

Scene



PLU spring scenes



Special PLU Campaign Supplement III
For NPD Congregations



PLU Today — A Synopsis

Vision, vigor, and vitality

Intellectual and moral vigor characterize PLU as it steps forward into the 1980's, its 10th decade. All across the campus one finds scores of new programs and options designed to better prepare students for lives and careers spanning well into the 21st century.

There is proof of vision, vitality and quality in every academic unit with programs focusing on both people needs and professional needs.

*The **School of Business Administration** has both its BBA and MBA programs accredited by the prestigious American Assembly of Collegiate Schools of Business. It is one of the smallest schools in the nation to be so honored.

The School emphasizes the entire spectrum of business concerns rather than the more common concentration on personnel and accounting. Special projects give students extensive practical experience in the field and close ties with the regional business community offer students frequent contact with professionals.

*The strong reputation of the **PLU School of Education** goes back nearly a half century, to the days when PLC was a teachers' college. Although the teacher market is currently depressed, there are still many opportunities each year for talented, mobile, well-trained educators.

Special minors in Education (early childhood, reading, learning disabilities etc.) give students an additional edge and assist in keeping the PLU rate of teacher placement high.

*Academy Award-winning composer Miklos Rosza last year called the internationally-known **PLU Choir of the West** "one of the best in the world" and selected the choir to record an album of his works. The choir is the best known, but by no means the only acclaimed organization within the **School of Fine Arts**.

The **Art Department** features a faculty of regionally and nationally-known professional artists and the best facilities in relation to number of students of any school in the northwest.

Communication Arts (drama, forensics, radio-TV, journalism) graduates are highly visible throughout the entire West Coast. And PLU has served, in a year, more music majors than any other northwest college or university or Lutheran school nationwide.

In addition to professional training, there is strong emphasis in all areas on extra-curricular participation by all students in various performing groups and campus radio and TV.

*The **School of Nursing** features a new, personalized curriculum

that emphasizes one-on-one teacher-student relationships, step-by-step subject mastery and "competition with one's best self." There is a growing number of career options in the nursing field today, particularly in the area of disease prevention, and the new curriculum is geared to prepare students to be ready to consider these options.

*The focus in the **School of Physical Education** is participation of the whole student body, not just top athletes. Over 3,700 students enrolled in 30 lifetime sports last year: intramurals attracted 2,000; and intercollegiate athletics involved over 400 men and women.

The women's program is one of the best among small colleges; the men have taken the Northwest Conference all-sports trophy for six straight years. The academic program includes emphasis on modern sciences such as exercise physiology, kinesiology and biomechanics.

*Recent emphasis across campus on interdisciplinary studies (tying many facets of knowledge together into a coherent whole) received much of its initial impetus from the **Division of Humanities**. The Integrated Studies Program offers both an alternative to the traditional core courses or an opportunity for students to sample this uncommon learning experience at any stage during their campus career.

New majors in Norwegian and Scandinavian Studies and numerous off-campus and international learning experiences reflect a continuing dynamism in a grouping of disciplines that traditionally offer the basic essence of the liberal arts experience.

*Health sciences, computer sciences and engineering continue to be among the most glamorous of the careers of the future, and the **Division of Natural Sciences** offers highly successful, innovative programs in all three areas along with its traditional disciplinary programs.

PLU annually places more than twice the percentage of medical and dental school applicants as the national average. The flexible computer science program, which can be taken on its own or with ties to business or mathematics or with advanced study at Washing-



ton State University, also offers the advantage of a sound liberal arts background.

The highly unusual engineering-physics major, which provides a blend of the practical and theoretical, also offers the option of advanced study at Columbia or Stanford Universities under 3-2 cooperative agreements.

The Division of Social Sciences is literally bursting with new programs in recognition of the fact that academic pursuits and societal concerns can and should be closely related. There are study opportunities, in some cases academic specializations, in areas such as criminal justice, law enforcement, adult probation and parole, the family, women's studies, minority

or ethnic studies and foreign area studies, along with the broad gamut of courses in history, political science, economics, psychology, sociology anthropology and social welfare.

There is a brand-new Legal Studies Program, uncommon across the nation, which gives extensive background for the many career fields that require knowledge of law short of attorney status. And a wide-ranging experiential education program gives students practical field experience in many areas.

*The PLU 4-1-4 calendar, now in its 11th year, is a proven innovation. It features a one-month January Interim between 14-week semesters, during which students select one course for concentrated study. The classes are exciting and innovative, featuring activities and topics often quite different from traditional course offerings. They may include travel, nationally or internationally, or intensive examination of current topics or issues. Independent study projects are also encouraged.

- A. School of Business Administration*
- B. School of Education*
- C. School of Fine Arts*
- D. School of Nursing*
- E. School of Physical Education*
- F. Division of Humanities*
- G. Division of Natural Sciences*
- H. Division of Social Sciences*

Views:

Volunteer Leaders Analyze Campaign Goals

Awareness — potential — excitement — support — a special kind of education.

The impressions were offered by four men who perhaps personify the many volunteers — pastors, laymen and alumni — who are playing major roles in the Pacific Lutheran University "Sharing in Strength" capital fund campaign.

The campaign, announced publicly in February, is intended to raise \$16.5 million over the next five years for new science and fine arts facilities and strengthened endowment and scholarship programs at PLU.

The four men are Alvin Fink of Odessa, Melvin Pihl of Canby, Ore., Dr. Richard Klein of Tacoma and Robert Nieman of Mercer Island. They are serving as regional chairmen in the major gifts phase of the campaign.

Although the purpose of the campaign is to raise significant amounts of money, all four men tend to consider the actual dollars as just one aspect of a broader, more subjective picture.

Dr. Klein, who lives only a few miles from PLU, foresees a greater awareness of PLU among its constituency in the Northwest as well as in the Tacoma-Pierce County community.

"It's an opportunity to plant seeds," he said. "The PLU story will be getting out. Lay persons will be telling other lay persons about it. The campaign gives us a reason to tell so many more people about PLU."

All of the leaders felt that broad-based involvement was an important key. Nieman, particularly, expressed the concern that for too long PLU has attempted, and the constituency has probably expected, the university to do most of the work for itself.

The campaign offers a significant reason to reach out and inspire, motivate and mobilize the thousands of church people and alumni who have been supportive but not necessarily involved in the past, they believe.

Fink reflected the thoughts of PLU's out-state constituency. "Expenditure of dollars causes people to seriously assess, to take a close look," he said. "It creates greater awareness and a greater sense of responsibility. It's making things exciting."

All of the leaders stressed awareness. Nieman asserted, "Members of ALC churches have to become more aware of the university that they own."

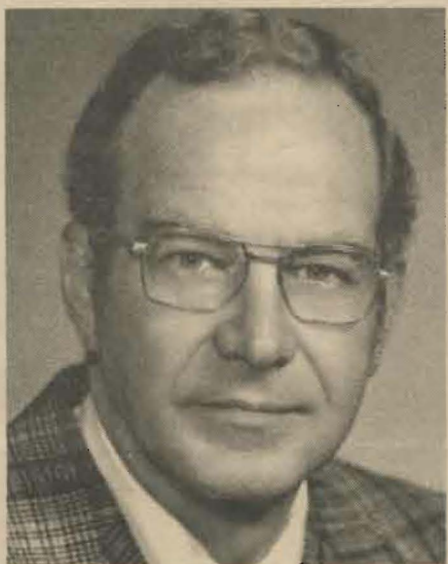
Klein added, "The church as a whole has had little awareness of PLU in the past." He also indicated that the campaign would inspire a greater awareness of PLU's role in its immediate community.



Robert Nieman



Dr. Richard Klein



Melvin Pihl



Alvin Fink

The "special kind of education" that PLU represents was a key for Pihl, although his family's educational history has been more closely tied with Oregon State University. He is extremely active in the church, in the Scandinavian community and in youth projects, all interests which help him identify closely with PLU.

He is particularly interested in the various Scandinavian heritage projects in which PLU is involved, and feels a strong sense of responsibility to the school "because it is owned by the North Pacific District."

The leaders all voiced their personal support of PLU President Dr. William Rieke and the direction he has established for PLU. They seemed to echo, in various ways, the remark made by Pihl: "I wouldn't say 'no' to anything Rieke would ask."

Pihl's previous association with PLU has been that of an active Lutheran churchman. Nieman, a 1950 PLU graduate, has had "a brother, sister, cousin, nephew, niece, son or daughter" at PLU continuously since 1946. Fink, a 1953 alumnus, is a new member of the PLU Board of Regents. Dr. Klein has served on the board for the past six years.

Congregations Organize For PLU Capital Campaign

Development of PLU capital campaign organizational frameworks within individual district congregations has been the target of campaign workers during April and May.

Goal of the conference chairpersons and their task forces is to bring the PLU campaign message to every congregational member. Toward that end, the campaign teams are each visiting three to five church councils. There are 280 congregations within the district.

The PLU "Sharing in Strength" capital fund campaign, announced in February, is intended to raise \$16.5 million during the next five years to provide for new science and fine arts facilities on campus and to strengthen the university's scholarship and endowment funds.

Objectives of the campaign teams' visitations are to (1) receive a favorable response to an every family visitation program, (2) to

Weyerhaeuser Gift Boost To Campaign

A \$40,000 gift from the Weyerhaeuser Company Foundation to Pacific Lutheran University in March put the PLU "Sharing in Strength" developmental fund campaign above the half million dollar mark.

The gift is intended to be used to assist in the improvement of the undergraduate science instruction program at PLU, Dr. Mary Hall, vice-president and general manager of the foundation, indicated. "We are also hopeful that this grant will serve as a stimulus to the successful completion of PLU's major development campaign," she said.

The first public phase of the five-year \$16.5 million campaign began in February. Its purpose is to significantly improve the university's scholarship and endowment programs and to provide new facilities and instructional capabilities, particularly in the natural sciences and fine arts.

Responding to the Weyerhaeuser gift, PLU President Dr. William O. Rieke said, "The support of the Weyerhaeuser Company Foundation is not only of direct financial assistance, but it will be a valuable asset in presenting the case of Pacific Lutheran University to others."

help councils determine a campaign dollar goal for their congregations, and (3) to assist the congregations in forming executive committees which will coordinate the campaign within the congregations.

Never in the history of the North Pacific District has every member had the opportunity to affirm support of PLU, according to University President Dr. William O. Rieke.

Reaching the 47,000 households in the district will make possible the raising of a minimum of \$3 million toward the \$16.5 million "Sharing in Strength" campaign goal, he indicated.

It will also create other benefits, according to Dr. Rieke. "There will be increased awareness and interest in PLU; the university-church relationship will be strengthened; and more of the sons and daughters of the church will become aware of the educational opportunities at PLU," he said.

The campaign will also have a positive long-range effect in terms of on-going university support, Rieke pointed out.

During the past three years Dr. Rieke has devoted a major portion of his time to personal visits and communication within the congregations of the North Pacific District.

Members of the NPD are the corporate owners of PLU.