

Scene

Pacific Lutheran University/Alumni Association

Yes, you may already know that Pacific Lutheran University has an outstanding School of Business Administration. You may know that it offers, as a community service, the only professionally (AACSB) accredited evening Master of Business Administration program in the Pacific Northwest. You may also know that the professionally accredited Bachelor of Business Administration program is of equal quality, available to both day and evening students.

You may be familiar with the many special seminars, workshops and conferences offered by the School of Business Administration for the business community. You probably know that the school has an unusually qualified faculty, combining the highest academic achievements with practical business and consulting experience. You certainly know that our students include many honor graduates and others who already are identified as future leaders of the highest promise.

You may know all this, but you still would like to have a better feel for the school and its students, faculty and programs. For this purpose we have extracted the following articles and news items from the February and May issues of Scene. Enjoy them! Should you want to know more, please call the PLU School of Business Administration.

Gundar J. King
Dean

Special School of Business Administration Supplement
Pacific Lutheran University

With a vision of the future

By Jim Peterson

Thirty-four years ago Soviet armies were sweeping down across the tiny Baltic countries of Latvia, Lithuania and Estonia. In their path, in the Latvian capital of Riga, 18-year-old Gundar Kenins (later King) and remaining members of his family, like thousands of their countrymen, were making rapid, heart-rending decisions about their future.

His father had already been deported to Siberia and two brothers had been killed. Gundar and a brother, Talis, decided to leave for the West. Of those who stayed, his mother was later deported and two other brothers met death.

Talis today is professor of music at the University of Toronto and president of the Canadian League of Composers.

Had not the tragic realities of a world conflict intervened, King would today be making his personal and professional contributions in his homeland. Instead, during the past 17 years, he has been a vital part in the PLU School of Business Administration.

As director and later dean of the school during the past 12 years, he has guided the school into the top echelons of business schools nationwide.

During the years after his escape from Latvia, King worked for the U.S. Army and attended Goethe University in Germany, where he prepared for a career in law and education, traditional family professions. Later he worked for the International Refugee Organization as assistant to the chief administrator of 10 refugee camps. Then from 1950-52 he saw front-line action with the U.S. Army in Korea.

A budding post-war career in business led King back to the campus. He earned his bachelor's degree at the University of Oregon

in 1956 and his MBA at Stanford University two years later.

"My wife Valda and I decided that we'd like to work at a small, private school north of Santa Barbara and south of Vancouver, Canada, not far from the ocean," King recalled.

"PLU, which had just become a university, had separated the Department of Business and Economics into a School of Business Administration and an economics department," he continued. "Dwight Zulauf, then dean, was the decisive factor in my coming to PLU. He had a serious commitment to build a quality school and a quality program."

All three of the school's faculty members in 1960 — King, Zulauf and Charles Peterson — are still teaching at PLU. Today, the school has 17 full-time and four part-time professors. Virtually all of the present faculty hold doctorates.

Dr. King earned his at Stanford in 1964 and became the PLU school's director shortly thereafter. Zulauf, a CPA, chose to devote full-time to the preparation of accountants. "His visions of the school's future and mine were virtually identical," King observed. "That's why our relationship over the years has been so enjoyable."

From the beginning King and the school faculty pointed toward national accreditation by the prestigious American Assembly of Collegiate Schools of Business. That goal was achieved for the BBA program in 1971 and the MBA program in 1976.

King describes the development as "rapid." Less modest observers would probably use the word "remarkable." Professional business education nationwide has progres-



Dr. Gundar King

sed rapidly in the past 20 years. Considering that rapid progress as a constant, PLU's growth from "nothing," according to King, in the '50's to the only private school north of Stanford with accreditation of both BBA and MBA programs is a significant accomplishment.

Along with a continuing upgrading process, the school today is focusing on outreach and service to the Puget Sound business community in a number of ways, including the Executive Development Program and various consultation and research programs. Just this year the school began offering a business minor, useful to many students because statistics show that most college graduates eventually work in the business arena.

King's professional activities also reach far beyond the campus in the areas of management and administration, as well as in expertise on Soviet economic policies in the Baltic region.

His management expertise has

made him a frequent lecturer on other campuses and he has done extensive work with the Intercollegiate Case Clearing House, the Naval Post Graduate School in Monterey, Calif., the national Commission on Government Procurement and the defense industry.

As one of the three most experienced business school deans, he has served as president of both Pacific Northwest and western professional associations. He has also served on AACSB accreditation and school evaluation teams, regional accreditation associations and as a consultant to emerging business schools.

The organizer and first president of the Association for the Advancement of Baltic Studies, he is a recognized authority on Soviet economic policies in the Baltic. During his most recent trip to Europe last year he gathered information for a book on contemporary Latvia.

BBA Program Offers High Quality, Broad Perspective

Even though she did not graduate until May, Karen Brotherston received early job offers from three Alaskan companies who sent her a round-trip ticket to travel 3,000 miles for interviews.

Ms. Brotherston of Anchorage is one of the top students in the School of Business Administration at PLU. In April, she was among 25 business honor graduates from around the country who gathered in Tempe, Ariz., for the first annual national seminar of Beta Gamma Sigma, national business honorary.

Ms. Brotherston said the "personal attention" she has received as an undergraduate in the school has been a factor in the success she has achieved.

Other top business students point not only to individualized attention, but also to the overall quality of the curriculum as a reason for being satisfied with their education in the school.

Jeffry Smith, who graduated summa cum laude May 21, a week before he married Susan Rieke, daughter of PLU's president, said, "I think PLU offers the best program around . . . it's a broad program offering exposure to fields of accounting, finance, management, personnel, marketing and public administration . . . it's important to get a feel for all these areas.

"If you decide your original interest isn't your 'bag,' you're not in big trouble."

Smith said the PLU professors are competent and enthusiastic about what they teach.

For many students, the "fundamental" education they receive in the school is especially valuable for future career goals.

Steve Kingma of Oak Harbor, for instance, said his emphasis on business administration and accounting will be a "good combination for law school if I decide to go that route."

Dr. Gundar King, dean of the school, said the outstanding faculty has had a significant bearing on



Jeff Smith

the undergraduate program's success and positive reputation.

Dr. Dwight Zulauf, accounting professor, exemplified the commitment PLU business professors have toward their profession, when he said, "The most rewarding aspect of my career is working with students. I am here because I want to teach."

Dr. King said although PLU offers a "modest" program, it is of high quality because of the combined caliber of the curriculum, faculty, resources and students in the school.

"We have chosen to continually upgrade the quality in all these areas rather than add courses reflecting business 'fads' or trends," asserted Dr. King.

The 275 undergraduate business majors "build up" their skills and knowledge. As freshmen, business students receive a broad background in liberal arts; during their sophomore year, they are required to take somewhat specialized liberal arts courses in areas such as mathematics, law and English.

By the time they are juniors, they enroll in specific business courses giving broad exposure to business techniques, concepts and functions. As seniors, they begin to specialize in fields of accounting, finance, marketing, operations management, or personnel and industrial relations.

Specialization in other fields, such as computer sciences, economics and engineering, are available through the College of Arts and Sciences.

To enrich the undergraduate program, the school offers students opportunities to participate in special projects, field trips and seminars.

"Our overall program," said Dr. King, "is designed to offer a 'classical' business education and enrichment opportunities for a full professional life."



Karen Brotherston

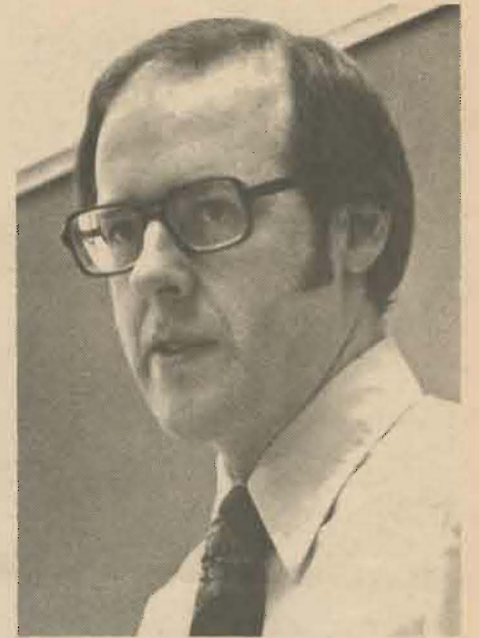
MBA Program Trains Future Business Leadership

Twelve years ago the PLU School of Business Administration established an evening master's program in response to requests from the Puget Sound area business community and governmental agencies.

Today school officials are seeing some of their earlier graduates rising to top management positions. "These people are going to be among the region's leading executives of the future," observed Dr. Davis Carvey, director of the school's graduate programs.

The list of prominent graduates could include but by no means be limited to persons like Archie Kovanen, president of Monitor Products of Tacoma, a 1968 MBA graduate; John James, a 1975 grad who is vice-president of Frank Russell Co., the only Tacoma-based firm with a seat on the New York Stock Exchange; Raymond Soule, executive vice-president of Great Northwest Federal Savings, another '75 graduate; and Jack Jorgenson '71, vice-president of Unigard Insurance Group.

Like most successful ventures, the MBA program is experiencing a snowball effect as more graduates prove themselves in the business market. It means more student referrals and better job opportunities for graduates. "Businesses see a good product



Dr. Davis Carvey

and they want more of them," Dr. Carvey stated.

One of the most important milestones in the relatively short history of the program was its accreditation by the American Assembly of Collegiate Schools of Business two years ago. This national accreditation, achieved by less than 10 per cent of similar programs across the country, is one external measure universally accepted as a way to evaluate an academic program.

"Accreditation helps attract quality students and recruit and retain highly qualified faculty," Carvey explained.

The internal attractions of the program are also significant. Virtually all full-time faculty hold doctorates, have managerial work experience and are active in the community, in professional associations, research and consulting.

Ever since the program's inception it has been deliberately designed to bring together both seasoned executives and relatively inexperienced students on full-time or part-time basis.

"There is tremendous interaction among students as most of them are in managerial positions now," Carvey said. "It's also good for the inexperienced students to be exposed to practicing managers."

The number of MBA students fluctuates between 175 and 200, according to Carvey. This is close to optimum considering facilities limitations, he indicated.

The School of Business Administration also offers a Master of Public Administration program for persons in or anticipating positions in local, state or federal governmental agencies.

Carvey has served as graduate program director since 1973. A 1965 PLU grad, he was among the early (1968) PLU MBA graduates and earned his doctorate from Texas Tech University in 1972.

PLU Program Aids Small Businesses

Opening of an independent small business has always been a popular American dream. Thousands of such businesses are opened each year, often by persons with special skills or interests who hope to make a living practicing their specialty.

But an astonishing number of these adventurous new entrepreneurs have little, if any, business

or marketing experience. The odds against their success are often great.

The Small Business Institute, a division of the Small Business Administration, was created to help small business persons improve these odds. Many colleges and universities have been enlisted in the program to offer expertise in a firm's area of greatest need.

The PLU SBI program, directed by Dr. Charles Brunner, sends out teams of senior students to businesses who have expressed a desire for assistance. The teams analyze need, make recommendations and often work on specific problems.

"The problems cover the spectrum," Dr. Brunner explained, "accounting, advertising, marketing, personnel management, site evaluation and many others."

He continued, "It's a good, shocking experience for students. For many, it's their first field experience, their first chance to work with people and put their knowledge to work."

"They are frustrated at times," Brunner pointed out. "There are many instances where major steps should be taken but they have to be realistic in their recommendations, offering suggestions that are likely to be implemented."

Most difficult for the students,

but also the most consequential to their own development is to be able to make significant recommendations, he indicated. "They are acutely aware of the responsibility involved, and that their decisions will have an impact on the success or failure of the enterprises," he said.

One of the projects this fall involved a new downtown delicatessen. Started by two women who had borrowed barely enough to get into the shop and buy inventory, the business was in serious difficulty.

The student team suggested that the deli become a sandwich shop. "They have great sandwiches and they are surviving on word-of-mouth, but they still need better marketing and operational procedures," Brunner said.

A small fish market, a flying club and stores that build wood stoves and custom furniture are also among recent SBI cases.

Now in the third year of the program, SBI at PLU is handling over 40 cases a year, most of which are solicited by Brunner. The federal Small Business Institute reimburses PLU for expenses in most, but not all cases.

A new member of the PLU faculty this fall, Brunner graduated from PLU in 1966. He earned his master's and doctor's degrees at the University of Oregon.



SBI team members Perry Schmidt and Peter Eidal, left, and John Mace, right, consult with Terry Summers, owner of Spanaflight Flight School in Spanaway. Schmidt is from Mansfield, Wash., Eidal is from Auburn.

Development Program For Executives Fills Need

The Executive Development Program is probably the most rapidly growing community service program offered by Pacific Lutheran University — because it fills a rapidly growing need.

Less than three years old, the program offered more than 50 seminars last year for 1,000 participants. This year the number is expected to reach 75, with more than 1,500 business personnel participating.

The two- and three-day seminars cover a broad range of topics from general subjects such as "Improving Management Skills" and "Quality Control Management" to more specific concerns like "The Job of the Controller" and "Shop Floor Control."

The program, under the direc-

tion of William Crooks, works closely with Penton Learning Systems of New York. "Association with Penton, which works with more than 100 colleges and universities across the country, makes it possible for us to draw from an outstanding faculty pool of proven specialists," Crooks explained. "They are drawn from graduate schools of business and consulting firms nationwide."

"These highly qualified instructors are augmented by PLU faculty members and specialists from other northwest colleges, businesses and industries," he continued.

Topics are determined by requests from businesses and an awareness of types of programs proving successful in other parts of the country. "We try to stay with topics of interest to business, particularly small business, that relate to the realities of their day-to-day concerns," Crooks said.

Participants have come from most of the western states as well as Alaska, Hawaii and, recently, Japan.

In an effort to make the seminars as convenient as possible, many are offered off-campus, often in the Seattle area.



Bill Crooks

Besides the regularly scheduled seminars, the Executive Development Program also offers in-house presentations at approximately one-half the cost normally charged.

These programs are offered at the client's place of business and feature faculty drawn from the same sources as the executive development seminars.

Offered for the first time this past year, more than 20 in-house presentations have already been

made to well over 400 participants. "The response has been excellent," Crooks observed.

Recent clients have included the Weyerhaeuser Company, Gulf Oil, North Pacific Bank, Todd Shipyard and Fick Foundry. A seminar covering all aspects of "Short Interval Scheduling" was conducted for Potlatch Corporations Pulp and Paper Board Division in Lewiston, Id. The Western Building Materials Association in Olympia selected the topic, "Managing the Closely Held Company."

Earlier this month the Executive Development Program, in cooperation with North Pacific Bank, offered a Small Business Seminar for the first time. The one-day conference, which addressed needs of small businesses in the area, attracted some 200 participants. Co-chairmen were Dr. Gundar King, dean of the PLU School of Business Administration, and Pete Wallerich, chief executive officer at North Pacific Bank.

Further information concerning the Executive Development Program may be obtained by calling Crooks at 531-6900, ext. 373.

New Research Project Aimed At Control Of Medical Costs

By Judy Davis

Three accounting professors at Pacific Lutheran University are researching ways doctors can hold down the spiraling costs of medical care.

"We're developing an information system which can help physicians in medical groups control their costs and thus lessen the pressure for raising rates," said Dr. Eldon L. Schafer, accounting professor in the PLU School of Business.

For the past two years, Dr. Schafer has worked on the project with Dr. Dwight Zulauf and Dr. Franklin McCarthy, also accounting professors. Dr. McCarthy currently is on leave at the graduate School of Business at the University of Pittsburgh.

The three-year project is part of a \$600,000 grant the Kellogg Foundation awarded to the Center for Research in Ambulatory Health Care in Denver, Colo.

"The goal of the grant is to improve the management efficiency of health-care delivery systems — we are focusing on medical groups of three or more physi-

cians," explained Dr. Schafer.

By the end of the summer, the three PLU colleagues expect to produce an eight-volume reference system geared toward managers of medical groups.

"Within two years, we expect some 1,000 to 2,000 medical groups to be using the reference pamphlets as a vehicle for planning, controlling costs and making financial decisions," continued Dr. Schafer.

The pamphlets will be used by medical groups to answer questions such as, "What fees should be charged?", "Should our center operate its own medical laboratory?" or, "Should we purchase special radiation equipment?"

To gather data needed to prepare the information system, the PLU professors conducted an extensive study of medical groups throughout the country. They personally interviewed nearly 100 medical group managers — including 32 at one meeting in Salt Lake City — and sent out a survey to 700 medical groups throughout the nation. "We were gratified to receive 400 surveys back," said Dr. Zulauf. They have also tested the system in groups and have used it as a teaching tool for seminars in Atlanta, Boston and Colorado Springs.

Because of their efforts, the PLU professors have been sought out as national consultants on curricula for health-care education and to conduct seminars nationwide. "We were asked to participate in the project after giving seminars to

practicing accountants in Oregon and Washington," said Dr. Schafer, author of an accounting textbook widely used in colleges and universities.

Both Dr. Schafer and Dr. Zulauf are active in the National Association of Accountants; Dr. Schafer is president of the Mt. Rainier chapter of the organization and Dr. Zulauf is a board member of the Seattle chapter.

While the project being carried out at PLU will have practical applications for the medical field, it also is complementing classroom activities at the university.

Dr. Zulauf said one of the most rewarding aspects of the project has been working with students who have participated as research assistants.

"Because of the project, many of these students have the potential for developing careers in the heal-

th-care fields," he said.

One research assistant, Robert Speicher, now is an assistant to the administrator at Doctor's Hospital in Tacoma.

Dr. Zulauf also pointed out the research has provided case examples and other material incorporated into classroom activities.

Dr. Schafer and Dr. Zulauf agreed the three-year project has been arduous and frustrating at times.

"But," said Dr. Zulauf, "we have been encouraged by the gratification we have received working as a team on the project.

"In the past," he added, "physicians have simply raised their fees as their costs have increased. With the proposed system, medical groups will have the information needed to help control costs and reduce the pressure on patient rates."

Turner Aids Venezuelan Re-Insurance Industry

Before answering a question, Prof. Andrew Turner frequently goes to the blackboard, dashes out some mathematical computations, and then gives his answer.

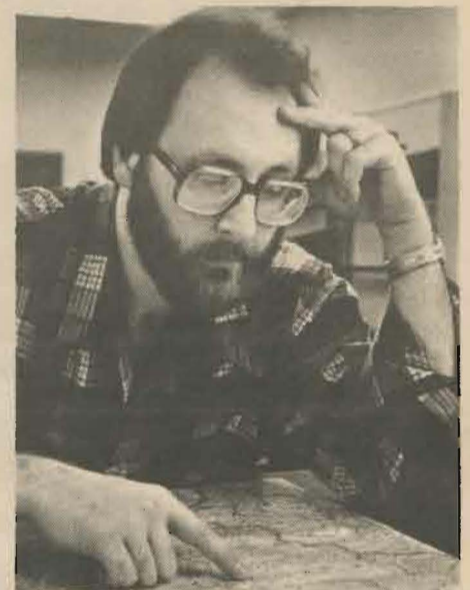
"I find thinking about a question in mathematical terms helps me clarify my thoughts and approach questions more logically," said Turner, an assistant professor in the School of Business Administration at Pacific Lutheran University.

A 1973 graduate of PLU, Turner specializes in corporate finance.

Turner uses his ability to think in analytical terms not only in the classroom, but also while working on requirements for a doctorate in finance and insurance from the University of Pennsylvania.

The Tacoma native received a \$25,000 grant to the U of P as one of six recipients of the prestigious S.S. Heubner Foundation Fellowships for Insurance Education in 1974.

"As part of my doctoral requirements, I am developing a mathematical 'model' for the re-insurance market in Venezuela," said Turner. He hopes to complete his thesis by next December. Turner explained a "re-insurance" company in Venezuela buys "risk" from insurance companies who want to maintain competitive rates.



Andy Turner

Dr. J. David Cummings, chairman of Turner's doctoral committee, asked the PLU professor to participate in the re-insurance project.

"Dr. Cummings received a grant for the project from the largest Venezuelan re-insurance company ... it is partly owned by the Venezuelan government," said Turner.

In March, he and several other members of the project team will meet at the Institute of Administrative Studies in Caracas to coordinate their efforts.

Turner said his original research will, in essence, be a theoretical discussion of under what conditions a re-insurance business operates in the best interest of consumers, insurance companies and other elements involved in the insurance market.

"Since the research team is evaluating the re-insurance system in Venezuela, a good theoretical foundation is necessary," Turner added.



PLU profs Dr. Dwight Zulauf and Dr. Franklin McCarthy, left, and Dr. Eldon Schafer, right, discuss their new medical cost management system with Mike Gocke, director of finance for Sound Health Association in Tacoma.

Scandinavian Trade Confab Features International Corp. Leaders

Knut Hagrup, president of Scandinavian Airlines System, headed an international list of speakers at the Third Pacific Lutheran University Scandinavian Trade Conference April 5-7.

During his conference visit, Hagrup will receive an honorary doctor of laws degree from PLU. Conferral of the degree was approved by the PLU Board of Regents in January.

A chairman or director on many international boards and commissions, Hagrup planned and established the SAS polar route which 10 years ago provided the first direct link between Seattle and Copenhagen and which has since significantly increased trade and cultural exchange between the Pacific Northwest and Scandinavia.

He was instrumental in helping

make possible the first two PLU Scandinavian trade conferences in 1970 and 1977 and played a part in arranging the campus visits of Norway's King Olav V, explorer Thor Heyerdahl and Bishop Per Lonning.

Hagrup was joined at the conference by other international trade experts, including Asbjorn Engen, SAS vice-president of corporate public relations; Prof. Ejler Alkjaer of the Copenhagen School of Business Administration; Prof. Bo Bjorkman of the University of Stockholm; and Prof. A. Stromme Svendsen of the Norwegian School of Business Administration and Economics in Bergen.

Others were Prof. Arne Riise, Norwegian School of Business and Economics; Goran Widenfelt, Swedish trade commissioner; Arne Fonkalsrud, Norwegian Export Council; and S. Ralph Cohen, SAS public relations director.

Area speakers include Orville Melby, executive vice-president of the world banking division, Rainier National Bank; Dr. Gerhard Mueller, chairman of the Department of Accounting, University of Washington; Henry Kuhlman, president of Kuhlman Equipment Company; and members of the PLU faculty.

Sessions were held April 5-6 on the PLU campus and April 7 in downtown Seattle. The conference

was sponsored by the PLU School of Business Administration.

Objective of the conference was to give both students and area business persons a concentrated picture of international business and to strengthen the growing trade and cultural ties between the Northwest and Scandinavia, according to Dr. Nils-Erik Aaby, conference director.

Combining conceptual with practical, theory with experience, conference planners offered a conference agenda which covered trade analysis and growth patterns as well as tourism, transportation and recreation characteristics, Aaby indicated.

There was also analysis and comparison of the various national practices as they relate to accounting, finance, management and marketing.

Aaby, who joined the PLU School of Business Administration this past fall, was born and raised in Norway. Seven years ago he came to the University of Wyoming on a skiing scholarship. Since that time he has earned bachelor's and master's degrees at Wyoming and received a doctor of business administration degree from the University of Nebraska this past year.

Study To Aid District ALC Congregations

Two Pacific Lutheran University business professors are conducting a study that will help Lutheran congregations plan for "fair and equitable" salary adjustments for full-time staff members.

The study is being funded by a \$5,000 grant from the North Pacific District of the American Lutheran Church.

"Our research involves surveying all parishes in the NPD, evaluating our findings and then developing a profile of the results," explained Dr. William Haugeisen, project director. He is being assisted by Dr. Stuart Bancroft and PLU students who are helping compile data.

As part of the project, the project team mailed 500 surveys to the NPD parishes. The surveys are expected to reveal how full-time salaried church staff are paid.

"All the respondents will be anonymous, so we expect a high rate of return," said Prof. Haugeisen.

Results of the survey were reported to the district ALC convention in June.

Dr. Bancroft said the project was accepted because "we feel some desire and obligation to return to the church in kind some of the assistance and support that they provide to us."

PLU Offers CPA Exam Review Course

A comprehensive CPA Examination Review Course was offered this spring at Pacific Lutheran University, according to William Crooks, PLU executive development director.

The course began March 1 and continued through May 1 with classes on Monday and Wednesday evenings and Saturday mornings.

Class sessions, which include auditing, theory, practice and law, were held in the Hauge Administration Building on campus under the sponsorship of the PLU Executive Development Program.

Who Ever Said Professors Were Absent-Minded?

By Betty Woolley

Betty Woolley is the wife of Prof. Kenneth Woolley, a PLU professor in business administration. Prof. Woolley was formerly a managing partner with the Seattle office of Peat, Marwick and Mitchell, one of the top eight CPA firms in the country. He retired at age 50, earned his MBA at PLU in 1974, and joined the faculty that same year.

"Professors are not necessarily absent-minded," he stated firmly. "That generalization is a prevarication sponsored by those who are jealous of academicians and wish to put them down."

"You're sure?" I asked.

"Positive. Why?"

"I just wondered where you were going."

"To teach my class," he said, putting on his hat and picking up his briefcase.

"During Christmas vacation?"

He deposited his briefcase on the floor. "It's just a matter of dedication, that's all. It so happens that I am totally committed to my profession."

"If you don't stop forgetting things you may be committed, period."

"Don't be ridiculous," he said. "You're exaggerating as usual."

An hour later as he sat reading a book he was still wearing his hat.

"Cold head?"

He glared at me, removed his hat and continued reading.

I checked the cover of his book. "You finished that last week," I volunteered.

"I happen to like it. I'm re-reading it."

"That's what you said the last time."

"On the subject of forgetting things, I am about to forget that I am a gentleman. Don't you have a bus to catch or a trip to take? Perhaps a slow boat to China?"

"I've got a better idea. It's a nice day. Let's go play golf."

On the way to the golf course I

reviewed my position. It is not easy to be married to an absent-minded professor. In desperation I had presented him with a wristwatch, on the back of which had been inscribed "From your wife, Betty." When he begins to give me that vague expression that indicates he is groping for my name I simply say, "Check your watch, dear," and I am once more identified as something other than "good-old-what's-her-name."

I had thought that being married to my forgetful friend might have its advantages on the golf course, but unfortunately, though he may not recall my name, he never misses a stroke of my score.

"I had a six," I announce, holing out a putt.

"Plus two," he states. "You put your drive out of bounds."

"Picky, picky. Why must you choose the golf course as the place in which to regain your memory?"

"I've told you before that professors are not absent-minded!"

He reached down to tee up his ball but there was nothing in the palm of his hand.

I had a hunch his golf ball was back in the cup of the last hole we'd played.

Cooperative Ties Vital To Businesses, Countries

The building of many kinds of cooperative ties between businesses and their countries have proved to benefit everyone involved, according to Knut Hagrup, president of Scandinavian Airlines System.

Hagrup spoke at Pacific Lutheran University where he received an honorary doctor of laws degree. He was also the featured speaker at PLU's Third Scandinavian Trade Conference April 5-6.

"SAS is one of the joint company enterprises — and perhaps the only one — that Norwegians, Swedes and Danes at home have been able to agree on," he said, explaining the formation of the consortium which was organized some 30 years ago among three small national Scandinavian airlines.

"I am gratified that my company has become a living link between those of us who ventured out to America and those who ventured to stay at home," Hagrup added. "It is very appropriate that SAS has been able to serve from time to time as a catalyst for exchange and I trust we will be able to continue in that role for years to come."

Hagrup stressed that policies making possible varied and frequent cooperative efforts are not only socially and economically be-

neficial, but pay off for investors of the firms involved.

The SAS president was one of several Scandinavian dignitaries speaking at the trade conference, organized by PLU with the cooperation of SAS. Purpose of the conference was to give students and Pacific Northwest businessmen a concentrated picture of international business and to help strengthen the growing trade and cultural ties between the Northwest and Scandinavia.

Other featured speakers were Ejler Alkjaer of Copenhagen, director of the Institute for Transport, Tourism and Regional Science at the Copenhagen School of Business Administration; Arne Fonkalsrud, Norway's Consul with the Export Council of Norway; and Goran Widenfelt, Sweden's trade commissioner.

Other conference speakers were Bo Bjorkman, professor of traffic and transport engineering at the Royal Institute of Technology in Stockholm; Asborn Engen, vice-president of corporate public relations for SAS; and A. Stromme Svendsen, professor at the Norwegian School of Economics and Business Administration.

Representing the Pacific Northwest were Orville Melby, executive vice-president of the world banking division of Rainier National Bank; Gerhard Mueller, chairman of the accounting department at the University Washington Graduate School of Business Administration; and several PLU faculty members and students.

Hagrup's honorary degree was conferred by the president of PLU, Dr. William O. Rieke. He was assisted by PLU provost Dr. Richard Jungkuntz, PLU business professor Dr. Anthony Lauer; and Alkjaer.



PLU President Dr. William O. Rieke, Mrs. Joanne Rieke, left, and Tom Anderson, PLU regent and head of the Association of Washington Business, welcome Washington State Gov. Dixy Lee Ray to the PLU campus. Governor Ray was a featured speaker at the annual President's Seminar for college and business presidents sponsored by AWB and hosted this year by PLU.

Educator Says Campus and Business Can Cooperate

For many years there were conflicts between business and education due to mutual distrust and a feeling that the other wasn't doing its job. Today they have become more similar in many ways and can gain a great deal from communicating with one another.

The assertions were made at Pacific Lutheran University March 29 by Dr. Joseph McGuire, academic assistant to the president of the University of California system. He spoke at the ninth annual University and College President Seminar, sponsored by the Association of Washington Business.

"Business and educational institutions are becoming more alike," he said. "Business is being called upon to place social values before efficiency. Education on the other hand is expected to be increasingly efficient and productive."

For this reason, the two types of institutions need one another and there is much to be learned from one another.

McGuire stressed that these problems can't be solved by businessmen or educators talking among themselves, but by talking with each other.



Dr. Gundar King offered the university response to the address presented at the Scandinavian Trade Conference by Scandinavian Airlines System President Knut Hagrup.



Scandinavian Airlines System President Knut Hagrup, right, received an honorary doctor of laws degree from PLU April 6. The presentation was made by PLU President Dr. William O. Rieke, left.

Colleague Advisory Council

In an effort to meet the diverse and changing needs of business and service organizations, governmental bodies, religious institutions, and individuals, Colleague Advisory Councils have been established for each School within the University. By actively participating in the identification and solution of problems relating to the accomplishment of long-term objectives, the Colleagues contribute to the continued development of the School and the University. The School of Business Administration Colleague Advisory Council consists of the following members as of June 1, 1978:

Mr. David Fisher, Jr.
Vice-President
Weyerhaeuser, S.A.(Tokyo)

Mr. Robert Gerth
President
U.S. Computers, Inc.

Mr. William Gregory
Managing Partner
Knight, Vale and Gregory, CPA's

Mr. Richard Hildahl
Partner
Ernst and Ernst, CPA's

Dr. Robert Jaedicke
Associate Dean
Graduate School of Business
Stanford University

Mr. Archie Kovanen
President
Monitor Products, Inc.

Mr. Norman Lorentzsen
President
Burlington Northern, Inc.

Mr. Kurtis Mayer
President
Mayer Built Homes, Inc.

Mr. Orville Melby
Executive Vice-President
Rainier National Bank

Mr. Vergil Miller
President
American General Capital Management, Inc.

Mr. Robert Nistad
Agency Manager
Lutheran Mutual Life Insurance Co.

Dr. George Wade
President
Brady International Lumber, Inc.

Mr. Daniel Ward
Management Consultant

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President's Annual Report

William D. Fieke, M.D.

It is always a pleasure to prepare a report for the total constituency of Pacific Lutheran University. We are mindful and appreciative of the countless friends and supporters who sustain our program through gifts, scholarships, grants, bequests, pledges. Equally important are those who support us with gifts of time and good will. This coming together of effort from a broad spectrum of resources provides the continuing vitality that marks a dynamic university such as PLU. Throughout the following pages may be found rather detailed reports from the officers of the University, each elaborating on the particular area of his responsibility.

Because PLU must continue its progress toward greater strength academically and operationally, the past year was spent in analyzing those strengths and making plans to capitalize on them for the future.

A statement of renewed mission emerged after discussion and study. The condensed version, based on the long-standing *Statement of Objectives* developed by the faculty and approved by the Regents in 1963, affirmed the University's mission: the development of knowledgeable persons equipped with an understanding of the human condition, a critical awareness of humane and spiritual values, and a capacity for clear and effective self-expression.

This deliberate and simultaneous attention to the standards of scholarly objectivity and to the religious dimension of the total human experience coupled with clear recognition of the integrative impulse of each is the essence of PLU.

As a natural consequence of the study, a Five-Year Plan was put to paper. This does not assure that all desired elements of the plan will be realized. It means that priorities have been set and directions established. It means also that desired elements of an ideal program were part of the total consideration, with the intention that important aspects now not possible would not be "frozen out" by default in the years ahead.

The Board of Regents gave

approval in principle to this programmatic Five-Year Plan. An architectural or facilities consequence of the programmatic plan was that two major buildings are essential to the continuing high quality of the academic program. These two facilities will house the Natural Sciences and the Fine Arts. A corollary of construction of the new buildings is the concept of domino remodeling, enlarging existing facilities where feasible and planning for the most effective use of vacated space.

Early this fall, the Board approved the site location of the Natural Sciences Building, to be

'Mission: the development of knowledgeable persons equipped with an understanding of the human condition, a critical awareness of humane and spiritual values, and a capacity for clear and effective self-expression'

placed on lower campus, north of and parallel to Olson Auditorium. The Fine Arts facility likely will be constructed on the northwest side of the campus between the new Natural Sciences Building and Aida Ingram Hall.

Growing programs and an increasing student body have brought space stress to many departments. Improvements have been made in almost every building on the campus. Tingelstad Hall, after several years of providing ground floor space to science faculty, was returned to full residence hall status to accommodate an overflow of students. An attractive temporary building was constructed between Ivy Hall and the tennis courts to house the Mathematics faculty. Memorial Gymnasium does double duty as a women's gymnasium and Communications Arts offices and practice stage. Olson Auditorium now includes a dance studio. The Alumni House received an addition to house the Collegium and Church Relations offices. Campus Ministry

moved to more centrally located quarters in the lower floor of the University Center where too, in a tight corner, the new Cooperative Education program is housed. Our radio station, KPLU-FM was provided with long-needed additional library and working space in the basement of Eastvold Auditorium. The list is not exhaustive; other improvements will be made as space and finances become available.

One of the most thorough studies covering our total program was completed over the past year. The task was done in connection with our ten-year accreditation visit by the Northwest Association of Schools and Colleges (NASAC). Compiling and analysis of the material from every department and area required a two-year preparation period. A team of 12 highly qualified evaluators from the NASAC, all of whom are associated with other institutions of higher education in the Northwest, visited the campus for three days. They studied in detail every element of the report and conducted personal interviews in all areas.

On the basis of their recommendation, Pacific Lutheran University was granted unrestricted re-accreditation. It should be noted that accreditation does not mean that an institution conforms to an arbitrary or uniform set of

'PLU is open on a first-come, first-served basis to any and all who wish to attend and who meet minimal requirements'

guidelines determined by the accrediting body. It means, rather, that an institution is abiding by and making progress toward its own stated purposes in providing a valuable service to society.

The accrediting team recognized, as well, that our academic programs in many departments are critically in need of space and facilities. Its commendation stemmed from the fact that significant progress is being made in alleviating the needs, and that a plan for the future addresses itself to realistic solution.

Our students continue to be our greatest responsibility and our greatest asset. Enrollment showed a two-plus percent increase, exceeding our predictions in the Five-Year Plan for a one percent increase over each of the next five years. This was due in part to increased recruitment efforts, continuing emphasis on retention of students through advising and counseling, and to development of additional academic programs to draw specific students primarily in the non-traditional age group.

We have always emphasized, but it bears repeating, that PLU is open on a first-come, first-served basis to any and all who wish to attend and who meet the minimal requirements. This principle will continue to prevail. In addition, our student financial aid programs are fair and relatively generous. Nearly 60 percent of our students receive some form of financial aid. Again, such aid is given to all qualified applicants who have met application dates and in such amounts as determined by national guidelines. Regrettably, when the funds are expended to those who qualify, we have no way to accommodate late applicants.

The condensed information noted in the Composite Picture (Page 2) provides a skeleton framework of our operations. It does not, however, give any indication of the milieu or the support environment which we strive to nurture on the campus. As stated in our Objectives, we are a community of Christian scholars. This means that we — students, faculty, administration, staff — are colleagues working together to produce out of our human and physical resources the best possible academic program and the most positive learning atmosphere that our talents will allow. A significant manifestation of this philosophy is our Campus Ministry program, providing worship opportunities, counseling, study groups, and other creative endeavors.

On behalf of the entire Pacific Lutheran University community, I express our sincere thanks for your continuing interest and support.



PLU Officers Council: from left, Perry Hendricks Jr., Luther Bekemeier, Harvey Neufeld, Dr. William Rieke, Dr. Richard Jungkuntz, Lucille Giroux and Donald Jerke.

Composite Picture of PLU 1979-80

Founding Date

1890

Ownership

The American Lutheran Church

Control & Management

Board of Regents, consisting of 30 members elected by A.L.C., L.C.A. Alumni Association, and Regents-at-large

Enrollment

Total: 3,376
(Full and part-time)

Faculty

Full-time: 196
Part-time: 64
Total: 260

Student/Faculty Ratio

14 to 1

Number of Employees

663

Number of Alumni

17,750

Consolidated Budget

\$17,785,194

Total Gift Income (1978-79)

\$3,043,661

Student Aid

\$4,500,000

Campus

Size: 48 buildings on 130 acres
Insured Value: \$56,967,170

Accreditation

Northwest Association of Schools and Colleges
National Council for Accreditation of Teacher Education
American Chemical Society
National League for Nursing
American Assembly of Collegiate Schools of Business
Council of Social Work Education
National Association of Schools of Music

Degrees Offered

Baccalaureate

**Arts, Sciences, Business Administration
Arts in Education, Fine Arts, Music,
B. Science in Nursing, B. Science in
Medical Technology**

Masters

**Education, Humanities, Social Sciences
Business Administration, Music, Public
Administration**

The University offers baccalaureate degrees in 31 major fields and 37 areas of concentration, including professionally accredited programs in business administration, chemistry, education, music, nursing and social work. Pre-professional programs are offered in the health sciences (dentistry, medicine, veterinary medicine, optometry, medical technology, pharmacy, and physical therapy), in law, and in theology. Cross-disciplinary career programs include an environmental studies program, a public affairs program. Interdepartmental major programs in classics, Scandinavian area studies, and legal studies are available, as are social minor programs in foreign area studies and statistics. The Integrated Studies Program provides an alternative to the traditional distributive core curriculum.

Academic Charges

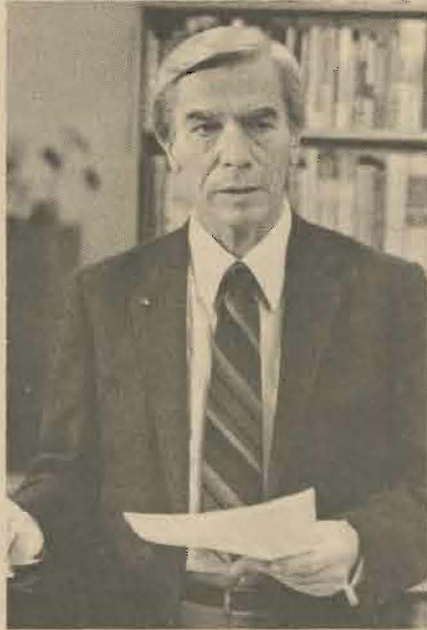
Tuition: \$3552
(32 hours at \$111 per credit)
Room & Board: \$1635
Total: \$5187

Academic Program

4-1-4 Calendar: two 14-week semesters bridged by a four-week Interim

Number of Volumes in Library

247,757



Dr. Richard Jungkuntz

Academic Affairs

1978-79 was a year of renewed and reinvigorated effort on all fronts in the academic area of the university. After President Rieke's announcement in the spring of 1978 that he was declaring a moratorium on further reduction in force, every academic unit — each in its own way — marshalled its forces, so to speak, to prove that the president's decision was fully warranted.

The results were gratifying. Credit hour production in the academic year increased by 2.04 percent, or more than twice the projected annual rate in the Five Year Plan adopted by the Regents. At the same time, faculty vigor and dedication were demonstrated in an unusually high level of activity in scholarly and professional pursuits.

At the risk of inadvertently omitting some equally worthy examples, the following may be mentioned as typical. Drs. Paul Benton (English) and Daniel Van Tassel (English) received summer grants for post-doctoral research from the National Endowment for the Humanities. Dr. Walter Pilgrim (Religion) had a year's study in Tuebingen, Germany, partly underwritten by a grant from the Lutheran World Federation. Dr. David Sudermann (Modern and Classical Languages) was awarded a faculty fellowship at Harvard from the Andrew W. Mellon Foundation. And the Association of American Colleges invited Dr. C.E. Huber (Philosophy) to accept a National Fellowship for the summer to conduct a research project on business ethics in Washington, D.C., for the Association.

In the Division of Natural Sciences faculty research projects were aided by grants from the Research Corporation to Drs. Michele Crayton, John Main, and Donald Hauelsen; from Reichhold Chemical to Dr. Fred Tobiason; from the National Science Foundation to Dr. K.T. Tang; and from

various sources to Dr. John Herzog and Prof. Angelia Alexander. The entire division participated in a year-long project, "Developing a Perspective for the Future," directed by Dr. William Giddings and funded by the M.T. Murdock Charitable Trust.

Faculty members in the Division of Social Sciences continued their successful initiatives in seeking and obtaining grants for variety of projects designed especially for curricular enrichment or student involvement in research. Among these were grants from the NEH; the U.S. Office of Education; HEW; the Washington Commission for the Humanities and the International Longshoremen's Union. Also, the division's own Center for the Study of Public Policy supported a number of joint student-faculty research projects, as well as six public policy forums.

In addition to grant and research activities such as those mentioned, there were also other evidences of faculty energy and performance this past year. The School of Business Administration, for example, increased its credit hour productivity by six percent, while at the same time experiencing significant growth in its Executive Development program which reaches widely into the business community of the whole Puget Sound area.

By virtue of careful individual advising of students and intensive communication with school districts, the School of Education was again successful in maintaining its remarkably high record of placement for its graduates. In addition, Education faculty were actively involved all year in implementing the revised Guidelines of the State of Washington.

Students and faculty of the School of Fine Arts again contributed in major ways to the cultural enrichment of the University's campus constituency as well as of the community at large with a broad range of high quality offerings in theater, musical concerts, and art exhibits. Renovation of the Wekell Gallery was accomplished through personal assistance of members of the Art Department. The Music Department was received into associate membership of the National Association of Schools of Music.

In response to strong urging from professionals in the community, the School of Nursing introduced a special B.S.N. program for registered nurses. Graduates of the regular program continue to be in strong demand throughout the state and elsewhere.

One of the highlights in last year's program of the School of Physical Education was its opportunity to host the NW Fitness Clinic of the President's Council of Physical Fitness and Sports, with over 800 people in attendance. 1978-79 also saw the largest

number of graduates majoring or concentrating in physical education — with 18 receiving B.A. degrees and 25 receiving B.A.E. degrees.

Richard Jungkuntz
Provost



Luther Bekemeier

Development

Highlights of Development Office activities in 1979 indicate that it has been a most dynamic year. In the capital campaign, SHARING IN STRENGTH reached out to PLU's alumni and its A.L.C. constituency. Increased efforts in deferred giving and major gifts, as well as continued annual giving coordination, added to the impact of this very busy year.

Capital Funds

Overall planning for SHARING IN STRENGTH has been implemented by Vice-President Luther W. Bekemeier, with the assistance of Jerry Dahlke of Community Counseling Services. Developing printed materials, identifying and training volunteers, and organizing regional and congregational visits were some of the many tasks essential to coordinating the three-pronged campaign. Follow-up information was disseminated to volunteers via the *Friday Fortnightly Report*, a bi-weekly newsletter.

Current reports from Rev. Bekemeier indicate that the Major Gifts campaign in the A.L.C. churches is well under way. In addition, over 160 A.L.C. congregations have finished or are now conducting their congregational programs for SHARING IN STRENGTH. Remaining Pacific Northwest District A.L.C. churches and those in Alaska will add their commitments this spring.

PLU alumni have also been active contributors to SHARING IN STRENGTH this past year. Ron Coltom, alumni director, comments that alumni participation is reflected in all the categories listed for SHARING IN STRENGTH: in A.L.C.

member totals, for example, \$77,000 comes from alumni, and over \$250,000 from alumni has boosted the Major Gifts total. Many alums also have devoted time and effort to banquets and personal calls. Colton reports that follow-up activities are currently underway to complete alumni contracts for SHARING IN STRENGTH.

The third major focus of the capital campaign has been corporate and foundation giving. Molly Edman, director of special funding, reports that highlights of foundation gifts and pledges over the 1978-79 school year and through October include:

— Ben B. Cheney Foundation: \$50,000 (initiate the campaign to build a Science Building)

— Weyerhaeuser Company Foundation: \$40,000 (science program)

— St. Regis Paper Company Foundation: \$20,000 (SHARING IN STRENGTH)

— Union Pacific Foundation: \$20,000 (energy saving equipment)

— Burlington Northern Foundation: \$10,000 (Science Building)

— ASARCO: \$5,000 (Science Building)

— Fuchs Foundation: \$25,000 (SHARING IN STRENGTH)

— Anonymous: \$100,000 (Science Building)

Supportive research for these and still pending grants has been conducted since July by Cindy Harmon, research coordinator.

Visits to several foundations and large corporations across the nation have resulted in additional grant applications now pending, as well as an increased awareness of the kinds of organizations willing to support the university and its future plans.

Totals for the capital campaign giving as of November 10 are as follows:

NO. OF GIFTS	AMOUNT PLEDGED
Major Gifts	\$504,150
ALC Members	\$358,425
Alumni	\$128,531
942	\$991,106
Trusts, Foundations, Corporations	\$630,315
TOTAL *(Nov. 6)	\$1,621,421

In the coming year, the capital campaign will focus on the PLU community: present and past members of the Board of Regents, members of the Collegium, and PLU faculty, staff and students. Corporate and foundation solicitation also will continue to expand the base of the university's endowment and capital support, building on information gathered and contacts made this past year.

Deferred Giving

The second major element of financial support for the university is planned or deferred gifts. Ed

Larson, director of planned giving, reports that during 1978-79 PLU received bequests in the amount of \$112,528 and deferred gifts with a face value of \$306,074. In addition, during the summer months a bequest was received which is estimated in the high six-figure range. Larson's seminars, focused on Washington State Inheritance Tax Law changes and their effects on charitable giving, were again offered to potential PLU donors. Attendees at these seminars not only received valuable information, but also learned how they could benefit from planning their gifts to PLU.

Annual Giving

Annual giving continues to be the foundation of PLU financial support. Funds raised as unrestricted gifts are essential to fill the gap between tuition income and necessary expenses.

In 1978-79, members of the PLU family again were most supportive. Alumni are among the most numerous contributors; their gifts reflected an 11¼ percent increase, to \$155,628. Annual giving totals for other categories in 1978-79 were:

Friends	\$222,926
Churches	\$31,606
Businesses	\$72,259

Bonnie Nelson, director of community relations, reports an increase in local business awareness of and interest in PLU's programs, due in part to increased PLU participation in business and community activities. Focus in 1979-80 is on widening PLU's support from the community.

Dave Berntsen, director of development and Q Club coordinator, reports that Q Club support of the Annual Fund has now exceeded \$1,400,000 since its founding in 1972. Unrestricted gifts are vital to the university's operations and students depend on the scholarship support from these Q Club donations.

Q Club President Marv Tommervik added that it is essential that the Q Club membership remain strong and growing during our SHARING IN STRENGTH capital campaign. At the May Q Club Annual Banquet, a record 900 members were announced. Monthly telethons, more volunteer training, and emphasis on out-of-the-area Q Club gatherings are planned to sustain a high level of growth.

Campus Ties

While focusing its efforts on financial support for PLU, the Development Office also maintains close ties with the campus. These ties have involved planning

functions, guest list coordination for special events, and grant assistance to faculty. Molly Edman and Bonnie Nelson, whose duties include these areas, report a consistently high level of faculty interest in grants pertinent to both their special projects and to the institution's growth. Over 50 proposals were initiated by faculty in 1978-79.

The Development Office also coordinates general outreach with the University Relations Office. The formation of the PLU Advancement Council, a representative body including PLU outreach personnel in many diverse areas, is an outgrowth of that close cooperation. The Advancement Council serves as an information sharing and advisory public relations body. 1978-79 Advancement Council activities included identifying public relations issues, improving coordination of on and off-campus public relations activities, and evaluating marketing techniques.

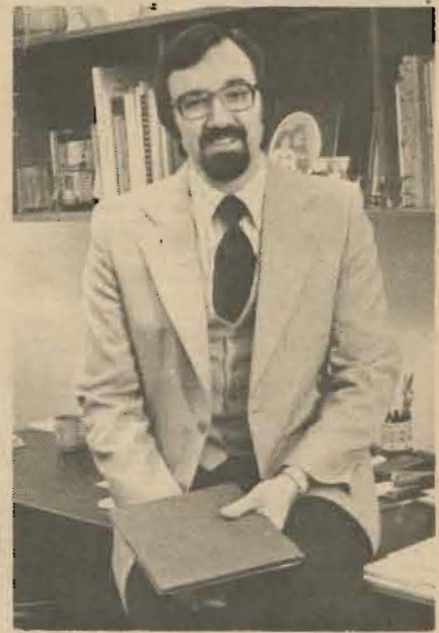
Another highlight of the University Relations Office during 1978-79 was development of an expanded information program targeted at PLU's owners, the Pacific Northwest District A.L.C. churches. Jim Peterson, director of university relations, reports that this effort included special *Scene* supplements and bulletin inserts timed to assist SHARING IN STRENGTH.

Highlights in the graphics area, reports Paul Porter, director of graphics and publications, include preparing over 48 pieces for SHARING IN STRENGTH alone. In addition, over 340 general institutional projects were completed, including the general catalog, brochures, and a wide range of other printed materials.

Relocation of staff took place in early 1979. The University Relations Office moved to the Alumni House, as did most of the Development Office, thanks to the generous cooperation of the Alumni Board. Bekemeier, the campaign staff, and the data collection facilities and staff remain in the Administration Building.

During 1978-79 PLU received \$1,538,043 in gifts and grants, an increase over the previous year, due in large part to early SHARING IN STRENGTH activities. This year the office will seek to continue that increase in PLU's base of support. With the assistance of capable staff and campus-wide support, we look forward to another exciting year in capital campaign, annual giving, and public relations activities.

Luther Bekemeier
Vice President, Development



Donald Jerke

Student Life

The 1978-79 academic year was a productive year filled with challenges and changes as the various offices in Student Life pursued their goals. In general these goals were providing a caring environment for young adults maturing intellectually, spiritually, socially, emotionally, physically in a university setting; cooperating with faculty and administration to support and enhance the learning community of Pacific Lutheran providing direction and advising for student activities, government, interests and concerns; and representing the views and concerns of students in the ongoing management of the university.

The year began with a series of staff changes. Rev. Donald L. Jerke, university pastor at PLU since 1975, was appointed by President Rieke as acting vice-president filling the vacancy created by the leaving of Dr. Philip Beal. Ethan Allen, associate director of residential life, was appointed acting director of residential life filling the position vacated by Dr. Jerry Stringer. Before the end of the year both Rev. Jerke and Mr. Allen were requested to remain in their new positions on a permanent basis. New staff added during the year to fill other vacant positions included Amadeo Tiam, assistant dean and coordinator of minority affairs; Cristine Cables, foreign student advisor; and Lauralee Hagen, housing coordinator.

Major administrative efforts helping the Student Life team to incorporate new staff and set directions for the future grew out of the development of the university's "Five Year Plan" and the "Self Study Document" leading to reaffirmation of university accreditation in the spring.

(Cont. p. 4)

University Center and Campus Activities

The 1978-79 year concluded nine years of service to the university by the University Center facility and staff. Changes in functions early in the year included the transformation of the Music Listening Room into the Campus Ministry Office and the addition of the Career Planning and Placement Office in the lower level.

ASPLU (Associated Students of PLU) continued its tradition of high quantity and quality student activities, making an essential educational contribution to campus life as well as to student retention and institutional loyalty. Programming priorities called for expanded services to students with formative work begun in the student escort service, intramural program and off campus student services. The most effective continuing programs from the past were Homecoming, Parent's Weekend, Special Events, Outdoor Recreation, Artist Series, Lecture Series and the Cave. The student publications (Mooring Mast, SAGA, Saxifage) experienced a positive year of learning and contribution to PLU.

The University Center staff served as advisors for ASPLU committees, scheduled and provided supportive services for over 5000 meetings and programs (4000 university-sponsored events), hosted 38 summer conference groups totaling 5047 participants, managed the Information Desk and Games Room, initiated nineteen successful recreational courses, participated in the development of needs analysis data on off-campus students, advised the College Bowl Team (regional champions and participants in national contest in Miami Beach), hosted the Regional ACU-I conferences for forty northwest institutions, continued long term research with this year's administration of the "Student Opinion Questionnaire," etc.

Foreign Student Office

Due to the effects of RIF (Reduction In Force) in 1977-78 the position of Foreign Student Advisor became a half-time position. Despite this limitation, the new advisor took over the previously programmatic efforts of the office including Pre-Orientation and Host Family Program and added her own developmental touch (developed the "Inter-

national Newsletter" and helped reorganize the International Student Organization). In addition to being an understanding friend, sympathetic counselor, substitute "mother," and immigration expert, the advisor contributed her creativity to a number of community events involving multi-cultural educational experiences. New programmatic goals developed during the year included serving as academic advisor for foreign freshman students, assisting in the admissions process, administering the host family program and developing a handbook for foreign students to assist in orientation to our country and campus.

Counseling and Testing

The primary focus of the Counseling and Testing Center continued to be one-to-one appointments with students. Total appointments during the academic year were 1270 indicating a 12 percent increase in activity over the previous year. Secondary areas of involvement included participation in discussion events (death and dying, human sexuality, communication skills, alcohol awareness, rape prevention, etc.), participation in official university events (orientation, AURA, etc.), awareness groups for nursing

students, supervision for graduate student counselors, consultation with faculty and administration, consultation with residence hall staff and managing the testing program available for our students (totaling 2275 tests administered).

Health Center

The Health Center staff (Medex, part time Nurse Practitioner, support staff) fulfilled their task of caring for the daily medical needs of the university community. An average of 196 students were seen per week during the 33 weeks of operation. 1643 students (990 female, 653 male) were seen at least once during



the year with repeat visits putting the total for the year near 6500. Specific services included 349 sport physicals, 1265 immunizations, 161 employee evaluation physicals, four hospitalizations, processed 1167 lab tests, and arrangements for 194 students to be treated by orthopedic physicians from the community.

Other activities of note during the year included a mass immunization program for rubeola (over 1000 not included in figures above) on March 1 and frequent presentations to classes, dorm meetings, and workshops.

Minority Affairs Office

Under the leadership of a new coordinator, the Minority Affairs Office initiated a fresh approach to providing services to the university community. A needs analysis done early in the year provided a base for direction with 75% of the suggestions offered by students accomplished in the first reorganizational year. Programming and services for PLU's 1970 minority students included continuing management of the BERG Scholarship, development of the ALC Undergraduate Minority Student Scholarship procedures, organization of various ethnic groups into identifiable student organizations, assistance in planning and developing the Inter-cultural Fair, development of grievance procedures and serving as personal counselor and administrative friend to students.

Community outreach programs included assisting with recruitment of minority students, hosting a group of Native American students on campus, organizing BANTU (Black Alliance Through Unity) students to visit local high schools, and developing contacts with minority people's leadership in regional institutions and local community organizations.

Career Planning and Placement

The year's activities developed in the context of an office move from the Hauge Administration Building to the lower level of the University Center and a resulting substantial increase in visibility and student traffic. Workshops, seminars, and classroom presentations continued as in the past with a new emphasis on programming for seniors (interviewing techniques in the Fall, preparation for post-graduation in the Spring) and for residence hall staff. On campus interviews were

set up with 43 different employers, seven of whom visited campus more than once during the course of the year. Off campus recruiters interviewed 665 students.

In addition to providing one-to-one counsel and guidance for hundreds of students and alumni, educational programs were developed to assist students in creating their own vocational and occupational future. Through its administrative responsibility for student employment, CPPO became deeply involved in the process of distributing substantial amounts of federal and state work study money. Major effort was invested in developing coherent and consistent student employment procedures and practices within the university.

Residential Life

While "new beginnings" applied to a number of Student Life Offices during 1978-79, the impact of new persons in new positions was greatest in Residential Life. In addition to a new director and housing coordinator, "newness" spread through the entire system with nine of 12 hall directors new, all nine assistant hall directors new and 42 or 56 resident assistants new. The first week of school found the Residential Life system in the "new" situation of 60 students in temporary assignments. Despite the internal changes, there was a determination to make the year productive. Energetic efforts brought results in such projects as revising the judicial system, development of new budgeting systems, substantial revision work on the Code of Conduct for a newly written Student Handbook, refinement of staff training procedures, development of a long term plan for refurbishing and maintenance of residence halls, computerized staff evaluation, etc. Resident students totaled 1732 for Fall semester, 1200 for Interim and 1636 for Spring. Staffing maintained the pattern of employing graduate students for hall directors and responsible upper class men/women as assistant hall directors and RAs with a student-to-staff ratio of 22:1. In addition to providing a well-managed living environment, Residential Life took seriously its commitment to student development by creating and supporting as many occasions as possible for students living within the residential community to maximize their social, personal, intellectual and spiritual growth.

Donald Jerke
Vice President and Dean
for Student Life



Harvey Neufeld

The Collegium Church Relations

The 60 members of the Collegium have met in plenary session as well as in individual Advisory Councils during the past year. They continue to take an active interest in the various academic areas and formulate recommendations which can be taken directly to the President for implementation. They have focused their attention on public relations objectives.

The question of future directions for The Collegium has become the central theme in the programmatic development of the Colleagues for 1979-80. The concern of The Collegium this year is to assist the University in addressing the following questions.

- 1) How can we obtain and increase understanding of the University's mission?
- 2) How can we develop an awareness of the long range goals and the five year plan of PLU?
- 3) In what way can we better emphasize the educational opportunities available to freshmen and adult populations as well?
- 4) What specific contributions to the life of the community (business and cultural) can be highlighted?
- 5) Can we reach out to a wider constituency, *intentionally and proactively*?
- 6) In what ways can Colleagues prepare the community for the funding campaign to be conducted at a later date?

The response to these questions represents a shift in em-

phasis, related more to The Collegium as a whole rather than the Advisory Councils. The format meets the needs of the University and allows Colleagues who wish to remain in the Advisory Councils to do so, at the same time it also gives everyone an opportunity for wider service.

A highlight of the year was the awarding of PLU's Distinguished Service Award to Dr. and Mrs. David Hellyer at the May Commencement. Dr. Hellyer is the outgoing general chairperson of The Collegium, to be succeeded by Mrs. Micki Hemstad.

The prime activity in the congregations of the North Pacific District of the American Lutheran Church this past year has been the Sharing in Strength program. It was gratifying to see many Congregational Representatives assume leadership in the capital fund program. We are now moving into a Congregational Representative program within the congregations of the Pacific Northwest Synod of the Lutheran Church in America. PLU is experiencing a steady increase in the numbers of students from our congregations due in no small part of PLU's increased activity and visibility in the churches of the Northwest. In addition to the capital funding programs, the past year saw a 27 percent increase in annual fund participation by Northwest congregations.

Harvey J. Neufeld
Executive Director
The Collegium & Church
Relations



Perry Hendricks Jr.

Finance And Operations

As we look back and reflect on the year just past, it is obvious that some processes and procedures seemed to have received special emphasis during the year even though these same processes and procedures were not new or particularly unusual. An integral part of good management practice is analysis and review of ongoing systems.

In 1978-79, we spent consider-

able time analyzing programs and systems ranging from insurance brokerage to our telephone system. The principal ones, in addition to those above, were preventive maintenance, energy control, services to evening students, encumbrance of purchases, employee turnover, administrators' handbook, fringe benefits, position classification, administrator evaluation, computer center organization, computer hardware and software, supplemental food service in non-traditional locations, athletic facilities, athletic conference participation, workmen's compensation coverage, and incidence of fire alarms.

In considering the review of processes and procedures, considerable staff work has been utilized as well as the expertise and counsel of individual members of our Board of Regents. The University Administrative team is broad based and is constantly looking for ever better ways to do everything that is necessary for the effective operation of a modern university.

In addition to reviewing procedures, we became more involved in planning in 1978-79. Serious review of our long-range plans, the selection and commencing work with architects for the science building and master planning, the consideration of the

large number of alternatives brought about by these processes occupied a good deal of the year.

In order to keep PLU's plant, equipment, facilities and staff fully up to modern standards, we are constantly updating our expertise and implementing new procedures.

Financial planning and budgeting continue to provide the most exacting challenges. The rate of inflation affecting University expenditures varied by as many as ten different categories with rates from six percent to 65 percent. It is necessary to continually review all expenditures to assure that we are using only what we need and that we are able to do this remarkably well. It takes every ounce of ingenuity to continue at this pace.

The finances of the University improved significantly in 1978-79, with the largest addition to our fund balances experienced in recent years and general improve-

ment of the financial condition of the University.

Staffing continues to be important. There were a few changes but the rate of turnover is relatively low for our particular kind of institution. Although any turnover may be too high, we enjoy a good relationship with our working force and have not had any significant difficulty attracting competent people. The University's remuneration programs have struggled to keep pace with inflation. In some cases we have been successful, and in others have fallen somewhat behind.

The general health of the University's facilities, staff and finances remain strong and we expect to weather the future uncertainties which are commonly anticipated with confidence and realistic expectations.

Perry B. Hendricks, Jr.
Vice President - Finance & Operations and Treasurer

Operating Statement

(Fiscal Year: June 1 - May 31)

	1978-79	1977-78
INCOME		
Student Tuition & Fees	\$10,284,409	\$8,514,833
Endowment Income	92,655	79,161
Gifts & Grants	1,409,376	1,207,883
Auxiliary Enterprises (dormitories, food, bookstore, golf course, University Center)	3,606,765	3,433,071
Other Sources (student aid, research grants, transfers, misc., etc.)	1,331,495	1,110,681
Total Income	\$16,724,700	\$14,345,629
EXPENSES AND TRANSFERS		
Instruction	\$6,672,639	\$5,498,087
Academic Support (Library & Administration)	779,464	632,264
General Institutional (insurance, telephone, etc.)	1,640,103	1,624,993
Student Services	942,646	919,117
Public Affairs	486,407	157,670
Physical Plant Operation	935,018	770,296
Student Aid	1,426,145	1,267,031
Auxiliary Enterprises	3,403,140	3,199,408
Other Expenses	80,645	144,863
Non-Cash Transfers	669,588	130,852
Total Expenses and Transfers	16,705,795	\$14,344,581
Excess (used for debt reduction)	18,905	\$1,048

Balance Sheet

	5-31-79	5-31-78
ASSETS		
Current Fund	\$2,293,783	\$2,117,254
Endowment Fund	1,472,856	1,356,708
Plant Fund	25,019,634	24,343,610
Student Loan Fund	4,356,785	4,017,250
Agency & Other Fund	461,447	468,720
Total Assets	\$33,604,505	\$32,303,542
LIABILITIES & FUND BALANCES		
Current Fund	\$2,293,783	\$2,117,254
Endowment Fund	1,472,856	1,356,708
Plant Fund	25,019,634	24,343,610
Student Loan Fund	4,356,785	4,017,250
Agency & Other Fund	461,447	468,720
Total Liabilities & Fund Balances	\$33,604,505	\$32,303,542

What is PLU Worth?

	1979	1978
Assets	\$33.6 million	\$32.3 million
Liabilities	10.2 million	\$11.1 million
Fund Balances (net worth)	23.4 million	\$21.2 million



Pooled Income Fund Offers Deduction Now, Income For Life

By Edgar Larson
Director of Special Giving

Many people have invested in mutual funds of one sort or another over the years. A POOLED INCOME FUND is, in a sense, a charitable version of such a plan. Here is how it works:

Mr. Smith, age 60, irrevocably places \$10,000 in our Pooled Income Fund in return for a life income contract. Assume the Fund is currently providing an 8% return, his federal income tax charitable contribution deduction will amount to \$3655 (This would be taken in the year the gift is made, with up to five years to carry-over for any "excess.")

He will be assigned a proportionate amount of shares in the Fund, based on the amount of his gift. Each year Mr. Smith will receive his share of the Fund's earnings. (If the entire Fund amounted to \$500,000, Mr. Smith's \$10,000 gift would provide him a 1/50th share in the Fund. If the Fund earned an 8% return in a given year, or \$40,000, Mr. Smith's share would be \$800, or 1/50th of the total earnings.)

The advantages to participation in our POOLED INCOME FUND are many:

1. You have the satisfaction of making a meaningful gift to Pacific Lutheran University.
2. You receive a federal income tax deduction for the charitable contribution in the year of the gift.
3. You avoid payment of capital gains taxes on any appreciated assets (those assets owned more than one year) which are transferred into the Fund.
4. Your investment is handled by experienced financial counselors.
5. You can provide for a surviving loved one.
6. You remove the property from your probate estate, thus reducing or eliminating probate costs.

For further information on this, or other planned giving opportunities, contact:

**Edgar Larson, Director of Planned Giving
Pacific Lutheran University
Office of Development
Tacoma, Washington 98447
(206) 531-6900, ext. 232**

Q Club

Volunteer Efforts Rewarding To Individual And Institution

By David Berntsen
Director of Development

A faculty member recently asked me what I enjoyed about my work. My response was easy — visiting and getting to know the many interesting *volunteers* and also the joy I feel when they make gifts and pledges to PLU.

One of my goals this next year is to help more volunteer fund raisers for PLU realize the inner joy and tremendous value of their noble efforts when they encourage friends to share and help others.

When you encourage friends to give, you are helping them to find meaning and purpose. I believe that deep within ourselves there is a basic desire to share, give and help others. There is also a competing basic selfishness. When you share or help a friend to make a gift, you are thus helping them more than is first apparent. Please also read excerpts from an excellent talk recently given by President Emeritus Mortvedt printed elsewhere in this issue of SCENE.

During this year of "Sharing in Strength" it is essential that we also keep the Annual Fund (Q Club, Anniversary Associates at \$90, etc.) strong for our present programs and scholarships. Gifts of *all* sizes are very important to our continued success. If you are a Q Club member or Fellow, you are encouraged to bring prospects to the December 15 Q Club reception, hosted by President and Mrs. Rieke, and the Christmas Festival Concert.

We welcome the following new Q Club members and Fellows* to the PLU family: Edward Ask (through Mr. and Mrs. Roy Larson), Mr. and Mrs. Bob Brog (through Mr. and Mrs. Clare Grahn), Mr. and Mrs. Fred Newnham (through Thora Larson), Tiny's Tire (through Thora Larson), Mr. and Mrs. Stan Willis (through Paul Larson), Rev. and Mrs. Don Reese (through staff), H. P. Hansen (through John Herzog), Mr. and Mrs. Dick Crowe (through Lorin Ginther), Mr. and Mrs. Dave Hamry (through Lorin Ginther), Mr. and Mrs. Loren Ceder (through Don Mott), Mrs. C. S. Fynboe (through Scott Buser), Mrs. Ruth Vail* (through Thora Larson), Sperry Univac*, Allenmore Foundation*, Henry Van Baalen* (through George Lagerquist) and Mr. and Mrs. Paul Kusche.

In closing, I want to emphasize the value of *one* person, particularly YOU, as a volunteer in helping PLU to provide quality education in a Christian context.

Parents' Club

Special Parents' Events Scheduled For Winter and Spring

By Milton Nesvig
Executive Associate To The President

A blessed Holiday season to all of you. May the message of joy and peace fill your hearts this Christmastide. And may the New Year of 1980 be a happy and fruitful one for you and yours.

Note to parents of new students. By now you should have received your certificate of membership in The Parents Club. If you have not, please write The Parents Club at PLU and a certificate will be mailed to you at once.

Several dinners for PLU parents, alumni and friends are planned in connection with the tour of the University Chorale in January and February. The dates and cities follow: Jan. 24, Los Angeles; Jan. 25, Palm Springs; Jan. 27, Phoenix; Jan. 28, San Diego; Feb. 1, Sacramento; Feb. 2, Palo Alto. You will receive notice as to time and place.

A dinner in Spokane is planned for Feb. 9 prior to the PLU-Whitworth basketball game.

Mark these dates on your calendar . . . March 14-16, 1980. That is when the annual Parents Weekend will be held. You are welcome to attend. The Parents Club will hold its annual meeting the 15th at 10 a.m. in the University Center.

Last time we mentioned parents from Spain. We have new members in The Parents Club from Manila, the Philippines. They are Richard and Helen (Jensen) Weathermon (both PLU graduates), whose daughter, Karen is a freshman this fall.

Something Bigger And More Worthy Than Ourselves

By Dr. Robert Mortvedt
PLU President Emeritus

To give life meaning, to add a dimension of dignity to a person's evaluation of himself, he must become a part of something bigger and more important than himself, something that will endure when he himself is gone. That is what a person does when he makes an important gift to a wonderful institution like PLU.

PLU is a special kind of institution. It offers a quality education in the usual sense of the word, important as that is; and, it does more. It continuously surrounds both students and faculty with an atmosphere characterized by an endless search for spiritual truth as exemplified by the Christian gospel. Nothing is more important.

To support PLU now is to enlarge and enrich one's own life and help guarantee the continuity of an institution which will exert its influence long after its present loyal supporters are gone.



Calendar of Events

Board of Regents

Tacoma and Vicinity

Dr. T. W. Anderson
Mr. George Davis
Mr. M. R. Knudson, chairman
Dr. Richard Klein
Mr. George Lagerquist
Mrs. Suzanne Nelson
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Mr. Alvin Fink

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Mr. Gaiven Irby
Rev. John Milbrath
Dr. Casper (Bud) Paulson

Montana

Rev. Roland Grant
Mr. Sterling Rygg
Mrs. Dorothy Schnaible

Alaska

Mr. Martin Pihl

Minnesota

Mr. Robert Hadland

Advisory

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Dr. Ronald Matthias, ALC
Dr. Richard Solberg, LCA
Rev. Llano Thelin, LCA/PNWS
Perry Hendricks Jr., treasurer
Drs. John Herzog, Joanne Jensen, Franklin Olson, faculty
Steve Rieke, Dave Siburg, Matt Morris, students
PLU officers

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What's New With You?

Name _____
Address _____
City _____ State _____ Zip _____

Please check this box if address above is new. (Attach old mailing label below.)

Class _____ Spouse Class _____
Spouse maiden name _____

Mall to:
Alumni House
Pacific Lutheran U.
Tacoma, Wash. 98447

December

- 1-7 Art Exhibit, Alumni Show, Wekell Gallery
- 1 University Theatre, "House of Blue Leaves," Eastvold Aud., 8:15 p.m.
- 2 University Theatre, "House of Blue Leaves," Eastvold Aud., 2:15 p.m.
- 3 Recital, Pianist Harold Gray, Eastvold Aud., 8:15 p.m.
- 4 Concert, PLU Faculty Trio (piano, violin, cello), Eastvold Aud., 8:15 p.m.
- 5 Concert, folk singer John Fischer, Olson Aud., 8:30 p.m.
- 6 Concert, Contemporary Directions Ensemble, Univ. Center, 8:15 p.m.
- 7 Lucia Bride Festival, Eastvold Aud., 8:15 p.m.
- 8 Basketball, Seattle Pacific at PLU, Olson Aud., 7:30 p.m.
- 8-9 Christmas Festival Concert, Eastvold Aud., 8:15 p.m.
- 11 Concert, Washington Brass Quintet, Univ. Center, 8:15 p.m.
- 14 Concert, "The Messiah," Eastvold Aud., 8:15 p.m.
- 15 Christmas Festival Concert, Eastvold Aud., 8:15 p.m.
- 16 Concert, "The Messiah," Eastvold Aud., 4 p.m.
- 21 Basketball, Central Washington at PLU, Olson Aud., 7:30 p.m. Semester ends



January

- 4-5 Lutheran Basketball Tournament, Olson Aud.
- 7 Interim begins
- 7,28 "Romeo and Juliet" Film Series, Univ. Center, 7:30 p.m.
- 9- Feb. 1 Art Exhibit, Sculpture by Robin Jackson and Fred Reynolds, Wekell Gallery
- 14,18 21 "Romeo and Juliet" Film Series, Ingram Hall, 7:30 p.m.
- 15 Basketball, Western Washington at PLU, Olson Aud., 7:30 p.m.



- 17 Artist Series, Bayanihan Philippine Dance Company, Olson Aud., 8:15 p.m.
- 18 Basketball, Whitman at PLU, Olson Aud., 7:30 p.m.
- 18-19 Intercollegiate Debate Tournament
- 19 Basketball, Whitworth at PLU, Olson Aud., 7:30 p.m.
- Lecture, Julian Bond, Eastvold Aud., 8:15 p.m.
- 24 Lecture, Stewart Udall, Xavier Hall, 8:15 p.m.
- 25 Basketball, Willamette at PLU, Olson Aud., 7:30 p.m.
- 26 Basketball, Lewis and Clark at PLU, Olson Aud., 7:30 p.m.
- 26-27 Children's Theatre, "Yankee Doodle," Eastvold Aud., 2:15 p.m.
- 30 Interim Faire, Univ. Center, 10 a.m.-8 p.m.

February

- 4-29 Art Exhibit, women photographers, Wekell Gallery
- 4 Daffodil Festival Coronation, Olson Aud., 8 p.m.
- 5 Spring semester registration
- 6 Classes begin Basketball, Pacific at PLU, Olson Aud., 7:30 p.m.
- 7 Homecoming Concert, University Chorale, Eastvold Aud., 8:15 p.m.



- 8 Artist Series, Opera Piccola, Eastvold Aud., 8:15 p.m.
- 10 PLU Open House, 1 p.m.
- 12 Homecoming Concert, Choir of the West, Eastvold Aud., 8:15 p.m.
- 14 Homecoming Concert, PLU Jazz Ensemble, Univ. Center, 8:15 p.m.
- 15-16 High School Debate Tournament
- 16 Basketball, Linfield at PLU, Olson Aud., 7:30 p.m.
- 18 Basketball, St. Martins at PLU, Olson Aud., 7:30 p.m.
- 19 Concert, Northwest Woodwind Quintet, Univ. Center, 8:15 p.m.
- 20 Royal Lichtenstein 1/4 Ring Sidewalk Circus, Univ. Center, 3:30 and 8:15 p.m.
- 23 Disney Film Festival, Univ. Center, 1 p.m.
- 26 Concert, Student Chamber Ensemble, Univ. Center, 8:15 p.m.
- 27 Faculty Recital, pianist Jane Hardy, Univ. Center, 8:15 p.m.
- 29 Faculty Recital, hornist Kathy Vaught, Eastvold Aud., 8:15 p.m.