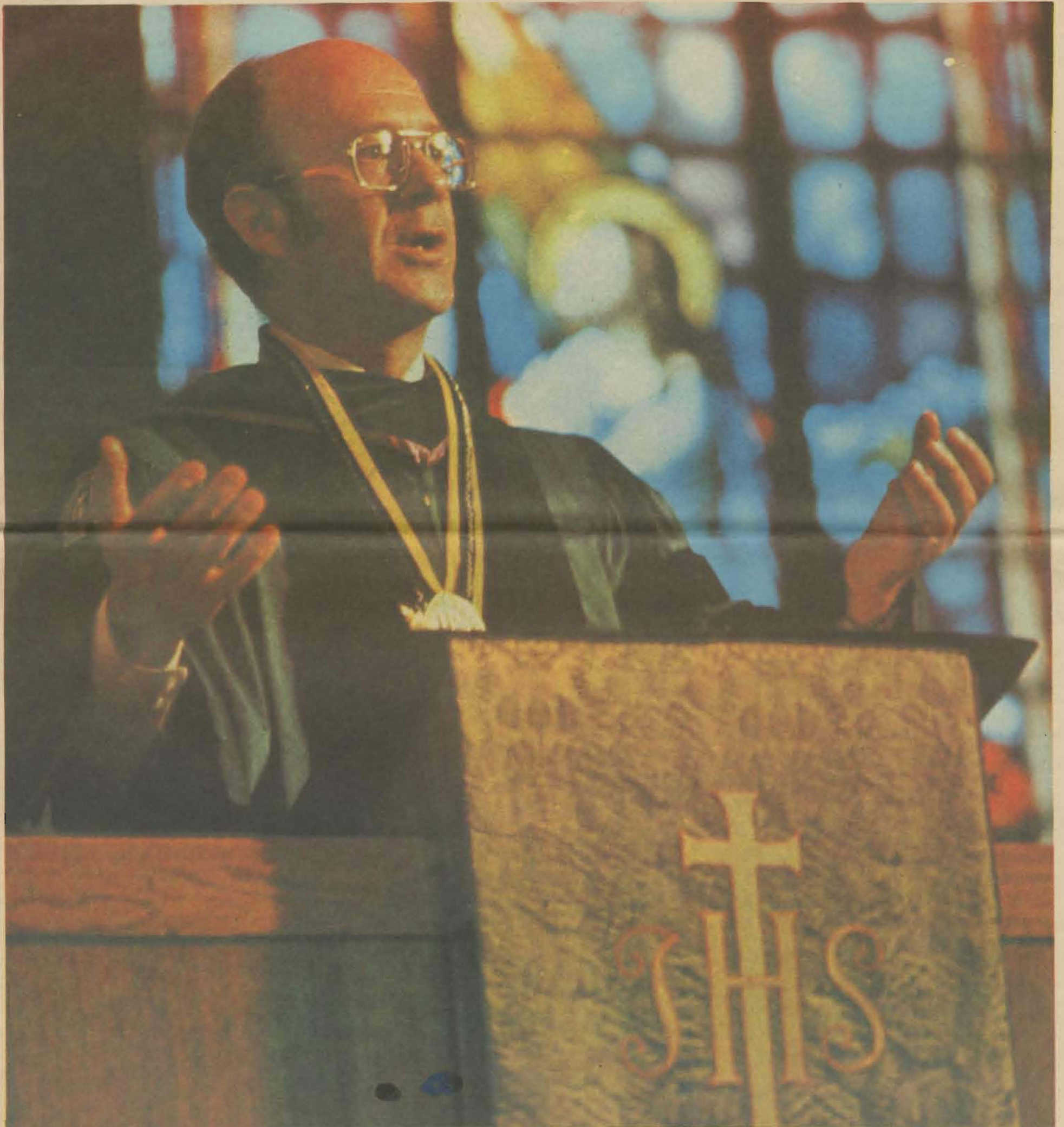


Scene



PLU President William Rieke to speak at Tacoma's Bethlehem Lutheran Church Oct. 21.



Special PLU Campaign Supplement VI
'Sharing in Strength' Sunday Edition



Sharing In Strength

PLU's Commitment To Provide Proper Facilities To Support A Quality Program Focus Of Capitol Campaign

"My biology course is terrific, but it's taught in World War II barracks."

"I've been scheduling bathrooms and broom closets for practice sessions. It's terrific here, though. The music teachers are an inspiration."

These recent student remarks summarize a paradox at Pacific Lutheran University: high quality academic programs have created demands and expectations that have become virtually impossible to meet with current facilities.

The university's commitment to provide proper facilities for its academic program is the most important reason for the development of the "Sharing in Strength" capital fund campaign.

Of the \$16.5 million being sought in this campaign, \$11.5 million is earmarked for new facilities and their maintenance. The most critical needs in the sciences and fine arts will be met with the construction of a \$5 million science building and a \$3 million performing arts center. Completion of these facilities, together with \$1.5 million for upgrading of present facilities, will have a "domino" effect across the campus which will relieve problems in many academic areas.

An additional \$5 million is intended to expand student aid endowment and undergird the university's fiscal stability.

The five-year appeal will ultimately reach all of the university's constituents, including alumni, parents, businesses, corporations, foundations and friends. First and foremost, however, PLU is appealing to its owners, the members of



Office of the President
PACIFIC LUTHERAN UNIVERSITY
Tacoma, Washington
98447 / (206) 531-6900

Dear Friend,
PACIFIC LUTHERAN UNIVERSITY is now involved in an historic event known as SHARING IN STRENGTH.

Through SHARING IN STRENGTH, Pacific Lutheran University will seek \$16.5 million from its friends. We are confident that those whose vision, assistance and generosity made PLU a university of the highest quality are followed now by persons just as strongly committed to continuing its excellence. We believe that the continuing strength and importance to service, which are the hallmarks of PLU, have great affirm and assure both that we have come to you.

The success of SHARING IN STRENGTH depends on your enlightened generosity. Your response will demonstrate that enough people believe in the importance of Christian service and caring in American life. Please join us, and let us unite our efforts, to SHARE IN STRENGTH the work and vision of this university.

Sincerely,

William O. Rieke, M.D.
William O. Rieke, M.D.
President

Clarence Solberg
Dr. Clarence Solberg
Honorary American Lutheran Church Chairman

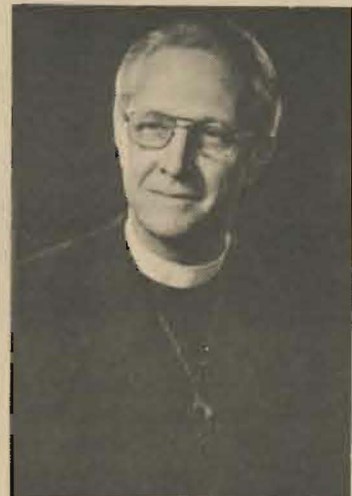
"Quality education in a Christian context"



Dr. William O. Rieke

the North Pacific District of the American Lutheran Church.

The goal of this first phase of the campaign is \$3 million. To achieve that goal, a small army of volunteers from the 307 congregations that comprise PLU's corporate ownership have been working faithfully throughout the spring and summer to bring the PLU message in as personal a way as possible to each and every one of



Dr. Clarence Solberg

the 90,000-plus members of these congregations.

They have been supported by a massive communications effort intended to explain PLU, what it stands for, its record of service and accomplishment, and its needs today and into the 21st Century.

A highlight of the long campaign is the upcoming "Sharing in Strength" Sunday, Sept. 30. This special day is intended to focus attention on the campaign and generate personal and congregational enthusiasm and commitment on behalf of PLU and its students.

The Performing Arts At PLU

28 years ago -

Pacific Lutheran University built Eastvold Chapel to serve as the principal auditorium and to house the Departments of Music and Theatre/Speech. Student population was 1,320; there were seven faculty - four in music and three in theatre-speech.

Today -

Twenty-one full-time faculty teach music and theatre to a student population of 3,300 with virtually no increase in facilities. Music and theatre instruction has spilled over into 11 other buildings on campus. The broadcasting division occupies a limited area in the administration building.

Nevertheless -

* The Choir of the West, the symphony orchestra, the chorale, the band and the theatre program are recognized for excellence throughout the northwest and beyond. The Choir has been acclaimed from Norway to Mexico; it earned an enthusiastic review from the *New York Times* after it performed in Lincoln Center earlier this year. "None better" was the description by Academy Award-winning Miklos Rosza when he chose the choir to record several of his compositions last year.

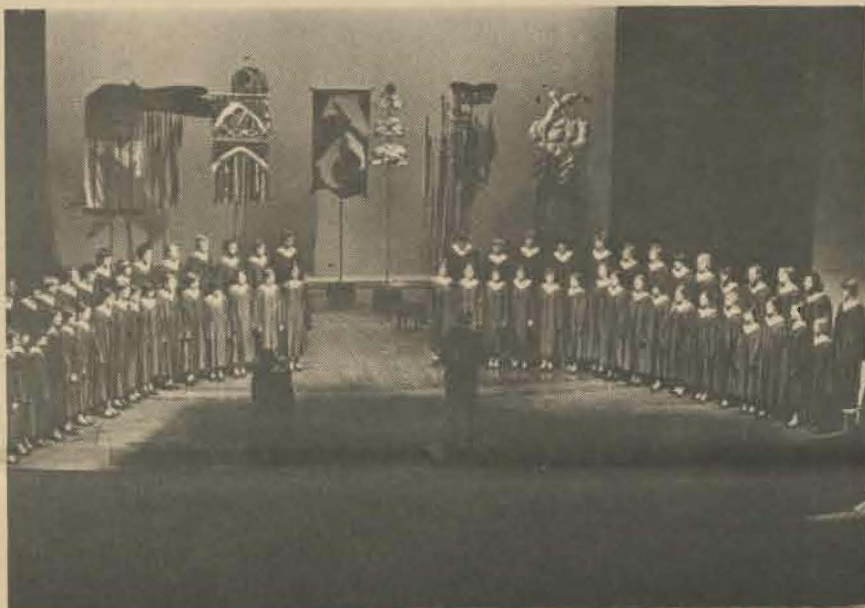
* Noted for strength in composition, the music department has hosted such renowned composers as Poland's Krystof Penderecki and Pulitzer Prize winner Karel Husa. Penderecki selected PLU student Cindy McTee to study with him for a year. She is now teaching and studying at Yale.

* Student Steven Fullenwider studied with Aaron Copland and Samuel Barber and is now composing a song cycle commissioned by Pulitzer Prize winner George Rochberg.

* Graduates are performing in operas from Seattle to Austria. Juli Holland won the 1976 Metropolitan Opera regional auditions.

* Other grads are performing in regional professional and amateur theatres from Tacoma to New York City.

* The music department has been accepted as a member of the prestigious National Association of Schools of Music, in spite of the fact that facilities presently rank in the low 20 percent among comparable schools.



The Sciences At PLU

30 years ago -

Pacific Lutheran University built the present science building for a student population of 1,027 and four faculty - one each in biology, chemistry, mathematics and physics.

It was essentially that program that provided the sound educational foundation for such persons as:

* Dr. William Rieke (1953 graduate), president of PLU since 1975 who previously earned high distinction in fields of medical research, teaching and administration.

* Dr. William Foege (1956), head of the National Center for Disease Control in Atlanta, Ga. He spearheaded the international program which eliminated smallpox from the world and which has subsequently been nominated for the Nobel Prize.

* Dr. Jens Knudsen, professor of biology at PLU, nationally recognized as a researcher, author and teacher in his field; and

* Dr. David Wake, one of the county's leading authorities in the field of vertebrate biology. He

heads the Museum of Vertebrate Biology at the University of California-Berkeley.

20 years ago -

An addition to Ramstad science hall increased floor space by 60 percent for a student body that already had increased by 50 percent. There were 18 faculty members.

Today -

The numbers of both students and faculty have almost doubled since 1959. Classes are taught in buildings across campus, including both gymnasiums, library basement, barracks-style buildings and the administration building. Quonset huts store chemicals far from laboratories.

Nevertheless -

* The rate of PLU student acceptances into medical and dental schools is double the national average;

* PLU graduates score well on the American Chemical Society's standardized exam. Recent data shows over 30 percent scored in

the 90th percentile; all students averaged in the 78th percentile;

* PLU students were National Science Foundation Fellowship winners in 1976, 1977 and 1978. There were only 450 such winners in the country;

* Students in engineering can transfer to Stanford or Columbia for advanced work. PLU is one of 10 universities with the Stanford program; one of 65 with Columbia; and

* The combined engineering-physics program is an innovative and practical "marriage" of disciplines still uncommon across the nation.

Dr. John Herzog, natural sciences division chairman, said recently, "If the Division has been able to do as well as we have with very limited resources, we are confident the future will be much more productive - if facilities requirements can be met.

"If the requirements for this favorable future are not obtained, there is no doubt that the Division will suffer a severe decline over the years ahead."

The Church and PLU

An ongoing relationship with the church pervades nearly every facet of life at Pacific Lutheran University.

Most people with direct involvement with the university realize and appreciate the fact that more than half of the nearly 2,700 full-time students on campus are Lutheran, and approximately 1,000 of those students are from northwest ALC congregations.

"Few private universities have the advantage of such a rich pool of outstanding students upon which to base their recruitment program," says Jim Van Beek, dean of admissions. He also points to the fact that these students already understand the philosophies and policies of a church-related institution of higher education.

This fact, coupled with the financial support of the church, both as an institution and as loyal individual members, comprises what PLU's president, Dr. William O. Rieke, describes as PLU's "people endowment."

PLU also serves the church in countless ways. The influence of the university, directly through its campus outreach and indirectly through individuals — alumni, faculty and administrators — is felt throughout the Lutheran Church but even more specifically in the ALC North Pacific and Rocky Mountain Districts.

For example, PLU graduates hold leadership positions in the ALC. Rev. Thomas Housholder '63 served until recently on the staff of the Division of Life in Mission.

Rev. Richard Foege '59 is assistant director for the Momentum in Mission program. PLU Dean of Graduate Studies Dr. Richard Moe is chairman of the Augsburg Publishing House board.

PLU alumni are serving as missionaries in every major geographical area on the globe.

The number of PLU alumni currently serving as pastors numbers 415. More than half of them are serving congregations in the northwest. In other words, approximately two-thirds of the pastors serving northwest congregations are PLU alumni, including two assistants to the district bishop, Rev. Dick Nieman '57 and Rev. Cliff Lunde '51.

These examples, the "tip of the service iceberg," underscore the commitment of PLU over the years to provide the leaders needed by the church, both regionally and nationally.

Equally significant is the institutional response of PLU to its church constituents. Dr. Rieke and literally dozens of PLU administrators, faculty and students are involved in preaching, leading Bible studies and presenting special worship or educational programs.

Last year PLU initiated a church

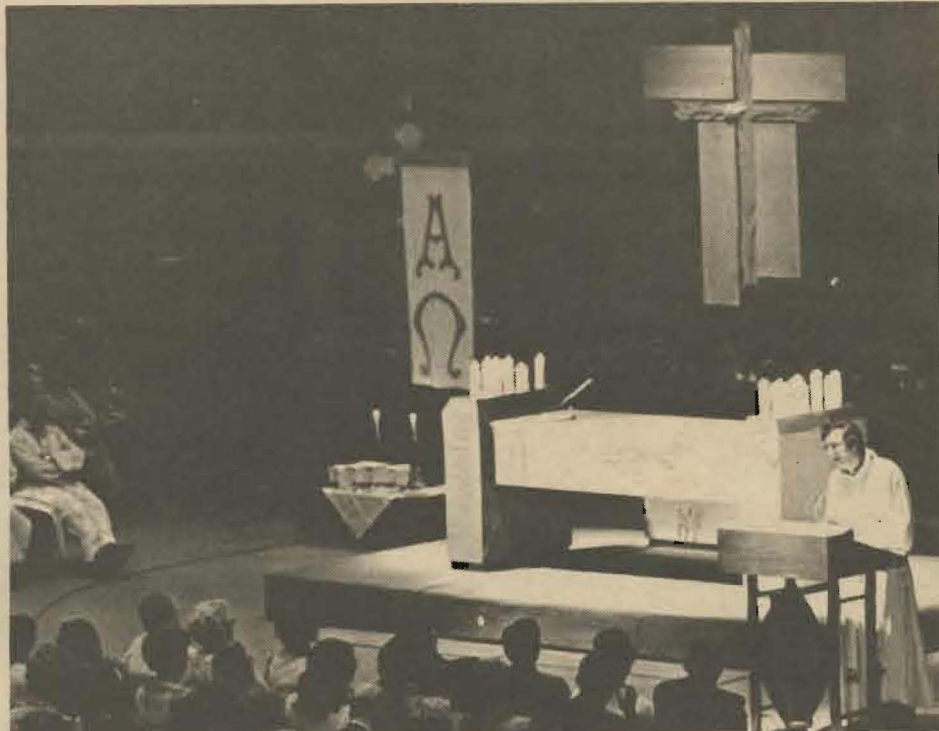
representative program that involves all 307 northwest ALC congregations. A person has been selected in each congregation to enable the church and the university to communicate more frequently and directly with one another.

For years PLU has maintained continual administrative contact with the congregations through its church relations representatives. They spearhead campus efforts which include PLU representation at most church conferences and conventions from the Rocky Mountains west and from Anchorage to San Diego.

Various faculty members, particularly from the Department of Religion and Division of Social Sciences, present Bible studies and continuing education programs. Other well-known campus speakers include head football coach Frosty Westering, math professor Dr. John Herzog and chemistry professor Dr. William Giddings.

In addition, there are frequent appearances in churches by PLU performing groups.

University-church activities also take place regularly on campus. For years, PLU has hosted the



ALC-North Pacific District annual convention and a League Day for youth. A Lutheran Conference for Worship and Music was held at PLU in August. The Religion Department will offer a new church staff training program beginning this fall. The Religious Life office sponsors an annual Faith and Life forum for area pastors which has featured such keynote speakers as theologians Dr. Helmut Thielicke,

Dr. George Forell, Dr. Martin Marty and long-time radio preacher Rev. Edward Steimle.

Finally, PLU provides the site and offers active support of the Lutheran Institute for Theological Education (LITE), an intersynodical and independently-funded agency which offers an ongoing program of continuing education for pastors and laymen in the northwest.

How can I help?

You can provide a valuable contribution by volunteering to help your congregational campaign committee with personal visits during the campaign months — September and October.

Why personal requests?

A personal request by a fellow parishioner is the best way to communicate conviction and enthusiasm and is much more likely to generate support. Such efforts will make it possible for each and every member to have the opportunity to affirm their support for PLU.

Why a pledge?

A pledge fulfilled over a period of time makes a greater contribution possible. Commitments are also renewed and strengthened every time a regular contribution is made.

How can I give?

Suggested Gift Plans

Initial Cont.	Monthly	Quarterly	Semi Annually	Yearly	3 Year Total
\$450.00	\$112.50	\$337.50	\$675.00	\$1350.00	\$4500.00
350.00	87.50	262.00	525.00	1050.00	3500.00
250.00	62.50	187.50	375.00	750.00	2500.00
150.00	37.50	112.50	225.00	450.00	1500.00
100.00	25.00	75.00	150.00	300.00	1000.00
75.00	18.75	56.25	112.50	225.00	750.00
50.00	12.50	37.50	75.00	150.00	500.00
36.00	9.00	27.00	54.00	108.00	360.00
20.00	5.00	15.00	30.00	60.00	200.00