

Scene



'Beauty and the Brass' — See Page 3



Special PLU Campaign Supplement V
for NPD Congregations

Pacific Lutheran University brochures talk about "quality education," "a Christian environment," "beautiful location" and a "special kind of atmosphere." But how do these claims compare with the real lives of real students at PLU?

For Bob McIntyre, a '79 graduate from Albany, Ore., it meant serious and wide-ranging involvement in campus religious and social activities, along with some "hi-jinks."

He was a member of the university congregation council and coordinator of Bread for the World on campus. A versatile musician who plays drums, piano and guitar and writes songs, he was a member of the campus Spiritborne singing group for two years.

Yet he also found time to star in a Homecoming skit last fall, a parody of President William Rieke's undergraduate life at PLU 25 years ago. McIntyre portrayed "little Billy Rieke" and perhaps humanized the PLU chief executive for students in a manner that couldn't be achieved in other ways.

Sharing Common Goals

He is a strong admirer of Dr. Rieke. "Who the president is is important to students," he asserted. "You want to know that the person leading the place where you're going to invest a lot of money shares common goals with you. At least I did. I wanted to know what he envisioned the purpose of a Christian university to be."

The Christian faith is an important part of McIntyre's life and he is committed to using his talents to help others.

Verna Marie Black, a native American transfer student who is now 43, had experienced poor treatment at several colleges over a number of years. She found a Contrast at PLU.

"I was so proud just to walk on the (PLU) grounds," she said. The

The 'real life' of students



Wilbert Hawkins



Maxine Permenter



Patty Ben Peterson

professors were kind and understanding. The office staff smiled and called me by my first name. They taught me what I didn't want to know: there are many, many white people who are sincere and care about all humanity."

Another adult student observed, "It's an extreme exception to walk into a place where you can walk down the hall and people greet you with warmth."

Access to Faculty

Access to faculty "blew my mind," a younger student said earlier this past year. "every single time I went to see my profs during the entire fall semester they were in their offices!" (The next semester her success record slipped. She had to settle for an appointment the same afternoon.)

A recent graduate agreed. "I knew all my professors well. I could go to them practically on the spur of the moment. I didn't have to muddle through half a semester before I got straightened out."

Then there is easy-going Wilbert Hawkins, a sophomore from Compton, Calif., who plans a career as an attorney. "The Hawk" comes from an all-black high school where, he said, students act differently and talk differently than they do at PLU.

"It's a drastic change from what I was used to," he continued, "but I can make the adjustment. PLU is almost like a foreign country, but I can just tell people here to stop me if they don't understand my words and I'll explain it again."

A couple of years ago he had never heard of PLU. Admissions counselor Phil Miner suggested he try it. He decided affirmatively when PLU was more responsive to his application than other schools.

It's Pretty Smooth

"It's quieter here, more secluded. Tacoma lifestyle is a lot slower than L.A. lifestyle, but I like it. It's pretty smooth," he observed.

And finally there is a father's testimonial. A physician, his son graduated from PLU this past spring.

"During high school my son left home and was virtually unmanageable," he wrote recently. "Four years ago he entered PLU conditionally with a 2.4 grade point average (2.5 is the usual minimum, but other factors are considered in the admissions decision, according to Dean of Admissions Jim Van-Beek.).

"As a senior he made the PLU

dean's list," the father continued. "He graduates this month (May '79) and leaves the university as a fine, clean-cut, articulate young man. PLU made a profound change in a youth of whom I am extremely proud."

With a student-faculty ratio of 14:1 at PLU, the personal attention that makes possible these impressions and success stories is more feasible than at larger institutions. Classes are smaller. In many cases, professors and students know one another on a first-name basis. They work together, relax together, and even compete with one another in intramural athletics.

Facilities can also contribute to the congenial, informal atmosphere. Residence halls are organized to encourage communication among students. Chapel and university congregation services bring students together, as do extracurricular activities. Even the campus layout, described by one person as "opening onto itself," requires crossing paths between classes and opportunities for informal chats.

By Stephen Rieke
President,
Associated Students of PLU

I came, I've stayed, I'm glad I have. Together with many other students, I decided to round off my first twelve years of education with a four-year university learning experience. The university I chose was Pacific Lutheran University. But why PLU?

Once having decided to go on for another four years of education, every student must decide upon the particular university at which to spend the years in higher education. The choice is not always easy. The person may be drawn to a particular university for any of a myriad of reasons. A student can choose to go to a university because of the general course offerings, or because of a unique style of campus life or because of the proximity of the university. Yet in making the final decision, all of the elements from class offerings to student life are weighed in the person's mind. I elected to attend PLU because I believed that all of these elements in composite made up the overall setting in which I would feel happiest and would be most productive.

I've stayed at Pacific Lutheran not only because I have experienced excellence in its great variety of course offerings and degree prog-

Campus Style And Programs Draw Student Body Leader



Stephen Rieke

New in '79!

- * Cooperative Education Program
- * Church staff worker program
- * Public Affairs Program
- * Master's Degree in Social Sciences
- * KPLU-FM goes to 100,000 watts, most powerful non-profit station north of San Francisco
- * PLU ranks in the top 12% of colleges nationwide in number of National Merit Scholars enrolled

Opportunities beckon students

Academic programs at the Pacific Lutheran University provide both a liberal arts emphasis, preparing young people for a richer, more meaningful life, and a professional emphasis, preparing students for professional careers.

Within most programs there is also a blend of the structured and the flexible, the time-tested and the innovative. As a result, many opportunities are created that weren't remotely envisioned by students when they began their college careers.

For example:

* This summer a group of PLU students toured the People's Republic of China for 21 days. The tour was sponsored by the PLU Foreign Area Studies Program (FASP), which is considered a showcase for global education, according to the U.S. Office of Education.

The FASP program will also feature a Fulbright-Hays visiting professor from Africa during the 1980-81 academic year.

* Four PLU students represent



Juli Holland



Constance Koschmann



Cheri (Sorenson)
Becvar

the university in the national College Bowl finals in Miami Beach, Fla. in June. The program was scheduled for July telecast and fall radio broadcast.

* Two years ago Mark Crawford of Woodinville, Wash., then a sophomore, lived for three months at a monastery near Burgos, Spain. Guidance and assistance from anthropology, foreign languages and religion professors made the independent study program possible.

A Small Minority

* When Evelyn Cornwall of Woodland, Wash., entered PLU four years ago, women in accounting were a small minority. Following her graduation this spring, she accepted a position with Ernst and Ernst, one of the nation's Big 8 accounting firms. And at PLU this fall, nearly half of the accounting students are women.

* "Because the PLU biology department prepared me well," Sherry Paulson is one of a small number of women who have progressed successfully through the Columbia University School of Dentistry and Oral Surgery. In fact, she claims to have gained from PLU "advantages my colleagues from big name schools did not have."

* Two years ago Julie Carlson of Seattle became the fifth PLU student in three years to receive the prestigious Fulbright Scholarship. This spring Stephen Fjelstad of Wenatchee, Wash., received a Bavarian Government Fellowship for a full year of study in Munich, Germany, as a result of his Fulbright application.

Maxine Permenter of Burien, Wash., especially likes travel. She spent the fall semester of her senior year studying in London under the London Abroad Study Program. The following spring she

interned with the Tacoma Human Relations Department and was employed there following graduation — but not before she took time out in June to visit Korea with the U.S. Friendship Force, an opportunity made available to her through the efforts of a PLU administrator.

Exciting Opportunities

The high quality of PLU fine arts programs has created many exciting opportunities for students and recent graduates. Among them:

* This year Patty Ben Peterson of Portland Ore., is spending her senior year at the Little Theatre on the Square professional acting school in New York City after three years of intensive drama work at PLU.

* Pianist Raymond Kimura, music major from Tacoma, was the Young Artist's Prize winner at the April '79 Greater Spokane Music Festival. As a result, he was a featured soloist with the Spokane Symphony in May. He studied for many years with PLU piano professor Dr. Calvin Knapp.

Eighty-six members of the PLU Choir of the West and chamber orchestra completed a unique 15,000-mile concert tour this past winter which included performances in New York City, Washington, D.C., Florida, Mexico City and the midwest. Innovative use of an airline's excursion fare rate made the tour possible.

Professional Performers

* Four years ago a senior, Cheri Sorenson, became the first actress from the Tacoma area selected for the annual national University Resident Theatre Association Final Auditions. As a result, she received

11 professional offers. Now married to a PLU drama professor, she is working in professional theater in Seattle.

* PLU representatives earned first, second and honorable mention in the Northwest Regional National Metropolitan Opera Auditions two years ago. Juli Holland, the first place winner, recently performed with a major opera company in Austria. Constance Koschmann (honorable mention) participated in Seattle Opera performances of Wagner's "Ring" Cycle this summer.

However, one need not travel to far away lands or earn prestigious honors to find unique and meaningful educational opportunities at PLU. Independent study, work study, internships and field experience programs are common in most disciplines. Faculty members and administrators are committed to helping assure students' academic success.

Incoming students undecided or unsure of a particular course of study or an eventual career have access to skilled professors and advisors who will help guide them into fields consistent with their talents and interests.



Cover

Brass Quintet Wins Emmy

The Emmy award, National Association of Television Arts and Sciences symbol of excellence, was recently presented to PLU's Washington Brass Quintet and Tacoma's KTPS-TV (Tacoma Public Schools Channel 62).

The award paid tribute to a half-hour television program produced last summer. Entitled "Beauty and the Brass," the program featured a concert by the quintet high on the slopes of Mount Rainier.

Members of the quintet were Roger Gard, PLU music professor, trombone; Dennis Hanthorn, former PLU music faculty, French horn; Wayne Timmerman and David Leavens, trumpet; and Richard Byrnes, tuba. Kathleen Vaught is currently the quintet's hornist.

The program was made possible in part by a grant from the Tacoma-Pierce County Civic Arts Commission. Also cooperating in the effort were the Tacoma Area Chamber of Commerce, the Tacoma Public Library and the Tacoma Mountaineers.

rams, but also because I have found in PLU's student life style a spirit of solid friendships and simple person-to-person concern. But it doesn't stop there. At PLU, the academic as well as non-academic settings are enhanced by an additional factor not found in many universities. This is the heritage of PLU, that is, one which has its roots firmly planted in the Christian faith as begun by the Lutheran tradition.

The elements of academic breadth, personal development and Christian emphasis work together to produce an environment in which individuals can relate and grow together, learning from each other. This is the reason why I've stayed at Pacific Lutheran.

Because individuals give of themselves — professors and students alike — the individual student is continually confronted with the challenge to grow academically as well as personally. Learning to work with people and facts is what life is all about. At PLU, the opportunities to start the right kind of personal and interpersonal growth are present. When the student realizes such an opportunity, he or she is rightfully deserving to experience the feelings of gladness and personal ability to share with other friends and individuals.

There's A Campus Parade At PLU Three Times A Week

Just before 10 a.m. every Monday, Wednesday and Friday at PLU, there is a parade on campus.

Students, faculty and staff emerge from their classrooms and offices and file east past the library to Trinity Lutheran Church, where campus chapel services are held. A half hour later the same congenial parade returns, and participants resume their daily activities.

Though voluntary, PLU chapel services are well attended and provide a refreshing break in the daily routine. Simulating programs feature both campus and guest speakers and musicians, as well as other innovative forms of worship.

Chapel is one of the ways in which PLU offers students an opportunity to practice or become better acquainted with the Christian faith through meditation, worship and fellowship. Professing a

concern for the entire nature of man, PLU encourages the quest by individuals for the deeper meanings of faith, life and truth and their relationships to all life. Senior Karen Bates points out, "I'm attending PLU because I do not want to be 'told' what to believe or 'told' how to act. Rather I want both my faith and my personal ethics to be challenged. It is only when they are so challenged that I will come to truly believe in God and in abiding by given ethics.

"Yet it is important to me that this challenge is presented within a context providing opportunities for the expression of my faith. PLU does just that," she continued.

Along with chapel, the University Congregation and the Religious Life Council provide a rich diversity of voluntary worship and service opportunities for everyone. Pastoral services are available for all students desiring them.



PLU chapel services

PLU Cost: Expense Or Investment?

An education at Pacific Lutheran University is more "affordable" today than it was five years ago and virtually the same as it was 45 years ago!

This seemingly presumptuous statement, however, is supported by figures gleaned in response to the common impression that PLU is "too expensive."

Today, PLU annual tuition represents 14.8 per cent of an average annual family income, based on financial aid application figures. There have been variations over the years, but this figure has remained essentially the same. Five years ago the percentage was 15.6 and 45 years ago it was 13.6.* It has also declined by 1.3 per cent the past two years.

Added to these interesting facts is the far greater availability of financial aid than in years past. This year PLU will distribute more than \$4.5 million in such aid from

all sources, including scholarships, loans and work study opportunities.

Last year 58 per cent of PLU students received aid. Among those students the average aid package covered approximately 50 per cent of costs.

Thus it could be stated that with the development of sophisticated financial assistance programs in recent years, PLU's "affordability" has actually improved in 40 years.

According to Dean of Admissions Jim Van Beek, it is very important that *any* student with a genuine desire to attend PLU investigate the possibility, regardless of their financial situation. Since most aid is awarded on the basis of "need", it is possible for a PLU education to be very economical.

The same reasoning holds true with regard to academic standing,

Van Beek pointed out. The usual high school grade point average minimum is 2.5 (C+B-), but there are other factors involved in admissions decisions. Grade average is an important indicator of potential academic achievement, but not the only one, and each applicant is considered on individual merits, he indicated.

Finally, not only the *cost*, but the *value* of a PLU education should be considered, PLU President Wil-

liam Rieke has emphasized. How much are intangibles — quality, Christian environment, fellowship and concern for the individual — worth?

PLU exists to prepare young men and women to serve — men and women who recognize their responsibility to the world in which they live. Can one determine the return on an investment in this mission?

* of average national family income

PLU Capital Drive Passes \$1.2 Million

Confirmed pledges to the Pacific Lutheran University "Sharing in Strength" capital fund campaign officially passed the \$1.2 million mark in mid-July, according to campaign director Luther Bekemeier.

The figures, as of July 15, were \$1,237,226. They include a guaranteed minimum net income of \$50,000 from a producing oil well in Oklahoma and a \$100,000 pledge earmarked for science facilities. Income from the well could exceed a quarter million dollars. Both donors wish to remain anonymous.

The alumni campaign is proceeding well with \$109,431 pledged toward a goal of one half million.

Initial foundation support has reached a quarter million dollars with gifts from Cheney, Weyerhaeuser, Burlington North-

ern, Asarco, St. Regis, Deluxe Check Printer and Fuchs Foundations and the Florence B. Kilworth Trust.

Campaign totals still only reflect a relatively small number (352) of donors as virtually all activity is still concentrated among the voluntary alumni and church leaders who are being trained to reach out to their constituencies on behalf of PLU later this summer and fall.

Church councils of the 280 North Pacific District congregations and 27 western Rocky Mountain District congregations have been visited this summer by 60 trained volunteer pastor-layman teams. Purpose of the team visitations is to help the councils set goals and develop campaign organizations within their congregations.

As many as 1,400 volunteers will be involved in the effort. The goal of the congregational portion of the campaign is \$3 million.

"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.

PLU Student Population An Enriching Mosaic

Founded in 1890 by Scandinavian Lutheran pioneers, PLU retains a strong Scandinavian influence and heritage. Over 50 per cent of PLU students indicate their Lutheran preference.

At the same time, PLU continues to aggressively seek cultural and racial diversity to stimulate exchange and broaden and deepen understanding.

Today the PLU campus is enrich-

ed by students from many religious, racial and cultural backgrounds. The 2,700 full-time and 800 part-time students represent most of the 50 states and some 23 foreign countries.

During the late '60's and early '70's the campus minority and international student population grew rapidly. It has since leveled off at approximately 12 per cent of the total campus population.