

DOING MORE WITH LESS

PRESENTED BY

PACIFIC LUTHERAN UNIVERSITY AND
HEMLOCK PRINTING



ABOUT PACIFIC LUTHERAN UNIVERSITY

3,100 students

600 staff

Liberal arts

Lutheran

Division III

TOP MAJORS

Nursing, Business, Kinesiology and Education



UNIVERSITY MARKETING

20 employees

WHAT WE DO

Front facing web pages, news, publicity, video, photography, design, alumni magazine, social media, animations, event promotion, mail, copy center, vended services , environmental branding and **other duties as assigned.**

DIVISION OF UNIVERSITY RELATIONS

60+ employees



TO SURPRISE AND
DELIGHT OUR CLIENTS

EVERYONE

STAND UP

PLU MISSION STATEMENT

PLU seeks to educate students for lives of thoughtful inquiry, service, leadership and care – for other people, for their communities, and for the earth.

MARCOM PRIORITIES

- 1) Recruit Students**
- 2) Raise Money**
- 3) Move Mission**
- 4) Engage Community**

FAIL FAST

A CHRISTMAS STORY



GLORIA

A PLU CHRISTMAS CONCERT

**THE GREATEST DESIGN
IDEA IN THE WORLD!**

**WHICH THE CLIENT DID NOT
LIKE!@#!**

HOW
DO YOU SELL
AN IDEA?

GLO



OOOOOO

OOOOOO

OOOOOO

RIA

WE HAD TO
PIVOT

YOUTUBE





A PACIFIC LUTHERAN UNIVERSITY CHRISTMAS CELEBRATION

LAGERQUIST CONCERT HALL- SAT. 2, FRI. 8, AND SAT. 9 AT 8 P.M., SUN. 3, 3 P.M. **BENAROYA HALL**- MON., DEC. 4, AT 7:30 P.M.

GLORIA

Join us in one of the most beloved holiday traditions in the Northwest, as the PLU Choir of the West, University Chorale, and University Symphony Orchestra present our annual Christmas concert, "Gloria!" Works by Gustav Holst, Ralph Vaughan Williams, and Randol Bass will be mixed with traditional carols and seasonal favorites as we celebrate the glory, hope, and peace of the Christmas season.

TICKETS ON SALE
NOV. 1, 2017

plu.edu/christmas
253-535-7787



PACIFIC LUTHERAN UNIVERSITY

GLORIA

A CHRISTMAS CELEBRATION

**PACIFIC LUTHERAN UNIVERSITY
LAGERQUIST CONCERT HALL**

Dec. 2, 8 and 9 at 8 p.m.
Dec. 3 at 3 p.m.

BENAROYA HALL
Dec. 4 at 7:30 p.m.



Join us for one of the most beloved holiday traditions in the Northwest, as the PLU's The Choir of the West, University Chorale, and University Symphony Orchestra present our annual Christmas concert, *Gloria*. Works by Gustav Holst, Sergei Rachmaninoff, and Randol Bass will be mixed with traditional carols and seasonal favorites as we celebrate the glory, hope, and peace of the Christmas season.

TICKETS ON SALE NOV. 1, 2017

Tickets available online only at
plu.edu/christmas

For information: **253-535-7787**

PLU PACIFIC
LUTHERAN
UNIVERSITY

USE CAMPUS
RESOURCES

CHRIS STEVENS LECTURE POSTER



CONFLICT IS INEVITABLE VIOLENCE IS NOT

WEDNESDAY, MARCH 1, 2017 7 P.M.

FREE ADMISSION AT
WWW.PLU.EDU/CHRIS-STEVENS

PACIFIC LUTHERAN UNIVERSITY
KAREN HILLE PHILLIPS CENTER
FOR THE PERFORMING ARTS



Pacific Lutheran University
invites you to the Third Biennial
Ambassador Chris Stevens
Memorial Lecture. Featuring
Shamil Idriss, president and

CEO of Search for Common Ground and
former deputy director of the U.N.
Alliance of Civilizations.

To mark the official launch of the Peace
Corps Prep Program, please join the PLU
community for a pre-lecture panel at the
Scandinavian Cultural Center at 3:45 P.M.

This Lecture celebrates the life of an
extraordinary public servant and former Peace
Corps volunteer, Chris Stevens, who was killed
on Sept. 11, 2012, in Benghazi, Libya.



\$200 budget??

An artist working with no constraints struggles. It is the
constraint that produces the creativity.

-Bjarke Ingels

We wanted to build a wall where people could write down their thoughts.

We needed the wall to be large, safe and portable.

We wanted oversize graphics.

We wanted the images people were going to stick on the wall to be die-cut.

We needed staffing during the event to encourage people to participate.

We only had \$200.

THE WALL AND LARGE GRAPHICS

Abstract

PURPOSE: the overall goal of this study was to examine whether the incorporation of innovative technology (active video games and smartphone apps) into the elementary school day positively influences student physical activity experiences. Three hypotheses were developed: 1) physical activity participation will increase following the 4-week intervention, 2) a significant difference in technology use from pre to posttest will exist, and 3) student physical activity experiences will be positively affected. **METHODS:** participants included thirty 4th and 5th grade students at a K-5 STEM school in Seattle, WA. All participants completed pre and post-test surveys assessing physical activity participation, as well as follow-up interviews. Participants received instruction for each of the six Kinect games and smartphone apps at the start of the intervention, then given access to play before school, and at lunch, on a daily basis. Participants charted technology use over the 4-week intervention. Change in physical activity participation and technology use over 4 weeks were analyzed using paired *t*-tests with significance values set at $p < 0.05$. Additionally, thematic data analysis was used to examine student physical activity experiences. **RESULTS:** significant ($p < 0.05$) change in technology use following the intervention was found. Specifically, paired *t*-test revealed significant differences between pre (1.5 ± 1.4) and post-test ($3.0 \pm .97$) for Fitquest, pre (1.68 ± 1.54) and post-test (2.56 ± 1.50) for Kinect Just Dance, pre (1.44 ± 1.82) and post-test ($2.43 \pm .73$) for MotionMaze, and pre (1.56 ± 1.26) and post-test ($2.94 \pm .93$) for Jump Jump Froggy. Additionally, common themes for student experience emerged through thematic data analysis. Adherence factors included teacher encouragement and game characteristics, while performance outcomes such as increased fitness and health, and improved academic experience emerged. **CONCLUSION:** the incorporation of innovative technology into the school day can positively influence student physical activity experiences. Specifically, students perceive improvements both physically and academically, and acknowledge their teacher as highly influential in motivation to participate.

Because there is such a small group I have found new friends

Introduction

Physical activity rates have doubled; and tripled in children (Ogden & Carroll, 2006).

It inspired me to exercise more

Methods

- Participants included thirty (17 male, 13 female) 4th-5th grade students at a K-5 STEM school
- All participants completed pre- and post-test surveys as well as follow up interviews
- Participants were provided access to play and charted individual use of six Kinect games and smartphone apps over the 4-week duration. Games and apps included: Kinect Just Dance Kids, Kinect Rush, Kinect Zumba Kids, Fitquest, MotionMaze, and Jump Jump Froggy
- Quantitative statistical analysis was paired *t*-test, while qualitative analyses included thematic data analysis.

Results

Results from the current study supported hypothesis 2. Paired *t*-test revealed a significant ($p < 0.05$) change in technology use following the intervention for one Kinect game and three smartphone apps.

Figure 1. Pre-post Game and App Use



Results (cont'd)

Results also supported hypothesis 3. Common themes for student experience emerged through thematic data analysis and can be observed in the model below.

Figure 2. Reported Common Themes



I feel like my teacher's doing all the work to learn but also she has fun

Conclusion

Recommendations for classroom incorporation include: provide access several times throughout the school day, encourage participation and "build up" student confidence, create environments that foster cooperation and competition, choose technology that is interesting and entertaining for your student population.

Future Research

Incorporate access and encouragement of smart technology throughout multiple classrooms and interrelate to physical education curriculum objectives.

Acknowledgements

We would like to thank Julie Schmick for facilitating access and providing access to technology.



PACIFIC LUTHERAN UNIVERSITY

Differences Between the Track Start and the Grab Start in Collegiate Swimmers

Alex S. Darnell, Naomi R. Forsner

Pacific Lutheran University, Tacoma, WA

Abstract

Swimmers in the track start group were faster than those in the grab start group. The track start group was faster in the 50m, 100m, 200m, 400m, 800m, 1600m, 3200m, 6400m, 12800m, and 25600m races. The grab start group was faster in the 100m, 200m, 400m, 800m, 1600m, 3200m, 6400m, 12800m, and 25600m races. The track start group was faster in the 50m, 100m, 200m, 400m, 800m, 1600m, 3200m, 6400m, 12800m, and 25600m races. The grab start group was faster in the 100m, 200m, 400m, 800m, 1600m, 3200m, 6400m, 12800m, and 25600m races.

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The Effect of Lower Body Fatigue on Balance in Young Adults

Author and Charles R. Aquino

Laboratory

**BIG BUDGET
GRAPHIC NEXT!**





I COMMIT TO
BUILDING PEACE BY...



I COMMIT TO
BUILDING
PEACE BY...



I COMMIT TO
BUILDING PEACE BY...



**CONFLICT
IS INEVITABLE
VIOLENCE IS NOT**



**LOOK FOR
CONNECTIONS**



CRADLE TO THE GRAVE

PROSPECTIVE—CURRENT—ALUMNI

BY THOMAS KYLE-MILWARD



Staying connected with the university you graduated from isn't exactly new. But for Zac Thorpe '01, that alum connection has blossomed into a working partnership with PLU — and it's been a labor of love.

Today, Thorpe is a Vice President and Senior Sales Executive for SuperGraphics, an innovative Seattle-based company that specializes in retail and environmental print solutions with a diverse client base that ranges from small local businesses to Boeing and the Seattle Seahawks. Thanks to Thorpe, that client list also includes PLU.

"It's extremely rewarding to know that I can help out my alma mater," he said. "It's been a great partnership and relationship. The reason I loved PLU in the first place is that PLU is full of great people — and it's still that way today."

With Thorpe's help, SuperGraphics has contracted with the university on multiple projects across campus such as the transformation of the lobby of Olson Auditorium and Admission's Welcome Center, plus three iconic signs that will be installed soon. But his work with the university doesn't end there.

Thorpe, a business major who was on the PLU golf team all four years, has also taken on a mentoring role with current students by giving talks on campus and connecting with other student-athletes and upperclassmen in small group settings.

"When I was graduating from college, I didn't really have a direct focus on an industry I wanted to pursue or an exact job title or role I was looking for," Thorpe said. "And so I wasn't very concentrated in my job search."

12 SUPERGRAPHICS



GRAPHICS

Being uncertain about the next step after earning his degree has motivated Thorpe to help others figure out their post-college paths. He's sharing his career story with students in the hopes that they too realize that discovering your vocation isn't always a linear process — there are setbacks, false starts and plenty of learning opportunities along the way.

His hopes set on running a business, Thorpe's first job after graduating was with Enterprise Rent-A-Car as part of its management training program. Not his dream job by any means, it nevertheless paved the way for his eventual transition to SuperGraphics.

"I'm definitely not passionate about renting cars," Thorpe said. "But I was always passionate about human interaction, working hard and doing a great job at whatever I'm doing to the best of my ability. (Enterprise) exposed me to all different sides of running a business: the customer service, sales, marketing, operations, accounting and managing employees as well."

Those skills were invaluable when Thorpe began as a project manager at SuperGraphics, managing the workflow of new projects through the design and production phases and coordinating shipping and installation logistics.

Then he transitioned into a sales role, working directly with clients. Now he's in a VP role after SuperGraphics was sold to a group of employees by its parent company — and Thorpe has a stake in the business now after working there for 13 years. An indirect path, perhaps, but the achievement of the goal he set upon graduation to run a business.

Recently a group of design students from Impact, PLU's student-managed design and advertising campus group, traveled up to SuperGraphics for a tour. Thorpe led the group throughout the facility, explaining



CREATING PLU'S SIGNATURE VANS



If you've walked around campus recently, you've probably noticed the bright yellow-and-black vans with the Lute Knight emblazoned on the side. The colorful paint job was created by Colton Walter '19, a graphic design intern for PLU's department of Marketing and Communications.

After working through the summer and fall on countless paper models depicting different variations of his design, Walter got to see his brainchild come to life during a tour of SuperGraphics, the company contracted to apply the custom "wraps" to the vans.

"It was kind of surreal, because up until that point I had never seen it blown up like that," Walter said about the experience. "It was really amazing to see them blown up, full-scale, actually getting applied on the vans." Getting to talk with Zac Thorpe '01, who led the tour and gave Walter pointers during the design phase, and SuperGraphics' team of designers was encouraging for him as well.

"Interacting with the artists up there and seeing the work that they are able to do and the cool technology they were able to work with really gave me a lot of hope," Walter said. "There are designers out there who really loved their work and that are able to do new and interesting things. As an artist, that really excited me."

The feedback from his student peers has been good, and the eye-catching vans have certainly made a splash on campus.

"Everything was worth it," Walter said. "I think that they turned out amazingly and sort of seeing them come together really just gave me a good feeling about all the work that went into it. It's an interesting sense of pride, not just in my own work, but I think for our university too."

all the different elements and department collaborations that go into design and production, introducing them to the company's designers and letting them pick the brains of some of the industry's top creatives.

"It's a great opportunity and experience, just to get to see it in action," said Kenn Anderson '19, a double-major in graphic design and Chinese Studies. "I thought it was really interesting, too, seeing the different layouts that the designers had, their equipment. I like that it's not set in stone, one way to do things."

"My favorite part of the tour was seeing how little pieces of PLU fit in with how Zac interacted with us," said Colton Walter '19, a communications major. "I think Zac was very knowledgeable of us as students, and I think having that sort of connection made it much personable."

For Thorpe, it was another chance for his past — he was director of Impact during his senior year at PLU — to connect to his present.

"Having the responsibility of running that department definitely helps you prepare for moving into the professional world," Thorpe said of his time at Impact. "You learn accountability, you learn a little bit of managing a budget, you learn a lot about managing people. I'm glad to hear it's still around."

Thorpe plans on continuing to be involved with students seeking guidance, just like he plans on keeping SuperGraphics' business relationship with PLU going strong. Because ultimately, the message Thorpe strives to deliver is that dreams can always be achieved, just not always in the manner in which you thought.

"I didn't expect to be in the world of graphics and signage," he said. "But I am a huge sports fan, and I now do work with a lot of sports-related accounts. So I can't really imagine a better scenario for myself, with my client base being the sports teams that I love to root for. It makes me excited to go to work every day — in that respect, it's my dream job." [PLU](#)







BEST PRACTICES

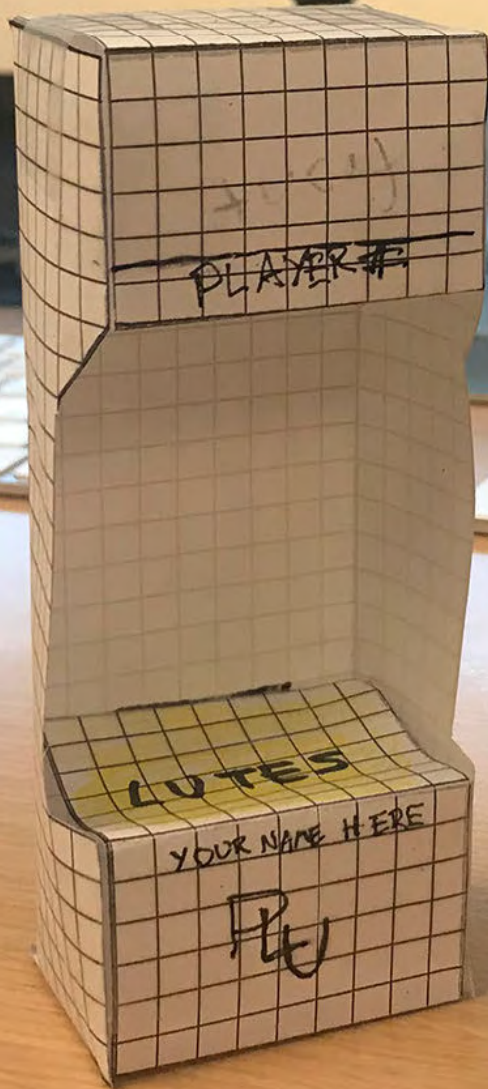
(SOMETIMES YOU NEED TO DO SOMETHING DIFFERENT)

Champions
**PACIFIC
LUTHERAN
FOOTBALL**



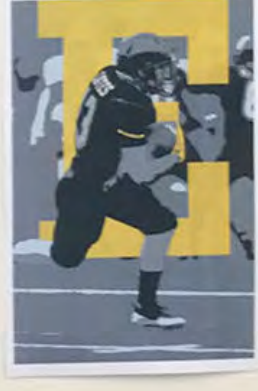
\$3000 BUDGET
3000 PIECES















1980 1987 ★ 1993 1999

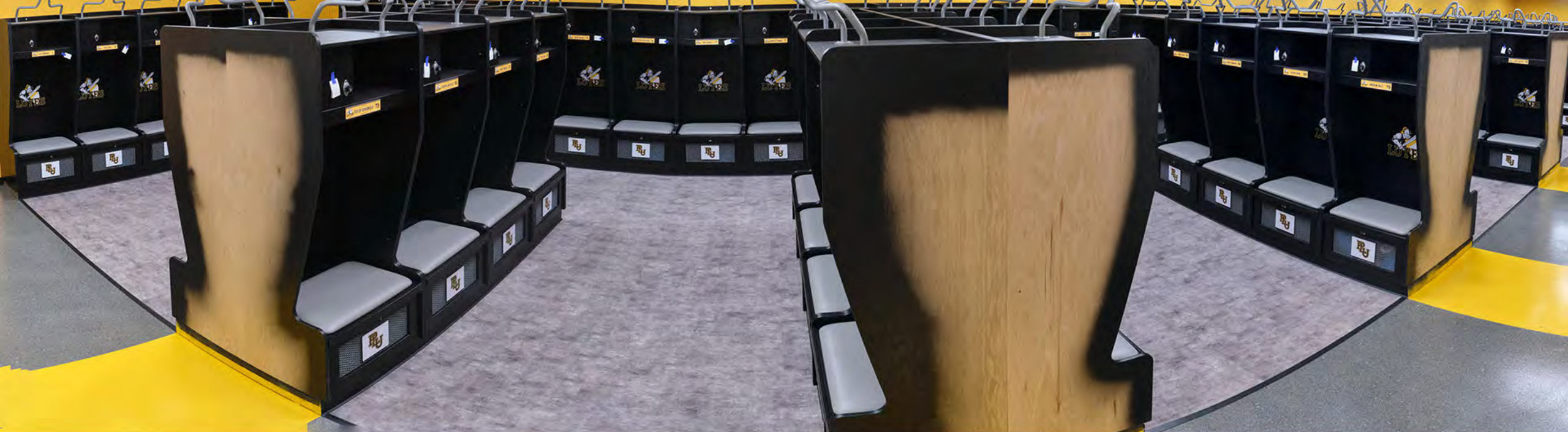
National Champions

**PACIFIC
LUTHERAN
FOOTBALL**



Excel







**UNDERSTAND
YOUR AUDIENCE**

ATTEND A COLLEGE
FAIR



INFORMS THE DESIGN

belong

2017-18 / PACIFIC LUTHERAN UNIVERSITY



PU

60-second Super-cool FOLD of the WEEK

PLU MISSION STATEMENT

PLU seeks to educate students for lives of thoughtful inquiry, service, leadership and care—for other people, for their communities and for the Earth.



TOP 15

92%

of the class of 2015
were either employed
or accepted into graduate
school within six months
of graduating.

TOP 300

Best Value
in the

30
15%
PLU
and 2
Average
St

**DON'T MAKE
IT COMPLICATED**

MEDICAL ETHICS POSTER

11th Annual Powell-Heller Conference for Holocaust Education



WED, OCT. 24

"Holy Secrets: Behind the Scenes"
Director Steven Pressman will present clips from his documentary exploring the role of the Catholic Church in the Holocaust.

THU, OCT. 25

2018 Keynote Speaker Professor John F. Connelly, "How the Catholic Church overcame its own theology and proclaimed that God loves the Jews".

FRI, OCT. 26

Panels exploring Post-Holocaust theology and a Holocaust survivor speaks.

PLU.EDU/HOLOCAUSTCONFERENCE

OCT. 24-26, 2018 | PIU

11th Annual Powell-Heller Conference for Holocaust Education



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PLU.EDU/HOLOCAUSTCONFERENCE

OCT. 24-26, 2018 | PIU

11TH ANNUAL POWELL-HELLER CONFERENCE FOR HOLOCAUST EDUCATION



Veranstaltungstitel:

FIRST, DO NO HARM

Beschreibung:

Medical Science, Ethics
and the Holocaust

Häftlingsnummer: A-242616
Unterkühlung Prüfung
Versuchsnummer: ein

Wed, Oct. 24

A screening of "Caring Corrupted: The Killing Nurses of the Third Reich" with comments by Cathy L. Rozmus, Ph.D., R.N. Vice Dean University of Texas Health School of Nursing

Thu, Oct. 25

Keynote Address: "Anatomy in Nazi Germany—Politics, Science, Ethics, and Legacies" by Dr. Sabine Hildebrandt, MD Assistant Professor of Pediatrics; Lecturer on Global Health and Social Medicine, Boston Children's Hospital, Harvard Medical School

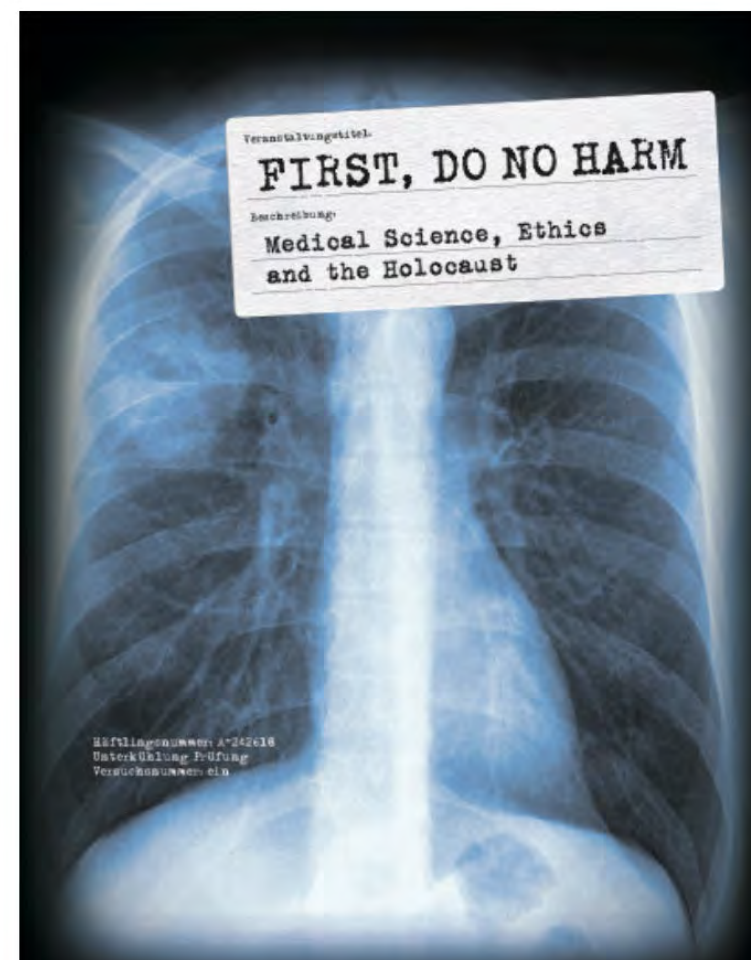
Fri, Oct. 26

Ms. Clarice Wilsey shares the story of her father and his experiences being an American doctor dealing with the liberation of Dachau concentration camp.



PLU.EDU/DONOHARM

OCT. 24-26, 2018 | **PLU**



Veranstaltungstitel:

FIRST, DO NO HARM

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Medical Science, Ethics
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Häftlingsnummer: A-242616
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11TH ANNUAL POWELL-HELLER CONFERENCE FOR HOLOCAUST EDUCATION

PLU PACIFIC LUTHERAN UNIVERSITY

OCT. 24-26, 2018



**CUSTOMIZE
THE SOLUTION**

THE LANGUAGE OF HATE

THEY ASKED FOR
A POSTER

WE GAVE THEM
A CHAIR

THE 2018 NATALIE MAYER
HOLOCAUST AND GENOCIDE
STUDIES LECTURE

Lid King, Ph.D.
Director, The Languages Company,
London

Chuck Tanner
Institute for Research and
Education on Human Rights

**Developing a
Counter-narrative to
Online Hate Speech**

This talk will reflect on the
growth of online hate speech
and consider ways to spread
positive messages about
our rich and diverse world.

MAY 2

6:30 P.M.

PLU SCANDINAVIAN
CULTURAL CENTER

This inaugural lecture is made possible
by the Natalie Mayer Holocaust and
Genocide Studies Visiting Scholar and
Artist Fund to provide conversation
for students and community.

PLU PACIFIC
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UNIVERSITY

 plu.edu/languageofhate





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ON EVERY CONTINENT

PLU STUDENTS SPANS
THE GLOBE

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PLU students have studied in more
than 80 countries in the past 15 years.

• HIGHLIGHTED IN RED
• SPECIAL SCHOLARSHIPS IN BLUE
• FEATURED PROGRAMS IN GREEN

PLU GATEWAY COUNTRIES

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- TRINIDAD AND TOBAGO
- OAXACA, MEXICO
- OSLO, NORWAY
- OXFORD, ENGLAND
- WINDHOEK, NAMIBIA

A LEADER IN
GLOBAL EDUCATION

In 2006, PLU became the first
American university to have stu-
dents studying on all seven conti-
nents at the same time.

GLOBAL
CLASSROOMS

PLU WANG CENTER

The PLU Wang Center for Global
Education offers many schol-
arships, awards and research
grants to students who study
away. It also supports students
during exploration and pre-
departure, and assists them with
the transition back to campus.

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plu.edu/studyaway







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LUTES







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DOING IT**

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THE PACIFIC LUTHERAN UNIVERSITY MAGAZINE | OCTOBER 2018

THE NEXT STEP

PLU GRADUATE
PROGRAMS OFFER
DIVERSE, LIFELONG
LEARNERS INNOVATIVE
PATHWAYS FORWARD.

CORPORATE CREATOR



PASSIONATE POET



LOCAL EDUCATORS



DATA ANALYST



CAREER-CHANGER

PASSIONATE POET

BILLIE SWIFT '16

MFA



BILLIE SWIFT '16

CIRCLING THE HEARTBEAT

LUTE POET ACQUIRES MORE THAN A MASTER'S DURING MFA STUDIES

BY KARI PLOG '11

Open Books is a hub for the poetry community, locally and nationwide. But to Billie Swift '16, it's so much more.

It's where she would end her regular scenic drive from South Seattle, a route along the lake that helped her young children gently doze off so she could quickly snag a book and indulge in new poems.

It's where her husband and children have gone each year before Christmas to find Mom the perfect gift.

And it's the only place where she has long sated her deep love for poems and bookstores, simultaneously.

So, when she learned that the owners were set to sell the poetry-only shop, they started two decades earlier, Swift's reaction was nearly reflexive.

"Has it happened yet?" her husband immediately asked upon hearing the news, knowing his wife's next move was likely a question of "when" not "if."

"Everybody kind of knew," Swift recalled of her decision to buy the store.

The serendipitous timing was practically poetic.

Swift purchased Seattle-based Open Books: A Poem Emporium just as she finished the Master of Fine Arts program at Pacific Lutheran University. The Rainier Writing Workshop — a three-year, low-residency program — provided Swift an outlet to pursue a graduate degree in creative writing.

Open Books provided an outlet to continue to foster the community she built within the program.

"The driving force was just that I wanted a poetry bookstore to exist," Swift said. "But knowing I would be able to stay connected to the poetry community was good to know."

The store is one of only a handful of its kind in the country. It carries more than 10,000 titles and provides a place for enthusiasts and poets alike to quietly peruse, read or talk to like-minded customers. It also hosts regular events, such as readings.

"Hopefully, any name someone knows as a poet we carry in the store," Swift said.

Rick Barot, director of PLU's MFA program, is a longtime customer. He already knew about Open Books before →

LOCAL EDUCATORS

‘BUILDING HUMANS’

MASTER'S PROGRAM PREPARES
LUTE EDUCATORS ACROSS
LOCAL DISTRICTS

BY DEBBIE CAFAZZO

Teaching can be the toughest job you'll ever love.

"Teachers are asked to do the most with the least in the smallest amount of time," said Evelyn Cook, a former social worker who earned a master's in education from Pacific Lutheran University in 2014. "It's mayhem, but I do love it. It's chaotic, but that's how real life is."

The payoff often comes in the midst of the commotion. That's where Cook finds moments of clarity and "the human connection — it's the best."

Cook and others who have completed their graduate work in education at PLU say the program equipped them to deal with both the highs and lows of classroom life. And they credit the close working relationships they were able to build with experienced faculty.

"I love the fact that you are dealing with people who either work in a public school setting or have had 25-plus years of doing so," said Larry Kennedy, who completed his master's degree in education at PLU and began teaching at Camas Prairie Elementary in the Bethel School District in 2014.

"I feel like all the professors really understood what it was like in the classroom," said Cook, who teaches at Baker Middle School in Tacoma. "Education changes, students change, demographics change. But they stay current on best practices and research for the youth we are currently educating."



That's by design, says Mary Jo Larsen, assistant dean of the university's education department.

"We are (primarily) face to face, not online," she said, drawing a distinction between PLU's graduate program and some others that feature more online coursework. "We are known for our faculty."

Many of them also supervise student teachers in the program, offering graduate students a chance to build professional relationships that can lead to employment.

AN INTENSIVE YEAR

PLU's one-year Master of Arts in Education program runs from mid-June through the following June. Each cohort of graduate students begins with a summer filled with intensive coursework focused on the foundations of education.

In the fall, graduate students combine coursework with a half-time teaching internship. By spring, they're ready to launch into full-time student teaching five days a week, overseen by mentor teachers at their school and university supervisors.

At the end of a year, graduate students earn their master's degree and a Washington state teaching certificate. The program prepares teachers for careers in elementary, middle and high schools.

"We offer an efficient, straightforward path into education," Larsen said. "But we don't cut corners."

The program attracts a variety of students, ranging in age from 22 to 50-plus. Some come straight from their undergraduate programs, while others are career-changers searching for a chance to make a difference in young people's lives through education.

"People can come in with pretty much any bachelor's degree, as long as they have sufficient coursework in the area they want to teach," Larsen said.

In addition to the one-year master's and certification program, PLU also offers what's known as an "alternative route" certification program. It's designed for people who may already have classroom experiences as paraeducators, or for professionals with math or science expertise who want to teach in those high-demand fields. »

71% OF STUDENTS IN THE
MASTER OF ARTS
IN EDUCATION
PROGRAM ARE
PLU ALUMNI.

PLU PLACES STUDENT TEACHERS IN EVERY SCHOOL DISTRICT IN THE SOUTH SOUND REGION, WITH THE HIGHEST CONCENTRATIONS IN BETHEL, CLOVER PARK, FRANKLIN PIERCE, PUYALLUP AND TACOMA.



DATA ANALYST

PAPE SAMBA '18

MSF

PAPE SAMBA '18

WALL STREET STATE OF MIND

INTERNATIONAL STUDENT BRINGS GLOBAL CURIOSITIES
TO PLU, LANDS JOB AT LEADING INVESTMENT FIRM

BY KAREN MILLER AND KARI PLOG '11

A younger Pape Samba '18 watched movies and news stories from his home in Senegal and became fascinated with the global economy.

He saw how different the images of the industrialized nations were compared to the developing ones he grew up in, and started wondering how people create financial wealth.

"What is wrong here?" he recalled thinking. "Why not Africa? Why not other nations?"

That initial curiosity, combined with his desire to study abroad after high school, eventually landed Samba in the Master of Science in Finance graduate program at Pacific Lutheran University.

"I felt like this could be home," he said of PLU. "The end goal for me was to get to university."

Now, Samba works at the center of the industrialization he grew up pondering. He is a data analyst for the Wall Street firm BlackRock. The corporation — the world's largest asset manager with more than \$6 trillion in assets under management — is based in New York City and runs a Seattle office that recently expanded.

"This is a very new program they are creating in BlackRock," Samba said, adding that his team focuses on technology and business operations. He analyzes market data and resolves security-modeling issues critical to the investment-decision process.

BlackRock approached PLU, along with other programs statewide, when it started a recent recruiting push. Samba was chosen as one of three candidates in the state, and one of only 15 nationwide — out of a total pool of more than 600 candidates.

"I felt very happy and proud that I was considered one of those 15," he said. "I don't know if I deserve it more than others, but I certainly felt very happy that I was chosen."

Samba's journey toward a career in American finance started at Tacoma Community College. He first learned about the school through research at the American Corners arm in Gambia, another West African country he lived in for a short time. American Corners are American-style resource centers that provide free access to information about the United States.

Before discovering the reference book on community »

PLU GRADUATE PROGRAMS

OPTIMIZE YOUR CAREER OPPORTUNITIES

BECOME AN INNOVATIVE LEADER

Pacific Lutheran University offers a wide range of graduate programs that prepare candidates from diverse academic backgrounds for leadership roles in captivating, fulfilling and high-demand careers.

Graduate programs, which are open to all undergraduate majors, combine practice and theory. The programs train the next generation of ethical and effective professionals for cutting-edge jobs in order to develop careers that spur positive change in their communities.

PLU was ranked the 15th best master's university in America
- Washington Monthly

PLU alumni receive a 10% tuition discount

PLU PACIFIC
LUTHERAN
UNIVERSITY

GRADUATE PROGRAM OPTIONS

BUSINESS

Master of Business Administration
(MBA) - 9 to 22 months

This transformative strategy degree prepares graduates to be organizational leaders with a focus on innovation. Includes embedded 10-day International Experience. Students benefit from exploring culture and commerce of other countries. plu.edu/mba

MASTER OF SCIENCE IN FINANCE
(MSF) 10 months

The MSF is a STEM-designated, cross-disciplinary program. It is also a CFA Institute University Affiliation Program partner, preparing students to work toward the CFA credential. plu.edu/msf

MASTER OF SCIENCE IN MARKETING
RESEARCH
(MSMR) 9 months

This STEM-designated program develops students' knowledge, skills and professional experience through coursework, multiple real-world client projects and culminates in a capstone consulting research project with industry partners. plu.edu/msmr

CREATIVE WRITING

Master of Fine Arts in Creative Writing
(MFA) 3 years

A three-year, four-residency program with emphasis in fiction, nonfiction, poetry. Students participate in a 10-day summer residency on campus, and work remotely one-on-one with a faculty member during the year. plu.edu/mfa

MASTER OF ARTS IN EDUCATION WITH
TEACHER CERTIFICATION
(MAE) 12 months
With close partnership districts throughout the Puget Sound region, students complete year-long internships in one school, continually applying what they are learning from university coursework. plu.edu/mae-teaching

ALTERNATIVE ROUTES TO TEACHER
CERTIFICATION
(ARC) 1-3 years

For individuals working in schools as paraprofessionals or on limited certificates or career changers in high needs fields. One year for certification and an option to finish the degree within three years. plu.edu/mae-teaching

MARRIAGE AND FAMILY THERAPY
MASTER OF ARTS IN MARRIAGE AND
FAMILY
Therapy (MFT) 24 to 27 months

Provide individual, couple, and family therapy for mental health and relationship challenges. Clinical training takes place in the on-campus Couple and Family Therapy Center and off-site internship placement sites. plu.edu/mft

NURSING
ENTRY LEVEL MASTER OF SCIENCE IN
NURSING (ELMSN) 27 months

Accelerated pathway into nursing for those with a non-nursing bachelor's degree. Students are eligible for RN licensure in 15 months and may work as an RN while completing the program. plu.edu/msn

MASTER OF SCIENCE IN NURSING
(MSN) 12 to 15 months
Designed to prepare nurses, with a BSN degree, to lead change in a complex healthcare environment. plu.edu/msn

DOCTOR OF NURSING PRACTICE
(DNP) 2-4 years

Designed for nurses seeking a terminal degree in advanced nursing practice and prepares nurses to be leaders as Family or Psychiatric Mental Health Nurse Practitioners. plu.edu/dnp

BECAUSE YOU'RE A LUTE

Refer a prospective graduate
student today

Fill out a Lute Recruit form at
plu.edu/alumni/get-involved/lute-recruit

Prospective Lutes are all around you. They could be seated next to you at work or school, in church, maybe in your athletic team, social gathering, or having Thanksgiving dinner in your home. Pacific Lutheran University graduate students are innovative leaders, making a difference in our world. We believe you know at least one prospective Lute for our graduate programs and we would like the opportunity to get to know them too.

Send your recommendation on line now or give us a
call at 253-535-8570.

Vincent Weathers '20
Biology major

PLU PACIFIC
LUTHERAN
UNIVERSITY

BECAUSE YOU'RE A LUTE

INSPIRATION FROM THE PAST

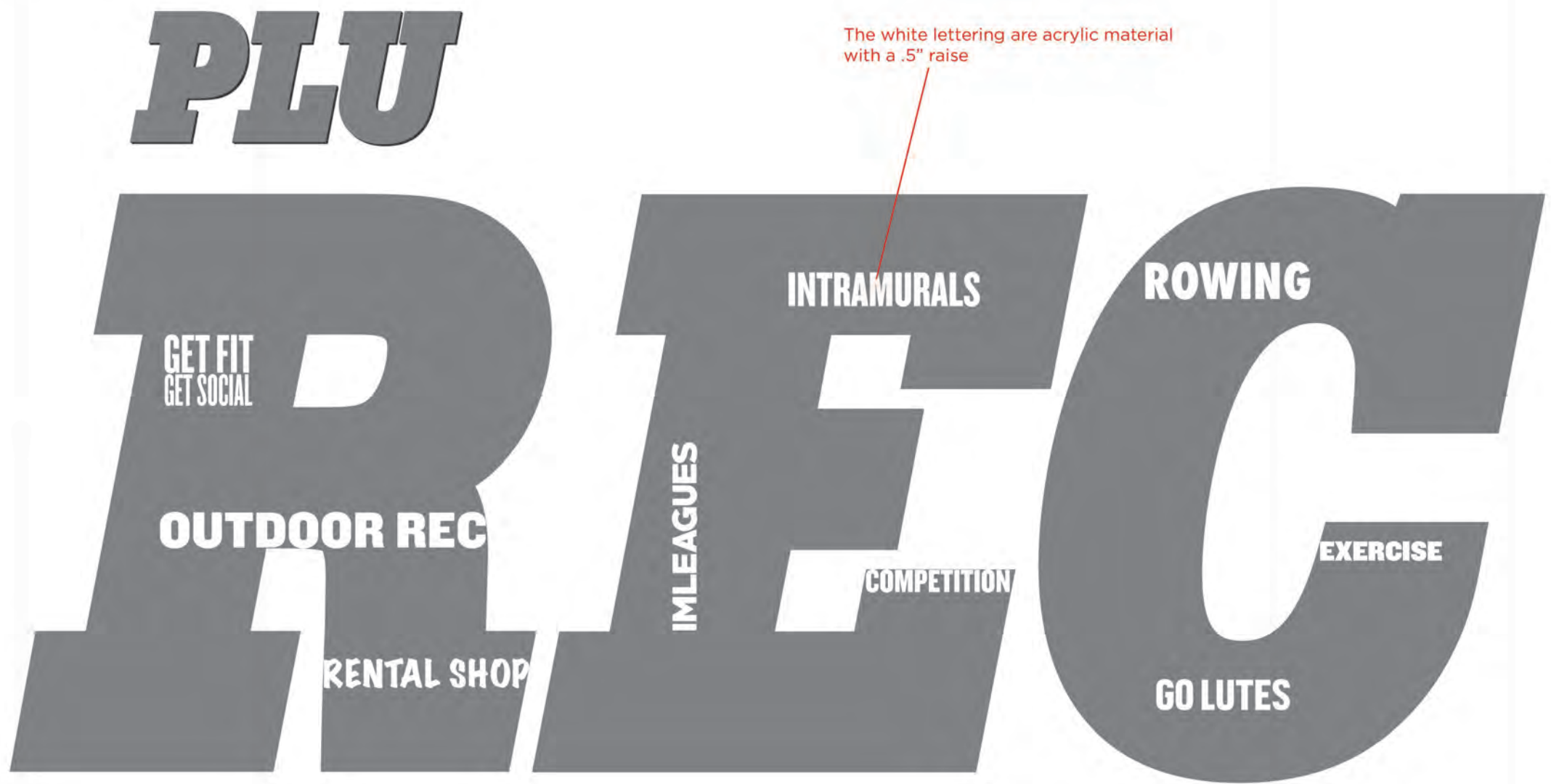
ATHLETICS WANTED A
SIGN.



PLU

REC

REC is a 3-dimensional gatorfoam letters painted (face grey hue & edges PLU GOLD). It is 2" total thickness.





INFORMATION BANNERS

The banners will be used to display current information that will be updated on a monthly basis. We will print the banners in-house.



COME EXPLORE!

OUTDOOR REC FALL 2018 TRIP LIST

NOV	DEC	JAN
 Nov 2 Seattle (DMP)	 Nov 30 Brimhall	 Dec 7 Snowshoe hike
 Nov 3 Waterfall hike	 Nov 10 North Cascade hike	 Dec 8 Waterfall hike
 Nov 18 Horseback Riding		

For more information contact outdoor@plu.edu



CLUB SPORTS

JOIN A PLU CLUB SPORT TODAY!

Please contact our coaches if you are interested

MEN'S LACROSSE Kevin Rose, Head Coach 253-307-4339 rosek@plu.edu	WOMEN'S LACROSSE Dan Finburn, Head Coach 206-604-7872 plufin@plu.edu	MEN'S ROWING Dave Harvey, Head Coach 253-535-7495 harveydp@plu.edu	WOMEN'S ULTIMATE FRISBEE Ryan Mitchell, Head Coach 253-548-5404 mtchem@plu.edu	WRESTLING Kyle Foster, Head Coach 253-906-5169 fosterks@plu.edu
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Assistant AD for Rec: Rob Thompson | 253-535-7495 | thompsrw@plu.edu

OVERVIEW

Design/produce/install an environmental design highlighting PLU Recreational & Outdoor activities department.



**FIND AUTHENTIC
VOICES**

RESIDENTIAL LIFE CAMPAIGN

Wanna Live in

SOUTH HALL?

"Balancing — having independence while still being connected to campus."

Abby Lyon

Junior-Year Student, Resident of South Hall
Member of PLU Golf Team

LOVE
where you
LIVE

RESIDENTIAL LIFE
PACIFIC LUTHERAN UNIVERSITY

Contact us:
rlif@plu.edu

@PLUReslife



"The moment you walk in, you'll feel at home. And this isn't a one-time thing, either. It's a feeling you'll keep with you for the rest of your life."

Dexter
First-Year
Participant in Fall 2017
Linked FYEP Writing
101 Course

Hinderlie
Community for

CREATIVE EXPRESSION

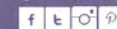
For students who are
interested in creativity
and innovation

plu.edu/residential-life

About HCCE:

- Connect with peers, faculty, and staff about creativity and innovation
- Not just for artists! Creators and innovators of all disciplines are welcome
- First-year residents will enroll in a linked FYEP Writing 101 course on the topic of creativity

@PLUReslife



Contact us: rlif@plu.edu



LOVE
where you
LIVE
RESIDENTIAL LIFE
PACIFIC LUTHERAN UNIVERSITY

"PLU has helped me understand there is growth in every moment."

Andrew
Junior,
Resident of Kreidler Hall

LIVE ON CAMPUS

All Four Years

Master Housing and Meal Agreements due **Tuesday, April 3, 2018 11:59 P.M.**

plu.edu/residential-life

- **March 12-22** | Wing meetings: Contact your RA for more information
- **April 2** | Supplemental applications for Residential Learning Communities and Single Rooms due
- **April 11&12** | Room Selection Event

Check out **Upper Division Single Double (UDSD)** rates. The UDSD rate gives a \$250 per-semester discount for students who are 20 years and older or have 60+ credits (junior status).

@PLUReslife



Contact us: rlif@plu.edu

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"Hong offers a diversity of culture and language that will spark a desire, a need, to explore what the world has to offer. My eyes were opened, and now I view the world from a truly global perspective."

Jeran
First-Year,
In International Honors (IHON) Wing

HONG INTERNATIONAL Hall

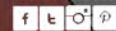
For students interested in global studies and a Language-Immersive experience

plu.edu/residential-life

About HIH:

- Connect with peers, faculty, and staff on the topic of language and global studies
- Five language wings (German, Norwegian, Spanish, French, Chinese) and International Honors (IHON) wing
- First-year residents (non-IHON) will enroll in a linked FYEP Writing 101 course on the topic of global engagement

@PLUReslife



Contact us: rlif@plu.edu

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RESIDENTIAL LIFE
PACIFIC LUTHERAN UNIVERSITY

"Within the wellness community we believe in growth for the body, spirit and the mind."

Heze
First-year,
Participant in Fall 2017 Linked FYEP
Writing 101 Course

WELLNESS HOUSE

In Tinglestad

For students who are interested in healthy habits and well-being

plu.edu/residential-life

About WH:

- Connect with peers, faculty and staff around the topic of health and wellness
- Four wings = one "house" in Tinglestad with First Year and New Transfer and Returner wings for men and women
- First-year residents will enroll in a linked FYEP Writing 101 course connected to wellness

@PLUReslife



Contact us: rlif@plu.edu

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PACIFIC LUTHERAN UNIVERSITY

"I love living in STEM House because it's given me some of the best friends I've ever made in only a few short weeks. It is incredible living in a community where we all are brought together by our common interests and majors."

Cherish
Sophomore,
Participant in Fall 2017 Linked FYEP
Writing 101 Course

STEM HOUSE

In Tinglestad

For students interested in curiosity and innovation

plu.edu/residential-life

About STEM:

- Connect with peers, faculty, and staff around STEM (Science, Technology, Engineering, and Math)
- Four wings = one "house" in Tinglestad with First-Year and New Transfer/Returner wings
- First-year residents will enroll in a linked FYEP Writing 101 course on the topic of sciences

@PLUReslife



Contact us: rlif@plu.edu

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PERSONALIZE

VARIABLE DATA

HI <INSERT NAME>, WE HEARD YOU'RE INTERESTED IN CHINESE STUDIES

PLU PACIFIC
LUTHERAN
UNIVERSITY
PLU.EDU/CHINESESTUDIES

WHY PLU?

PLU offers two semester
long study away programs in China:

- Zhongshan University in Guangzhou
(the top university in southern China)
- Sichuan University in Chengdu

PLU's Chinese Studies program
is designed to provide a
broad foundation in Chinese
language, culture and history,
with the added opportunity
to focus on the religious-
philosophical worldview
and the economic
structure of China.

WHERE CHINESE STUDIES GRADUATES

WORK

- American Chamber of Commerce
- Sichuan University
- Asian Pacific Travel
- U.S.-China Business Council
- Amocat Trading, LLC

GO TO GRADUATE SCHOOL

- Johns Hopkins University
- American University (Washington, D.C.)
- Yonsei University
- University of Washington



HI <INSERT NAME>, WE HEARD YOU'RE INTERESTED IN 3-2 ENGINEERING

PLU PACIFIC
LUTHERAN
UNIVERSITY
PLU.EDU/PHYSICS/DUAL-DEGREE

Combine a liberal arts education with
engineering and earn two degrees in five
years. You'll spend three years at PLU and
two years at either Columbia University in
New York City or Washington University in
St. Louis. As long as you take the
necessary classes and maintain the
required GPA at PLU, you are guaranteed
admission to one of these two nationally
recognized engineering schools.

WHERE DUAL-DEGREE ENGINEERING GRADUATES

WORK

- AT&T
- ICF International
- Hargis Engineers, Inc.
- Boeing
- U.S. Air Force Research Laboratory

GO TO GRADUATE SCHOOL

- University of Wisconsin
- Columbia University
- University of North Carolina
at Chapel Hill
- Clemson University



WHY PLU?

We offer supporting introductory courses—Engineering
Thermodynamics, Engineering Statistics, Electric Circuits,
Electronics and Engineering Materials—that most other liberal
arts colleges don't offer.

HI <INSERT NAME>, WE HEARD YOU'RE INTERESTED IN WOMEN'S AND GENDER STUDIES

PLU PACIFIC LUTHERAN UNIVERSITY
PLU.EDU/WOMENS-STUDIES

WHY PLU?

90%

of recent graduates were either employed or accepted into graduate school within six months of graduating.

As a Women's and Gender Studies major, you will also complete a complementary



Women's and Gender Studies explores the role of gender and sexuality in society and culture. You'll learn about gender and sexuality in a variety of disciplines, including psychology, literature, communication, anthropology and religion. We are committed to social justice and recognize the intersections between gender, sexuality, race, ethnicity, class, religion, nationality and other dimensions of diversity.

WHERE WOMEN'S AND GENDER STUDIES GRADUATES

WORK

- Crystal Judson Family Justice Center
- Food Matters
- Women Corporate Directors
- WWCA
- Pierce County AIDS Foundation

GO TO GRADUATE SCHOOL

- Rutgers University
- UC-San Diego
- University of Montana Law School
- University of Washington Medical School
- Western Michigan University

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PLU.EDU/POLITICS-GOVERNMENT

HI <INSERT NAME>, WE HEARD YOU'RE INTERESTED IN POLITICS & GOVERNMENT

WHY PLU?

PLU has a chapter of Phi Alpha Delta, a national professional service organization of law and pre-law students, legal educators, attorneys, judges and governmental officials.

As a politics and government major, you'll have the opportunity to combine academic study with practical experience through an internship, volunteering for political groups and election campaigns, or membership in campus political groups. Together, it's the ideal foundation for a career in fields such as law, advocacy, government, education, political campaigns and polling, business, and journalism.

WHERE POLITICS AND GOVERNMENT GRADUATES

WORK

- U.S. House of Representatives
- Law Offices of Larson, Berg and Perkins
- Washington State Human Rights Commission
- U.S. Department of Defense

GO TO GRADUATE SCHOOL

- Seattle University School of Law
- Ohio State University
- University of Washington Law School
- University of California
- American University



IT IS ALL ABOUT THE
STUDENTS

THE STORY OF LEXI

PLU PACIFIC
LUTHERAN
UNIVERSITY

BUILD PARTNERSHIPS

QUESTIONS?