

Scene



PLU honors Irene Creso - see page 2



Special PLU Campaign Supplement IV
For NPD Congregations



Old Main, now Harstad Hall, as it appeared at the turn of the century. The then imposing structure, built in the middle of a rural prairie, was the only campus building for many years.

PLU Yesterday

A special ambience

One cannot long be associated with Pacific Lutheran University, study its past, experience its present, or ponder its future, without becoming captivated by a special ambience that is rooted in the past but is still vigorously alive today.

PLU stands today as the dynamic realization of what may have seemed a preposterously ambitious dream stated 86 years ago; it stands today as a tribute to the wisdom of an educational philosophy stated 50 years ago; and its stated objectives and standards remain essentially unchanged over the past 15 years.

In spite of the vast changes that have occurred in American society and throughout the world, in the physical appearance of the PLU campus, in its academic program, in the composition of the student body — certain beliefs, attitudes and goals remain inviolate and cherished.

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Nor is PLU out of step with the times; time has simply proven that the value on which PLU was founded are as they were nearly nine decades ago.

PLU's eventual campus was first viewed by its founder, Rev. Bjug Harstad, in 1890. Before school doors first opened in 1894, the then PLA (Pacific Lutheran Academy) Board had declared that the new institution would be "dedicated to the glory of God and the edification of man."

The present PLU administration affirms those sentiments.

The mission of the pioneers was "to build a great institution of learning which would rise to become a rallying point for Lutheranism in the West and a spiritual and cultural center for all Scandinavians in the area."

Today PLU not only remains committed to that stated mission but has gone far beyond to offer its educational, spiritual and cultural resources to persons from all heritages and walks of life.

In his inaugural address in 1928, President O.A. Tingelstad stated that at PLU "education must take place in a Christian setting of liberty, basic to the discovery of freedom, tolerance and fairness."

Today, a half century later, few at PLU would disagree with his mission definition. It embraces the essentials of the current University Objectives.

Again, 15 years ago, President

About The Cover

Irene Creso, PLU professor emerita of biology, received an honorary doctor of humane letters degree during PLU's 81st commencement exercises May 27.

The degree was conferred by PLU President Dr. William O. Rieke, one of Mrs. Creso's former students.

Since her retirement in 1975, Mrs. Creso has been involved in

many scholarly projects. Chief among them is her almost single-handed development of the 6,000-specimen Creso Herbarium at PLU.

Also honored at commencement were Dr. and Mrs. David T. Hellyer, founders of Northwest Trek Wilderness Park, philosophy professor Dr. George Arbaugh and

music professor Gordon Gilbertson.

The Hellyers received PLU's Distinguished Service Award. Arbaugh is the university's 1979 Regency Professor, and Gilbertson received a 25-year service citations.

A total of 616 bachelors and masters degrees were conferred during the ceremonies.

Robert Mortvedt reaffirmed the PLU mission as that of "seeking all truth — both truth which has been revealed and truth that can be discovered — within the framework of a Christian vision of life."

Today's university motto sounds startlingly similar, if a bit more concise: Quality education in a Christian context.

What many PLU scholars have struggled to explain down through the years is that PLU is a unique place where reason and faith are encouraged to exist side by side.

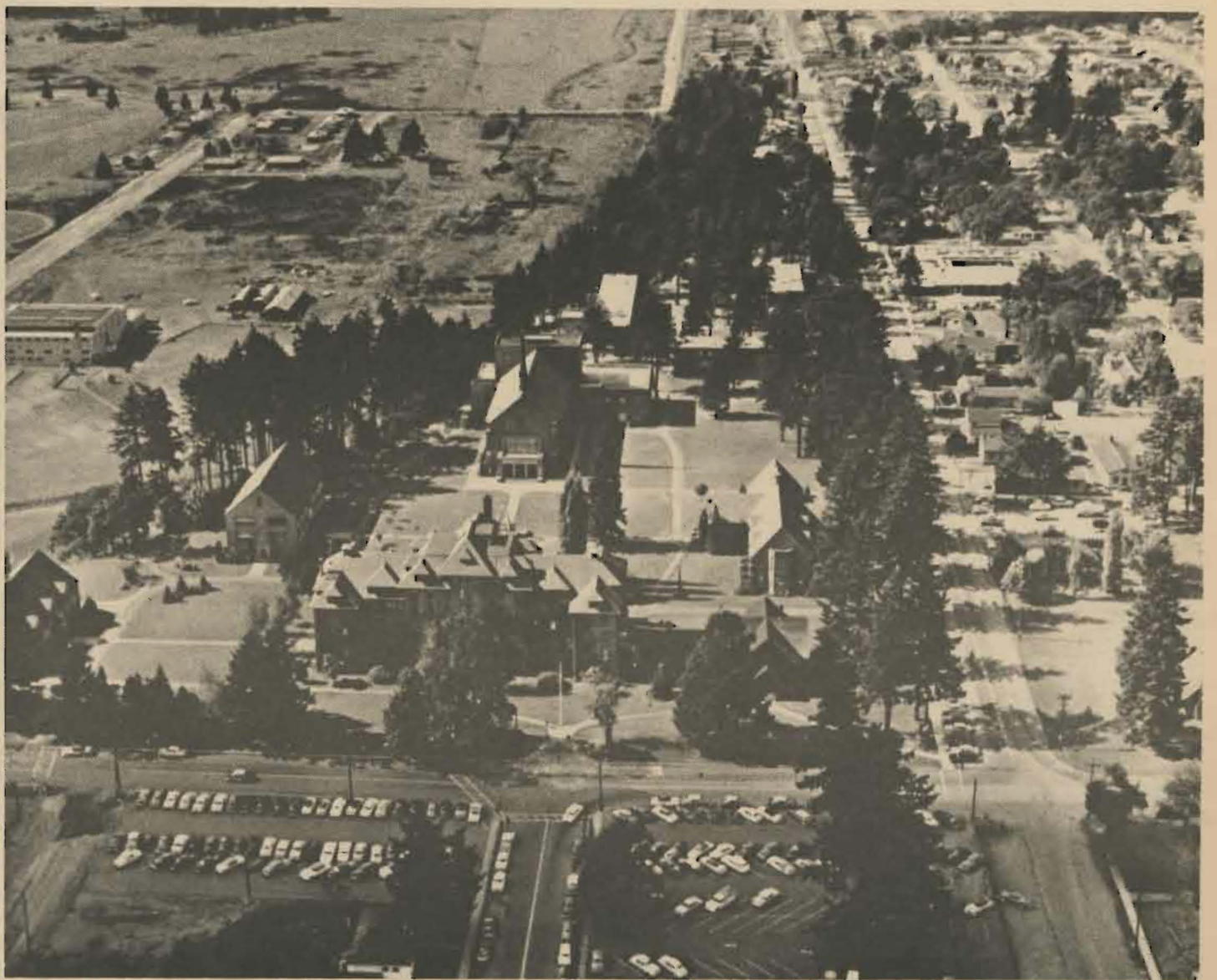
It is a concept that is at the heart of Lutheranism. But it is not easy to define or maintain. There are many pressures to lean one way or the other. PLU University Pastor Ron Tellefson said recently, "If an institution is a religious Bible college with a clear, narrow outline of beliefs, it is not so difficult to define. We are a university which explores several disciplines broadly and deeply. We are not a church, but we contain a church."

On the other hand, according to PLU President William Rieke, "Secularity falls apart by itself. You can't cut out one realm of existence (i.e. the spiritual) and pretend it doesn't exist."

He added that both reason and faith are necessary for a rounded outlook. "Yet there will always be tension between the two," he observed. "It's the nature of a college to look at things that the church doesn't."

One further axiom has echoed from the days of the founders down through PLU's history: the value of a single individual.

Each major PLU building today commemorates an individual whose efforts, commitment and sacrifice made PLU what it is today. Books could be written ab-



The PLU campus as it appeared in the late '50's before the closure of Wheeler Street, construction of the administration building and the addition to the science building.

out the lives of Harstad, Xavier, Hong, Hinderlie, Stuen, Kreidler, Ordal, Foss, Pflueger, Tingelstad, Eastvold, Ramstad, Olson, Mortvedt, Aida Ingram and Hauge.

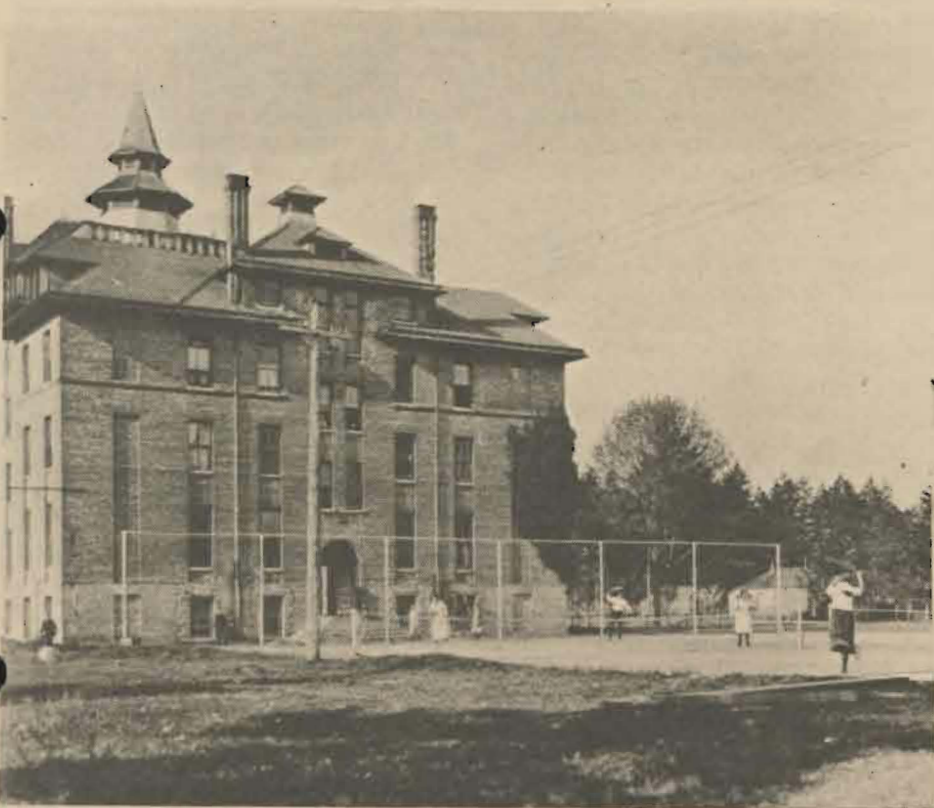
And there have been thousands of others. Their individual contributions were not motivated by fame or fortune but by service — to other individuals and to mankind as a whole.

Today, one of PLU's greatest strengths is the continued willingness of PLU faculty and staff to offer whatever individual attention, guidance and caring is necessary to insure that students receive a well-rounded education. In many cases, that education encompasses far more than what is taught in the classroom.

Dr. Rieke alludes to the value of

the individual by emphasizing PLU's "people endowment," as much a part of PLU as earth, bricks, books and trees.

It is the people, people bound together by a purpose larger than themselves, that give Pacific Lutheran University the vitality, the special ambience, that is defined differently by each individual but which is felt by all.



Tennis courts were located on the south side of Harstad Hall during the early part of the century. The original gymnasium was south of the courts, out of the picture at the right.



Dr. and Mrs. Philip Hauge posed at the campus entrance for this 1931 photo. Dr. Hauge, for whom the administration building is now named, served at PLU for over 50 years. Daughter Janet, now Mrs. Ralph Carlson of Centralia, Wash., is a 1950 PLU graduate.

Views:

Educator Describes What He Believes PLU Is 'Really Like'

By Walter Youngquist

Pacific Lutheran University claims to have a concern for students, a quality faculty, and a sense of values. As parents of PLU students or as friends, you would probably like to know what PLU is really like.

For the fall term 1976, and the academic year 1977-78 I was visiting professor of Earth Sciences at PLU. I am not a PLU graduate, and I do not expect again to be part of

the PLU faculty. I viewed PLU in the context of some 18 years of university teaching experience elsewhere. Let me give you an objective view of the REAL PLU.

I can do this very quickly. The real PLU is as PLU claims to be. But let me add a few notes. In the numerous faculty sessions I attended at least half of the concerns were directly student related. Individually also, the faculty, be they full professors or instructors, are always accessible to students.

The faculty is high quality and could compete anywhere academically. As a matter of personal curiosity I randomly asked a number of the faculty just why they were at PLU because most if not all of them could do better financially elsewhere. The answers reduced to the fact chiefly that the faculty wanted to be where they could relate directly to the students, something which is difficult to do in secular schools where the freshman lecture classes may be up to 500 and more students and upper division classes correspondingly large.

The faculty is a quality group, drawing their academic training from Harvard, the Big Ten schools and the Pacific Coast schools just as many excellent faculties across the nation are drawn. The faculty also does research like other faculties, but the difference I saw between PLU and the secular schools was that research came second and students came first at PLU. If you have not been in the reverse environment you cannot appreciate what an important point that is.

And what of values? It has been encouraging to hear recently from the general public the lament that we appear to lack both the commitment and the capabilities of teaching values in our secular schools. It is becoming clear to all that our most basic problems can only be partly (if at all) solved by technological means.

The classic example of the fact that technology is not the ultimate answer is that given by the two noted atomic scientists, Wiesner (now president of MIT) and York, who point out that when one military side builds an atomic bomb, the other side builds a bigger bomb, whereupon the first side builds a still bigger bomb, etc., etc., etc.

The solution to this problem is not technological but is in the human heart and soul. This sort of

basic concern can be and is addressed at PLU. Furthermore, at PLU traditional values are not destroyed with no substitute offered. We have seen in the United States the past decade too many instances where this has not been the case. Established and time-tested norms of conduct have been scorned, and nothing has been offered in their place. In some instances what has been offered is simply the concept of "whatever you can get away with is right."

In a very elementary example of contrast at PLU, one of the things which was early pointed out to me was the fact that laboratories and classrooms can remain unlocked and the equipment does not disappear. As one faculty member remarked "you can leave a \$20 bill on the lab table in the fall and it would still be there next spring." I believe it, and that simple story tells volumes of the values and attitudes at PLU.

Where do these values and attitudes come from? In large part, of course, they have come from the homes in which these students have been raised. But these boys and girls of yours are entrusted to PLU at a very impressionable and formative age. As a university professor I have been keenly aware of the fact that I probably have had more influence on a student, and that the student would listen to me more readily than would the student to his or her own parents. Now the fact is that I was probably telling the student the same thing the parents would say, but the student listened to me.

It is a great responsibility which faculty have in this position. But the faculty in good part really reflect the tenor and tone of the campus at large. Where is that tone set? It must come primarily from the president. In this regard PLU is especially fortunate.

Prior to coming to PLU, I had known Dr. Rieke only briefly and casually. While at PLU I had a chance to observe him in many situations, and to know him better.



Dr. Walter Youngquist

Dr. Rieke makes it a practice to visit divisional faculty meetings on a fairly regular schedule. I have never seen a university president do that before. At such occasions a faculty member can explore in detail any problems or concerns he or she may have. If a faculty member does not want to do this before colleagues the faculty member can drop over to see the president privately. Many are a bit diffident about doing this but the opportunity is clearly there.

I tried it myself a few times just to see if it would work. It does. Unless Dr. Rieke is in the midst of some meeting, he is always ready to talk with anyone. I can sum up all these observations about PLU's president by stating that I have served under a number of university presidents, but none better than William Rieke. The Rieke years will be good ones at PLU.

Like all privately supported schools, however, the president needs help to do the job. Recently you wrestled with IRS form 1040. It is complicated, but one of the simplest entries to make, with happy deductible results, is a charitable contribution, and with taxes and inflation as they are — and apparently will continue to be — the cost to you of such a tax deduction is becoming less and less. Why not write a larger check to PLU and a smaller one to the IRS?

Somewhere along the road of life each of us would like to leave some sort of monument. Henry Adams once said "a teacher affects eternity." I would modify that to say that a teacher and Pacific Lutheran affect eternity.

I have given you an inside but objective view of Pacific Lutheran University. PLU may cost more than some other educational alternatives, but in my considered view, dollar for dollar, it represents a greater value, for the stated image of PLU is indeed the true face of a fine university with a dedicated, competent faculty, and a great president.

Capital Fund Drive Focuses On Volunteers In Churches

Church councils of the 280 North Pacific District congregations are being visited during May and June by 60 trained volunteer pastor-layman teams on behalf of the PLU "Sharing in Strength" capital fund campaign.

"Sharing in Strength" is a five-year \$16.5 million campaign intended to provide funds for new science and fine arts facilities at PLU as well as increased endowment and student aid monies.

Purpose of the team visitations is to help the councils set goals and develop campaign organizations within their congregations, according to campaign director Luther Bekemeier, PLU vice-president for development. By June 1 the visitation effort was nearly 75 per cent completed, he said.

"We're extremely gratified by the response," Bekemeier said. "The congregations have been very open to PLU."

During the summer as many as 1,400 volunteers will be pledging their support and learning how to conduct the campaigns within their congregations.

The goal of the congregational portion of the campaign is \$3 million.

As of June 1, gifts and pledges from the church, alumni, trusts, foundations and corporations totalled \$785,409. A concurrent effort to reach 12,000 PLU alumni is also being conducted this summer.