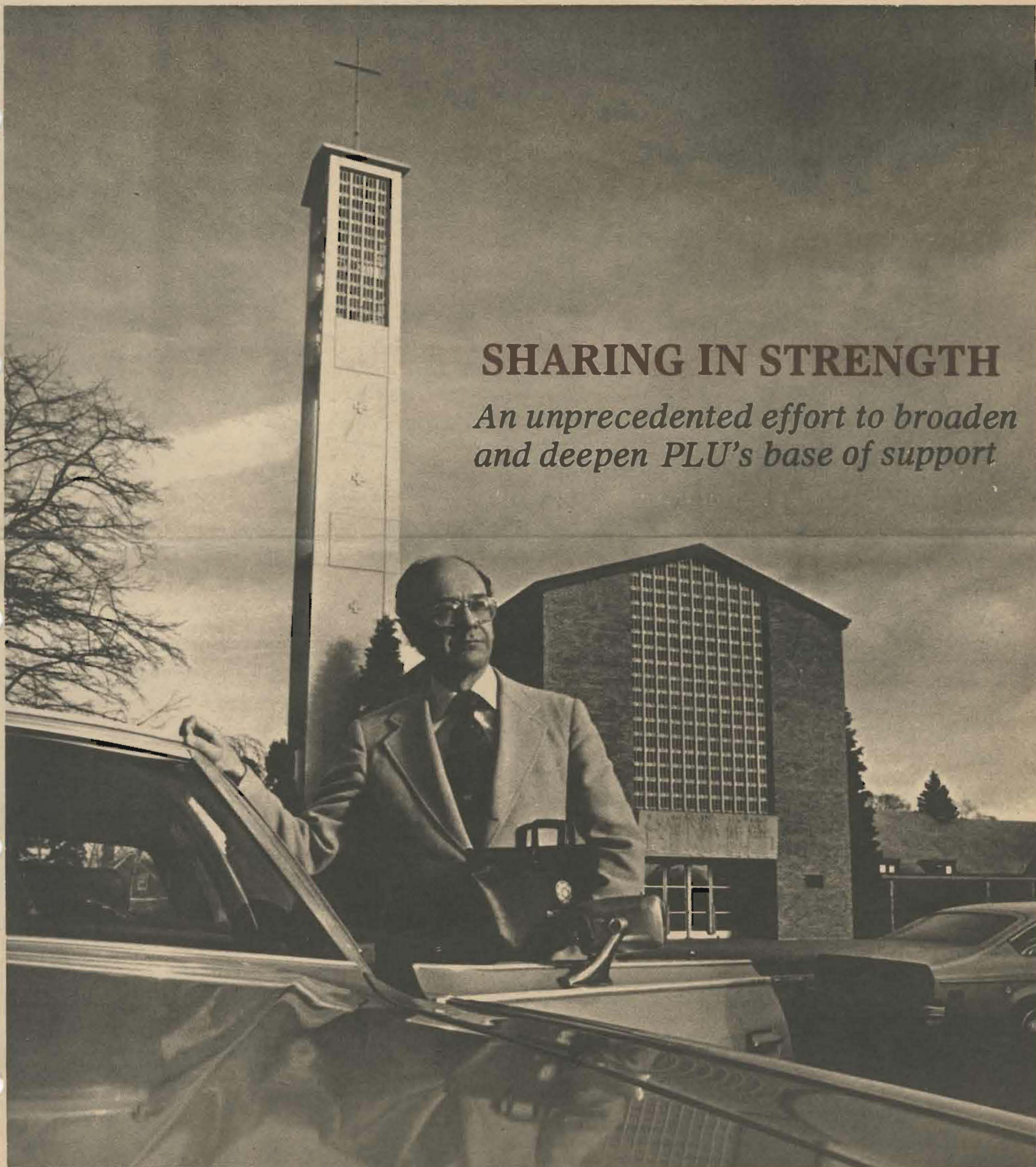


# Scene

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## SHARING IN STRENGTH

*An unprecedented effort to broaden  
and deepen PLU's base of support*

*President William Rieke goes on the road.*

Pacific Lutheran University



Special Campaign Supplement

# Sharing in strength

## PLU Launches \$16.5 Million Capital Fund Campaign

A five-year \$16.5 million capital fund campaign is being launched this month by Pacific Lutheran University, according to PLU President Dr. William O. Rieke.

Nearly two years in the planning stages, the campaign is intended to raise funds for a new \$5 million science building, a \$3 million performing arts center, \$1.5 million for upgrading of present facilities, \$5 million for scholarship and maintenance endowment and \$2 million to undergird the financial stability of PLU, Dr. Rieke indicated.

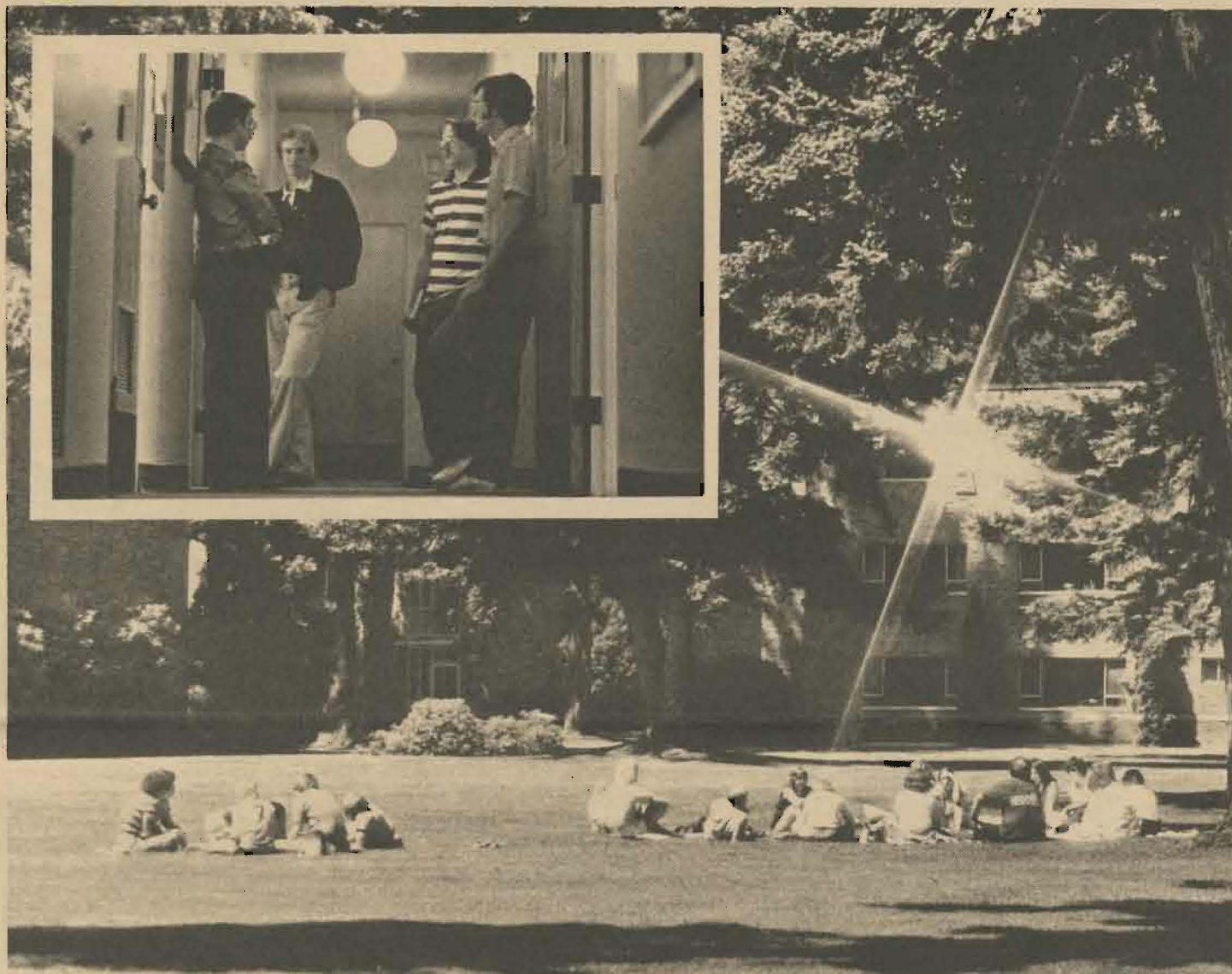
The first phase of the campaign is beginning this month among the 280 congregations of the North Pacific District of the American Lutheran Church. This phase, which continues through October, is intended to raise a minimum of \$3 million.

A concurrent campaign effort is being conducted among the 11,500 members of the PLU Alumni Association. This group is aiming at a \$500,000 goal, according to alumni director Ronald Coltom.

Future phases of the campaign will be conducted among foundations, corporations, businesses and other church bodies, Rieke said.

Success of the church and alumni campaigns will ultimately depend on a "small army of enthusiastic volunteers," said Luther Bekemeier, vice-president for development at PLU. Bekemeier is the campaign director.

The volunteer leadership re-



PLU . . . one of the country's most beautiful college campuses but the facilities need is becoming critical. Insert: a typical faculty-student consultation in a crowded hallway of aging Ramstad Hall.

cently has been involved in training sessions and will be organizing local level campaign volunteers. The ultimate goal of

the church campaign, according to Rieke, is to get the message personally to individual congregational members.

## Early Campaign Totals Already Exceed \$400,000

More than \$400,000 has been pledged toward the PLU "Sharing in Strength" capital fund campaign during the early initial stages of the drive since the first of the year, President William O. Rieke announced Feb. 14.

The total includes only the first 50 or so leadership gifts together with some foundation and trust monies. "It's the tip of the iceberg," Rieke said. "The response has been immensely gratifying."

The gifts represent only the fraction of the campaign leadership that have been involved in initial training sessions. More sessions are to come, and the broad congregational and alumni drives have yet to begin, he indicated.

## Congregational Leadership

Dr. Clarence Solberg (Seattle)  
Rev. David Steen (Olympia)  
Barb & Leo Eliason (Olympia)  
Rev. Keith Krebs (Walla Walla)  
Mr. Ole Halingstad (Walla Walla)  
Rev. Lionel Simonson (Klamath Falls, Ore.)  
Mr. Robert Shive (Sisters, Ore.)  
Rev. Grant Gard (Brush Prairie)  
Mr. Dave Radke (Vancouver)  
Mr. and Mrs. Donald Wick (Pasco)  
Rev. H.S. Babington (Kennewick)  
Rev. Ronald D. Martinson (Salem)  
Mr. and Mrs. Maurice Burchfield (Stayton)  
Rev. Paul Wuest (Wenatchee)  
Mr. Lawrence Hauge (Wenatchee)  
Rev. Leonard C. Ericksen (Bellingham)

Mrs. Onella Brunner (Mt. Vernon)  
Rev. Robert Gordon (Edmonds)  
Mr. Karl Forsell (Edmonds)  
Rev. E. Duane Tollefson (Beaverton, Ore.)  
Mr. Dale Benson, (Portland, Ore.)  
Rev. Otto C. Tollefson (Poulsbo)  
Mr. James Widsteen (Port Angeles)  
Rev. James Berentson (Lewiston Id.)  
Rev. and Mrs. Fred Schnaible (Moscow Id.)  
Rev. Donald W. Taylor (Everett)  
Mr. George Thorleifson (Stanwood)  
Rev. John Milbrath (Portland, Ore.)  
Mr. Wesley Radford (Portland, Ore.)

Rev. David Wold (Puyallup)  
Mr. Ray Tobiason (Puyallup)  
Rev. Herbert Ringo (Seattle)  
Rev. Charles Mays (Renton)  
Mr. Richard Jackson (Renton)  
Rev. Gerald L. Hickman (Kent)  
Mr. Curt Hovland (Seattle)  
Rev. and Mrs. Lothar Pietz (Twin Falls, Id.)  
Rev. Louis Brunner (Eugene, Ore.)  
Mr. Lyle Jacobsen (Eugene, Ore.)  
Rev. Robert Olsen (Almira)  
Mr. E. Robert Stuhlmiller (Edwall)  
Rev. Bernt Dahl (Spokane)  
Mr. and Mrs. John Krautkraemer (Spokane)  
Rev. John W. Adix (Tacoma)  
Mr. Ray Highsmith, Jr. (Tacoma)

# Science, Fine Arts Facilities Are Priority PLU Needs

Although Pacific Lutheran University is now in its 90th year, the PLU campus as it is known today was created in less than 25 years.

Growth in enrollment and campus facilities virtually exploded across the Parkland plains between the end of World War II and 1970. Twenty-one of the 23 major buildings on campus were erected during that time. Enrollment increased tenfold.

Farsighted forecasts and projects in the '50's and '60's brought revolutionary change at PLU in terms of academic excellence and facilities to accommodate a new level of achievement, according to PLU President Dr. William O. Rieke.

Spiraling construction costs and less spectacular enrollment projections contributed to a virtual halt in new construction after 1970, when the University Center was completed. "But the dynamic energy in the various academic departments could not be halted," Dr. Rieke said. "New levels of academic achievement have contributed to a slower but steady enrollment increase in an era of widespread decline in private college enrollments. More students and stronger programs have meant a greater demand, not just for more square footage, but better designed and equipped space, particularly in the sciences and fine arts."

Dr. Rieke continued, "The day when PLU must meet those demands or face decline has arrived. It can no longer be delayed." For that reason, the PLU Board of Regents and the Rieke administration have launched a five-year \$16.5 million capital fund campaign intended to provide the following:

old respectively. "Both venerated campus buildings will continue to be used, but in and of themselves they are no longer adequate for the tasks the university intends to accomplish," Rieke said.

With completion of new facilities in the mid-'80's and various remodeling projects across campus, there will be a "domino effect" which will relieve increasing overcrowding in various campus areas. In the sciences and fine arts, however, the need has been the most critical for the longest period of time, he indicated.

Ramstad Hall, for instance, was designed for less than half the number of students currently enrolled in the sciences. The lecture rooms and laboratories are overcrowded, there are increasing safety and design problems, and research space is virtually nonexistent.

According to Rieke, continued inadequacies would be a serious deterrent in recruitment of both faculty and students and most certainly will be if present conditions persist. "To date, however, the strong reputation of the PLU program has helped attract and retain highly qualified faculty members and has contributed to a stable enrollment," he observed.

The music and drama programs at PLU are also paradoxical. The

*'The dynamic energy in the academic departments could not be halted'*

level of achievement and reputation continues to grow, but that very fact makes the problem of lack of classrooms, practice rooms, rehearsal rooms, performance areas and storage even more acute.

A vision of the 21st century is guiding PLU planners as initial project steps are being taken. For

instance, a \$138,555 grant from the Murdock Charitable Trust of Vancouver, Wash., is funding a comprehensive study of what science teaching could be like several decades from now. Experts from across the country are working with PLU science faculty members on both curriculum and facilities studies, and the findings will have a significant influence on the design of the proposed structure.

According to chemistry professor Dr. William Giddings, chairman of the study project, some early proposals include extensive use of computers in science in-

*'The day when PLU must meet demands or face decline has arrived'*

struction as well as studies related to computers themselves. Open laboratory concepts and greater emphasis on interdisciplinary courses for non-majors which would directly address world problems, particularly as they relate to science and technology, are also being explored.

Similar planning steps are being taken in preparation for new fine arts facilities, and the need is equally great. Eastvold Auditorium was built when the student population was 40 per cent of what it is today. Now music and drama activities take place in 13 different campus buildings.

There is critical need for more intimate theater and recital facilities; practice, rehearsal and office space; plus less obvious intangibles such as improved acoustics, safety and use of faculty and student time. All the latter are directly affected by available facilities, according to Dr. Richard Moe, dean of the School of Fine Arts.

Early proposals also envision the inclusion of a Scandinavian

Studies Center into the Performing Arts Center.

Rieke emphasized that success of the capital fund drive will not only mean new buildings, but endowment funds to insure their proper maintenance and additional endowment for student aid to insure that qualified students will continue to reap the benefit of a quality education. Last, but equally important, is the need for additional unrestricted funds to meet unpredictable contingencies, such as the level of inflation, over which the university has no control.

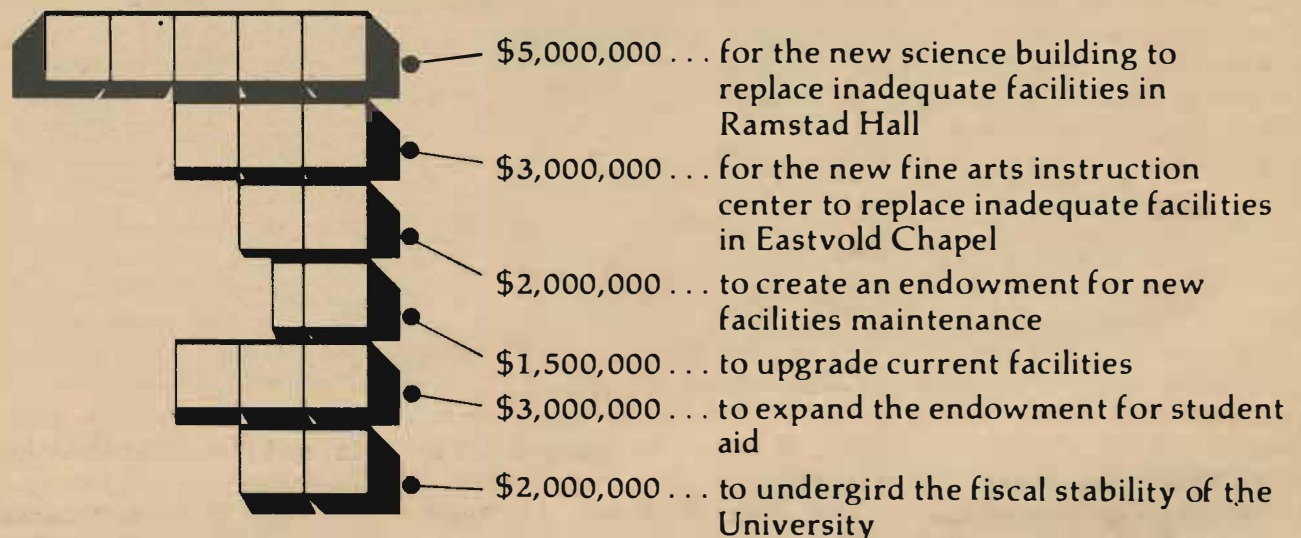
Simply stated, PLU needs additional facilities and funds to assure future stability and service, Rieke indicated. The "Sharing in Strength" campaign is an unprecedented effort to achieve that goal by vastly broadening and deepening the university's base of support.

*'A vision of the 21st century is guiding PLU planners'*



Luther Bekemeier  
Campaign director

## SUMMARY OF THE NEEDS



## ALC Churches Respond To PLU Capital Fund Campaign Plans

# A vast reservoir of support



President Rieke meets with church campaign leaders.

In an era of general austerity, is it realistic for an institution like Pacific Lutheran University to undertake a \$16.5 million capital fund campaign?

PLU President Dr. William O. Rieke not only believes it is, he has publicly staked his presidency on it. His belief has been strongly reinforced by his personal experiences during the past two months.

Nearly two years of planning have already been invested in the campaign, but 1979 is the year it rolls. And when it's time for "the rubber to meet the road," it's the head man who is out on the highways.

Between Christmas and Jan. 20,

Dr. Rieke made 61 personal calls to recruit volunteer campaign leaders. Although many previously had not been actively involved with PLU, Rieke received an astonishing 87 percent favorable response from lay leaders and 100 percent acceptance from pastors for leadership roles.

"Even the few who said no were interested, but they either had conflicts or were already personally over-committed," Rieke said. "There is a vast reservoir of concerned, committed individuals throughout the Northwest and even beyond, ready and willing to share their time, talents and resources on behalf of PLU."

He is already finding that the campaign theme, "Sharing in Strength," is more than just a motto. It clearly describes what is happening.

The persons Rieke has recruited will serve as regional and area campaign chairpersons in the various conferences of the American Lutheran Church-North Pacific District. Those leaders, in turn, will recruit and supervise a small army of volunteers among the district's 280 congregations.

The eventual goal is to get the PLU message to every ALC congregation member personally by early next fall. The ultimate procedural objective of the campaign Rieke states in the form of a motto: "Every member is told the story; every member can decide."

The basic elements of the PLU story are:

(1) Pacific Lutheran University is owned and operated by the membership of the ALC North Pacific District. "We are your university!" Rieke says.

(2) PLU is a strong university today. It serves and is ready and willing to continue to serve the church in many different ways. To be able to continue to serve, and to be an institution in which its owners and constituency can take pride, it must find major new sources of support.

(3) Half of the PLU student body comes from district congregations. Investment in PLU is an investment in the futures of the children of the congregations.

"This is a pivotal experience for PLU," Rieke points out. "This is the first time in its history that PLU, by itself, has made an organized, systematic effort to reach all the people in all the churches. The LIFE campaign ten years ago was not the same; it was a nationwide program on behalf of all ALC colleges."

He continued, "This is also unique in the sense that PLU is the only senior Lutheran college in the Northwest. Our congregational owners are not in a competitive posture with other schools. And as

important as money is at this time, equally important will be the increased visibility and awareness which will in turn inspire greater interest and involvement over a long period of time.

"We have always received a strong feeling of affirmation," the president observed, "but we never had come talking dollars. Now we are, and we are finding that the support is real."

He cited some examples:

\*An Oregon man whose three children attended PLU and are all married to PLU alums asked, "When can we get started?"

\*A young alumnus, only three years out of school, at first wondered why he had been chosen. Then he responded, "I'm honored to be able to serve."

\*Out of 18 pastors called to serve, 18 accepted.

\*Out of 14 persons asked to take a leadership role in the major gifts phase and pledge \$5,000 or more, 11 said yes.

\*Few pastors have great means. Yet one said, "I'm pro-PLU but my church is also in the midst of a building program. I'm not sure what I can do." He sent a \$1,500 pledge.

"That kind of warm feeling has been reflected all the way down the line," Rieke said.

For Rieke, this initial campaign thrust meant 15-16 hour days, seven days a week through much of January. During one seven-day period he traveled to Bellingham, Port Angeles, Wenatchee, Kennewick and Walla Walla, making several calls on each trip, and still spent nearly two days on campus.

Why are people so supportive of PLU?

"There are several major reasons," Rieke answered. "Some attended here. Some have had children or friends attend. Some believe in private higher education, some in Christian private higher education.

"Most of them know that a school like PLU contributes something unique to society, perhaps in terms of ethics, morals, productivity or service. They want to perpetuate it. They don't want to see it die!"

## Bishop Solberg Honorary Fund Drive Chairman

The Rev. Dr. Clarence Solberg of Seattle, bishop of the North Pacific District of the American Lutheran Church, has accepted honorary chairmanship of the district capital and endowment campaign launched this month by Pacific Lutheran University.

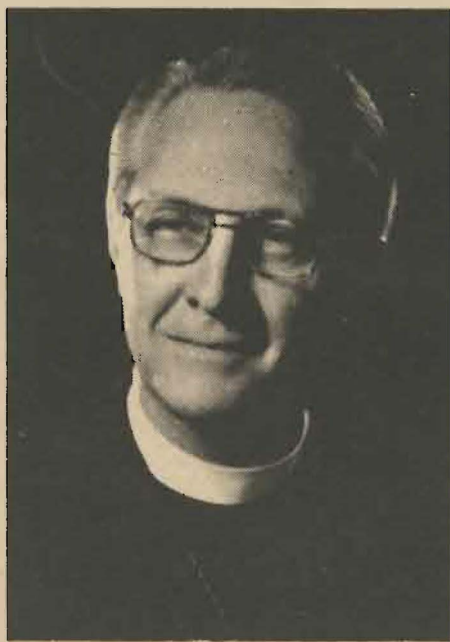
The announcement was made by PLU President Dr. William O. Rieke.

The ALC drive, which is aiming at a goal of \$3 million, is one of several campaign phases, Rieke stated. Gus Anderson of Bow, Wash., is heading the major gift phase of the district drive, and University of Washington basketball coach Marv Harshman is the honorary chairman of a concurrent alumni drive. Harshman and Anderson are PLU alums.

The initial phases will lead the way for a five-year effort to raise \$16.5 million.

There will be some overlap among the phases as many of PLU's constituents could conceivably be identified in all three categories, Rieke observed.

Dr. Solberg has served as president and more recently bishop of



Dr. Clarence Solberg

the district since 1969. In that capacity he has also served as an ex-officio member of the PLU Board of Regents for 10 years. The district is corporate owner of the university.

He previously served as executive assistant to the president of the ALC's North Wisconsin District for five years and as assistant director of home missions for the former Evangelical Lutheran Church. He has been the pastor of congregations in Green Bay, Wisc.; San Bruno, Calif.; and Bison, S.D.