

Pacific Lutheran College Bulletin

Published quarterly by Pacific Lutheran College at Tacoma and Parkland, Washington.
Entered as second-class matter April 26, 1927, at the postoffice at Tacoma, Washington, under the Act of
August 24, 1912.

Vol. VIII

AUGUST 1928

No. 2

PACIFIC LUTHERAN COLLEGE DEVELOPMENT PROGRAM

A PERSONAL MESSAGE FROM THE NEW PRESIDENT

TO FRIENDS AND SUPPORTERS OF PACIFIC LUTHERAN COLLEGE:

Please consider this number of the BULLETIN a personal letter to you from the undersigned. As friends and supporters of Pacific Lutheran College, you are entitled to the information herein presented concerning policies and plans in regard to Pacific Lutheran College. The development program herein outlined has been approved by the Board of Trustees of the College and constitutes the basis of appeal for your support.

The Problem

Pacific Lutheran College, by its endowment appeal in the summer of 1927, asked the people for a vote of confidence and an expression of faith in its mission for the future. The answer of the people could not be misunderstood: Pacific Lutheran College must be maintained and developed in harmony with the Christian ideals of its founders and in fulfillment of the mission which it has as the only school of its kind on the Pacific Coast. How to do this constitutes our problem.

A Word of Appreciation

Vision, faith, and courage of a high order were required to establish Pacific Lutheran College. Self-sacrificing service and loyalty to an ideal of Christian education have made it possible to carry on to the present day. The pledging of an endowment fund of \$290,000 was a magnificent effort to safeguard for the future the educational legacy of the fathers and to inaugurate a forward-looking development program for Pacific Lutheran College. Christian people will unite in giving thanks to Almighty God for His mercies and will invoke His blessing and guidance as they face the future with courage and hope.

General Policy

It has become evident that a Christian school like Pacific Lutheran College can succeed and survive as such only under the following conditions:

1. The school must be kept in close touch with the people.
2. The owners (the people) must be kept informed as to exact conditions, problems, needs, progress, plans, hopes, and ideals.
3. Frequent, regular, purely voluntary gifts must be sought from all the friends and supporters of the school, in recognition of the truth of the Norwegian proverb, "Mange bække smaa gjor en stor aa."
4. The friends and supporters must be bound together through co-operation.

In harmony with the above considerations, a general policy has been outlined, embodying the following points:

1. Conservative Lutheranism with a forward-looking program; in other words, combine what the Church needs with what the people want. The board of trustees has accordingly resolved that Pacific Lutheran College shall be conducted in harmony with the University of Washington and also in harmony with the colleges and seminary of our Church.

2. Economical and audited management, but not retrenchment. Arrangements have accordingly been made for an audit of the books of the College about September 1, 1928, by Mr. Rudolph H. Anderson of Minneapolis, who has audited the books of Luther College and St. Olaf College and other institutions of the Norwegian Lutheran Church of America.

3. Concentrated effort toward immediate solution of the problem of financial support. Endowment pledges extend over a period of five years from 1927, and the fund is not yet in operation. Some income from this source will be available for the coming year, also an appropriation of \$5,000 from the Church, in addition to student fees. To avoid further operating deficits, Pacific Lutheran College must make effective the reputed slogan of Simon Benson, the lumber king of Columbia River: "Increase your income."

4. Organization of friends and supporters into a Pacific Lutheran College Development Association. For this purpose, Professor Victor A. Elvestrom, formerly of Luther College, has been engaged as field agent. The undersigned, assisted by others, will also devote most of his time and energy to this enterprise during the first semester of this school year.

Development Program

The present educational program of Pacific Lutheran College comprises four years of high-school work, two years of junior college work, a two-year state-accredited collegiate normal course, a two-year course in business administration on the collegiate level, a special beginners' English course (October 22, 1928-March 8, 1929), and special opportunities in music and art. The successful administration of this program requires an annual budget of \$35,000. There is a demand that the College expand into a four-year college of liberal arts. This question will be given careful study before any decision is taken.

The College is at present undertaking the following forward steps, and in so doing enjoying the cordial and helpful co-operation of the State Board of Education and the accreditation authorities at the University of Washington:

1. The construction of a new chemistry laboratory. This is in response to junior

college demands. The west end of the basement in the gymnasium is being developed into an up-to-date laboratory for twenty students, two store-rooms for chemical supplies and apparatus, and a lecture room for forty. This is being done without disturbing the swimming pool and the space allotted for lockers and showers. Professors Ramstad and Elvestrom are in charge.

2. The improvement and expansion of the library. New supplies, including a librarian's desk and a cataloguing system, are being installed, additional room provided, full-time supervision arranged for, and many reference books and other works added to the library. Professors Xavier and Stuen are in charge of this work.

3. Additions to the faculty. Professor N. J. Hong, president of Pacific Lutheran Academy from 1897 to 1918, later head of the English department at Lincoln High School, Tacoma, will be principal of the high-school department and teacher of English at Pacific Lutheran College. His return adds strength to the College in wide circles. Professor Victor A. Elvestrom, for the past five years teacher at Luther College, Decorah, Iowa, will be field man and emergency instructor in mathematics and science. Miss Clara M. Myhre, B. A. from the University of Washington, will be secretary to the administration and will assist in teaching in the high-school department. During the summer Professors Xavier, Ramstad, and Freed have been pursuing advanced studies at the University of Washington, the last-named receiving the M. A. degree in economics. All the regular teachers of last year will return for the coming year.

4. The administrative reorganization of the school. The board of trustees has resolved to establish two divisions in the work of the school, making the junior college and the normal school one department, and the academy or high-school department the other. Professor Philip E. Hauge has been made dean of the junior college and the normal department, and Professor N. J. Hong principal of the high-school department. Mr. Ludvig Larson has been appointed business manager of the school. This administrative reorganization will make it possible for the president to devote his energy to the problems of further development; it will also raise the educational standards and increase the efficiency of the school.

5. The development of a field organization. This is the most important forward step of all, because this organization is depended upon to solve the financial problem of the school. Pacific Lutheran College can be made just as good a school and just as large a school as its friends and supporters want it to be, provided always that these friends and supporters can be mobilized and kept organized for harmonious, loyal, and intelligent action. It should be possible to find 10,000 such supporters, who would gladly contribute one dollar or more per year toward the maintenance and development of Pacific Lutheran College.

An "I Will Help" Organization

Pacific Lutheran College is owned and operated by the Pacific Lutheran College Association, which is composed of the members of the Pacific District of the Norwegian Lutheran Church of America; but inasmuch as this College is the only one of its particular kind in a wide territory, Pacific Lutheran College is glad to serve all comers, in particular all Lutherans. Among this large constituency there are thousands who would be glad to help in carrying through to success a creditable, forward-looking pro-

gram of Christian education in the belief that such work is of the greatest value to the individual, to the Church, and to the state. Pacific Lutheran College shares the Lutheran emphasis upon Christian nurture and education and is anxious to have its full share in the development of the Pacific Coast.

This is the plan for making this possible:

1. Mr. Elvestrom, field man, will co-operate with the pastors and interested leaders in organizing the territory and arranging rallies.
2. The president of the College will present the cause and outline the plans in detail at the rallies.
3. All the owners and as many other friends as possible will be invited to sign a membership card in the Pacific Lutheran College Development Association. Members will give voluntarily at least one dollar at least once a year to Pacific Lutheran College.
4. Members will receive the PACIFIC LUTHERAN COLLEGE BULLETIN at least four times a year. This will present concrete details in regard to progress, improvements, plans, hopes, and dreams at the College.
5. The organization will be kept alive through the constant services of a field representative and a central secretary.
6. Regular publicity will be carried in the BULLETIN, in "Budbæreren" (75c a year), and in "The Mooring Mast" (the school paper).

Will the Plan Work?

The experience of other institutions suggests that the plan will work. Lincoln Memorial University, now a wonderful institution, was developed through a similar plan. Piney Woods School in Mississippi has made remarkable progress through a similar effort. Local congregations in great number have survived through similar efforts. Valparaiso University, now owned by a Lutheran corporation, is carrying out a very extensive building and development program by a similar plan of mobilizing the young people among its constituency.

The board of trustees believes the plan will work. No one to whom the plan has been presented in detail has expressed skepticism; all have given it their sanction.

It took the president of one of our colleges "back East" less than a minute to grasp the plan and say, "Good! Put me down for ten dollars."

A young drug clerk said over an ice cream soda, "Sure, count me in." A 77-year-old lady without independent income promised Sunday eggs, if necessary. After a fifteen-minute presentation at the Pacific Lutheran Chautauqua one lady tendered a check of twenty-five dollars; another said, "You can surely have my dollar, and as much more as we can spare"; another said, "My dollar is yours"; three men said, "What can we do to help in our territory? How soon can we start?"

Therefore we believe that the Lord will bless our efforts and that the plan will work. May we count on you?

O. A. TINGELSTAD.