

The background of the entire page features the dark gray silhouettes of three people, likely students, standing and facing forward. The silhouettes are simple, with no facial features or clothing details, emphasizing the human element of the report.

BECAUSE OF YOU | **PLU**

2017-18 PRESIDENT'S ANNUAL REPORT



BECAUSE OF YOU,

2017-18 was a remarkable year at Pacific Lutheran University. Throughout these pages, I'm delighted to share stories of those who — just like you — continue to create meaningful change at PLU through gifts of time, treasure and talent.

This past year, you helped make great strides in our shared goal of investing in a strong today and a bright tomorrow for PLU. The strong today included graduating 742 Lutes into the world to advance their unique vocational journeys. The bright tomorrow includes expanded academic offerings, reimagined resources for students and alumni, and innovative new programs on the horizon.

Last year, about 5,000 Lute households, friends of PLU and organizational partners provided \$10.4 million in new philanthropic gifts and commitments. Donors past and present established more than 500 individual endowments that funded \$5.5 million in scholarships, programs and opportunities for students and faculty alike. These gifts enabled PLU's endowment to reach \$100 million for the first time in the history of the institution. Additionally, donors provided nearly \$5.1 million in current-use funds to support key campus priorities: scholarships, well-being and recreation, classrooms and teaching spaces, and faculty development. For this and so much more, we thank you.

PLU is forever grateful for our Lute community. We come together for a common purpose: to realize and live the possibilities of this special place through everything we do. Our identity is forged in the traditions of Lutheran higher education — grounded in ethics of service, access, questioning and academic freedom. We are a joyful and welcoming community that offers a sense of belonging. Our donors reflect these values in their philanthropic efforts, and we deeply appreciate the vital role you play in helping us live out our mission with intention and authenticity.

The personalized educational journey that happens at PLU is profound and life-altering. We prepare students to listen and question with care, producing better members of society. The world needs more Lutes — and you make this possible. Thank you.

A stylized, handwritten signature in black ink, appearing to read 'Allan B', followed by a long horizontal line extending to the right.

ALLAN BELTON
ACTING PRESIDENT

WHAT **YOU** MADE POSSIBLE

OUR MISSION:

PLU SEEKS TO EDUCATE STUDENTS FOR
LIVES OF THOUGHTFUL **INQUIRY, SERVICE,**
LEADERSHIP AND **CARE** - FOR OTHER
PEOPLE, FOR THEIR COMMUNITIES AND FOR
THE EARTH.

TOTAL ENROLLMENT: **3,067**
NEW GRADUATES: **742**



**Nursing school ranked in the top
30% nationally**



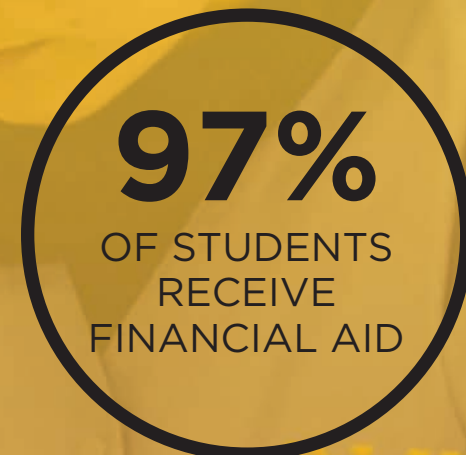
**Named one of the best business
schools in the nation**



**100% of student-athletes volunteer
in the community**

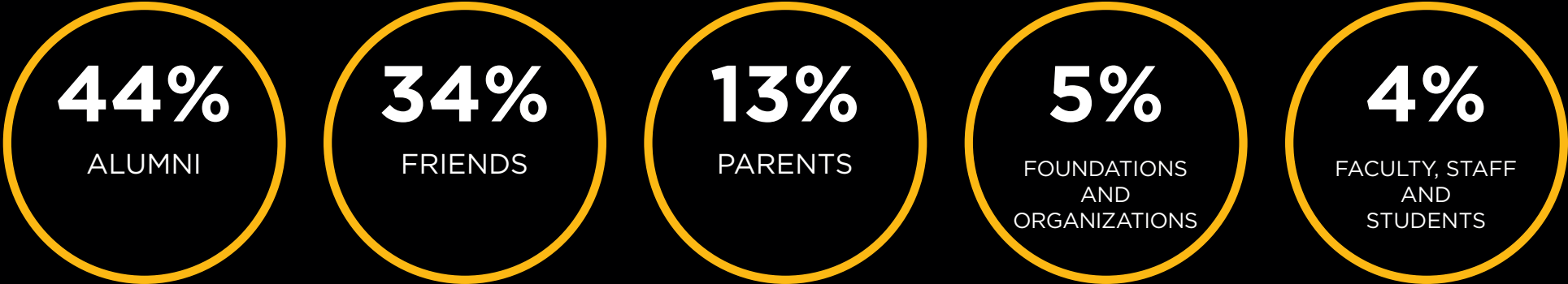


**Top 25% in the nation for creative
arts scholarships**



THE DIFFERENCE **YOU** MADE IN 2017-18:

4,971 TOTAL DONORS



\$10,453,947 TOTAL GIFTS AND
COMMITMENTS*

\$5,360,988

ENDOWMENT

\$2,351,613

PROJECTS AND
PROGRAMS

\$1,907,415

PLU FUND

\$821,048

PUBLIC GRANTS

\$12,883

CAPITAL

(*GIFTS, PLEDGES AND NEW ESTATE COMMITMENTS)

YOU ARE: ALUMNI

JOHN WONG, MBA '83

SALEM, OR

John Wong, MBA '83, says PLU helped establish his thoughts on charitable giving. And he's returning the favor.

Through a program in Hong Hall that paired students with local low-income children in the community, John built a connection with a young girl and her family. Their bond came at a time in John's life when he felt he had little to give financially. Still, giving his time and effort seemingly made a difference.

Now, John believes he has more to give. So, he joined the Harstad Heritage Society, documenting his intent to support Lutes through his estate plans.

"It is great to help students who may have challenges," he says. "I trust that PLU will do the right thing with the money."



YOU ARE: PARENTS

BEN & JANA WARWICK

HIGHLANDS RANCH, CO

When current parents Ben and Jana Warwick reflect on why they support PLU, they think about their son Ethan and his incredible experience.

“Why do we give to PLU? It’s all about the mission and how PLU is committed to building a diverse student body and actively working in the community. Our son, Ethan, is a biology major, a member of the PLU Orchestra and is involved in a student-faculty research project.

We want other students to have the outstanding experience Ethan has had, and we know that our gift toward scholarships for students in Natural Sciences will immediately impact students in need.”



YOU ARE: FACULTY

JODEE KELLER & BILL RASPLICA

PUYALLUP, WA

JoDee Keller has been a faculty member in the Department of Social Work for three decades.

“In that time, I have very much appreciated the relationships with students, faculty and staff,” she says. “I wanted to find a way to support future students long after I am no longer at the university.”

JoDee and her husband, Bill, started the Joseph and Guycelle Keller Memorial Scholarship — named for JoDee’s parents, a Methodist pastor and a teacher, and inspired by their commitment to service and education.

“We see this scholarship as a way to honor the PLU community, provide support to our incredible students and directly benefit the social work department here at PLU.”



YOU ARE A COMMUNITY PARTNER

BEN B. CHENEY FOUNDATION

Tacoma-based Ben B. Cheney Foundation is a long-time partner of PLU students, having supported scholarships for over 40 years. They share PLU's core belief that everyone, regardless of financial circumstance, should have access to a world-class education.

This year, the trustees of Cheney Foundation established an additional fund to support students whose families have experienced recent and extraordinary financial disruption — events that can often result in a student withdrawing from the university.

The Cheney Emergency Financial Hardship Scholarship helped 22 students this year remain on campus and headed toward the graduation stage. We are grateful to the foundation for their deep understanding of the needs and challenges facing today's university students and for their continued investment in PLU.

HOW

YOU

GAVE

YOU GAVE EVERY YEAR ... FOR MANY YEARS

Loyal giving to PLU is crucial. PLU relies on the annual generosity of donors to strengthen programs, explore new opportunities and provide scholarships. 2,536 donors recognize that consecutive annual investments, no matter the size, transform lives at PLU.

WILLIE STEWART '69

FIRCREST, WA

“Most of my success working in Tacoma Public Schools I credit to PLU,” says Willie Stewart '69.

And his success runs deep: 18 years in several administrative positions, including high school principal and assistant superintendent of human resources.

“This type of job also enabled me to continue my career with the Army Reserves, for which I served 30 years, retiring as colonel in 2006.”

Willie saw the contributions made by alumni who came before him, and made his first gift in 1979. He continues to give three decades later — primarily to the PLU Fund and Lute Club, these days — because he wants to pay it forward to the community that long served as the foundation of his success.



YOU MADE YOUR FIRST GIFT

1,186 donors made their very first gift to PLU in 2017-18 - joining the extraordinary community of supporters committed to advancing PLU's mission.

DESIREE DOMINI '17

SACRAMENTO, CA

Desiree Domini '17 was quick to give back to PLU, because she knows the impact of gifts like hers firsthand.

"I give to PLU because it is an excellent university that challenges its students to become more active citizens, promoting welfare, diversity, and inclusion," she says. "It makes a real difference in the world."

Desiree received multiple scholarships during her time at PLU — helping her study away in New Zealand and travel to present at the National Conference on Undergraduate Research. The latter came just a month before she graduated; she was chosen for the competitive opportunity from a nationwide pool of 4,000 applicants.

"Thanks to generous donors, I was able to take part in opportunities that significantly enhanced my college experience. Presenting my research and getting to study abroad were some of my college highlight, and I'm so fortunate to have been able to do both."



YOU STEPPED UP...OVER AND OVER

When you give monthly, your generosity ensures a foundation for PLU throughout the academic year. Last year, 454 monthly donors gave more than \$619,616 — and 25% of those donors have been giving more for more than 25 years!

JOSHUA DANSBY '13

ARLINGTON, VA

While Joshua Dansby '13 admits it might sound cliché, he didn't truly appreciate the impact PLU had on his life until his time on campus was behind him.

"You don't know what you've got until it's gone," he recalls. "I want PLU students to enjoy what they have while they are on campus, instead of waiting until it is too late to take advantage of all the great stuff PLU has to offer."

That's why Joshua gives to his alma mater on a monthly basis.

"While my journey to PLU was not as a 'traditional student,' I still find a way to give back because I know my support helps create the same great experiences I had on campus."

Joshua's experiences included studying away in England and France, attending LollaPLUza and attending various debates and guest lectures hosted by PLU.



YOU LEFT A LEGACY

NORBERT AND SONIA GROVE

Norbert and Sonia Grove had limited access to education in their younger years. So, after decades of working hard, saving wisely and living modestly, the couple wanted to do something for students facing similar challenges in the communities they loved dearly.

In March 2018, their generous estate gift of nearly \$2.2 million established the Norbert and Sonia Grove Scholarship. It will provide funding for students with demonstrated financial need who have graduated from Puyallup, Sumner or Enumclaw high schools.

The Groves already spent much of their lives investing in surrounding communities. Now this encore of generosity ensures their legacy of service will live in perpetuity.

Planned giving supports PLU's mission, programs and students while simultaneously achieving personal financial, estate-planning and philanthropic goals. It's also a popular form of

giving: more than 470 households have joined the Harstad Heritage Society, documenting their intent to support PLU beyond their lifetime — just like the Groves. Planned giving may support the PLU Fund, endowment or specific scholarships and programs. Estate gifts allow for meaningful investment in the future of the university and may also increase the size of an estate and reduce tax burdens on heirs.

Norbert and Sonia opened doors for local Lutes, giving students the access they never had. Explore how your legacy could do the same.

20

NEW MEMBERS
OF THE HARSTAD
HERITAGE
SOCIETY

2.6 MILLION

GIFTS RECEIVED
FROM ESTATES

39

DONORS MADE
QUALIFIED CHARITABLE
DISTRIBUTIONS
FROM THEIR IRA

478

MEMBERS OF THE
HARSTAD HERITAGE
SOCIETY

YOU SUPPORTED STUDENTS

NATE SCHOENING CENTER FOR STUDENT SUCCESS

The late Nathan “Nate” Schoening ‘01 lived a life filled with strength, love and care. Although his life was tragically cut short on Feb. 13, 2017, his parents, Dave and Chris, knew his legacy had to live on.

The new Nate Schoening Center for Student Success, housed in the Mortvedt Library, is a comprehensive resource for students of all class

years and disciplines. The vision for the center is to become a one-stop shop for vital student services, aiming to support students who need additional assistance and to help more students stay at PLU. The center — the new home of Academic Assistance and Academic Advising — offers flexible space for tutoring, studying and collaborative work.



YOU SUPPORT ACADEMIC INNOVATION

THE ANDREW W. MELLON FOUNDATION

This year, The Andrew W. Mellon Foundation provided PLU with a \$500,000 grant to support the ongoing work of revising and enhancing university-wide curriculum and programs. It is the second significant investment from the foundation to help PLU examine and adopt a more intentional liberal arts core.

While the work continues, these funds have supported enhancements to PLU's interdisciplinary International Honors program, a creation of new minors and the building of a repository of courses in the arts and sciences that meet learning outcomes around inquiry, diversity, justice and sustainability.

We appreciate the partnership of national thought leaders like the Mellon Foundation to support our efforts in academic innovation.

YOU BRIDGED “THE GAP”

JAMES AND SHIRLEY RIPPEY FAMILY FOUNDATION SCHOLARSHIP

PORTLAND, OR

When Jeff Rippey '78 learned about “the gap” — the difference between a student’s financial aid and the cost of attendance — he realized the best way to financially support his alma mater.

A member of the Board of Regents at the time, Jeff knew that retaining bright, qualified Lutes was an ongoing priority for PLU. But what he learned was how significant “the gap” can be for some students, as tuition increases year to year but financial aid stays static.

Jeff and his wife, Melissa, along with their family’s foundation established the James and Shirley Rippey Family Foundation Scholarship. This scholarship supports first-year student retention by providing scholarship dollars to students who are at risk of leaving the university for financial reasons.

And the effort is working! In the first year PLU retained 96.3 percent of the inaugural recipients (27 students).

60	Total students who received the scholarship
93.3%	Current retention rate of students who received the scholarship
64%	Previous retention rate prior to scholarship creation

AVERAGE AWARD RECEIVED BY A STUDENT

\$1,500	for a second-year student
\$3,000	for a third-year student
\$4,500	for a fourth-year student

2017-18 Cohort Average GPA: 3.25



YOU ANSWERED THE CALL

If you see PLU's 253 phone number on your caller ID, pick up and say hi! 6,244 parents, PLU students who had conversations with TelALutes — PLU students who call to connect over PLU experiences, talk about campus updates and milestones, and invite support for current students.

ZULEYKA LOPEZ-CRUZ '19

CHEMISTRY MAJOR

“My favorite part about being a TelALute is listening to alumni stories from their experiences at PLU and their advice for students like me.

Not all alumni can donate each year, but all alumni can give their expertise. It's essential to current students working as TelALutes who have much left to learn about college and the resources out in the open world after graduation.”



YOU JOINED THE CROWD

Crowdfunding is a way for student and faculty-led teams to raise funds for new projects, programs and initiatives, so they can ignite change on campus and around the world. In 2017-18, 464 donors gave \$57,654 to nine different projects.

NEW SHELL FOR MEN'S ROWING

Just two days before men's rowing competed in its most important race of the season, the Lutes swapped their aging shell for a shiny new one.

The 17-year-old boat was replaced thanks to crowdfunded donations from 64 generous alumni, family and friends. In just nine days, the team doubled its original goal of \$7,500 — which would have only covered half the cost — raising the full \$15,000 needed to replace the shell.

"I could hardly believe how much easier it is to convert power into speed on the water," Malcolm "Max" Schoenlein '20 said of the new shell.

This campaign allowed the Lutes to modernize their equipment while building on the rich tradition of PLU rowing and the recent momentum of the program.

OTHER 2017-18 CROWDFUNDING PROJECTS:

- Diversity Center Alternative Spring Break Trip to D.C.
- Choir of the West Ēriks Ešēnvalds Recording Project
- Hawai'i Club and Asian Pacific Islander Student Association Lū'au
- Track and Field trip to San Diego
- Women's Soccer trip to England
- Economics students to present at a national conference
- Athletics postseason championships experience
- PLU Ringers handbells purchase

YOU CONNECTED WITH STUDENTS

LAST YEAR, PLU WELCOMED 742 NEW GRADUATES INTO THE ALUMNI FAMILY.

While much has changed at the university since its founding in 1890, the core mission and tenets of Lutheran higher education remain central to PLU's mission. Alumni have experienced firsthand PLU's transformative experience. And those same life-changing experiences continue for students on PLU's campus today.

These transformations occur many times at the places where students, faculty, staff and alumni of diverse opinions and backgrounds engage with each other. Last year, over 200 alumni engaged directly with students to make connections, explore vocation and reflect on the PLU experience.

CONNECTION EVENTS: One of the most powerful ways alumni can support PLU is by identifying and recruiting new Lutes. Last spring, 99 alumni in Portland, Bellingham, Denver and San Jose gathered to meet prospective students and help those students determine if PLU is the right place for them. 60 percent of the seniors who attended a Connection Event came to PLU this August!

AMAZON VISIT: PLU alumni who work at Amazon headquarters welcomed a group of 43 students for a tour and conversation about working at the company. Over lunch, alumni and students were matched by job title and interest area to facilitate personalized advice and make more substantial connections.

STUDENT AND ALUMNI NETWORKING: Last year, PLU hosted five student and alumni networking events on campus that intentionally paired small groups of students and alumni in interest areas. These high-demand events — with lengthy student wait lists each go-around — allowed time for affinity groups to connect personally over dinner. Affinity focus areas included: athletics, nursing, business, humanities/interdisciplinary studies and an Alternative Spring Break trip in Washington, D.C.

Want to connect with students? Contact Alumni and Student Connections by emailing alumni@plu.edu or calling 253-535-7415.

THANK
YOU

PLU'S ENDOWMENT

PLU's endowment consists of assets invested over the long term to provide permanent support for the university.

The endowment segregates investments into three main asset classes — equities, fixed income securities and real assets. To respond to shifts in the economy, PLU has adopted a more simplified approach in which many investments are directed into indexed funds.

The Board of Regents establishes the rate of spending from the endowment. For fiscal year 2018, the distribution rate was 4.75 percent — a figure based on the average market value over the past 12 quarters (three years).

\$99,812,715

Market value on May 31, 2018

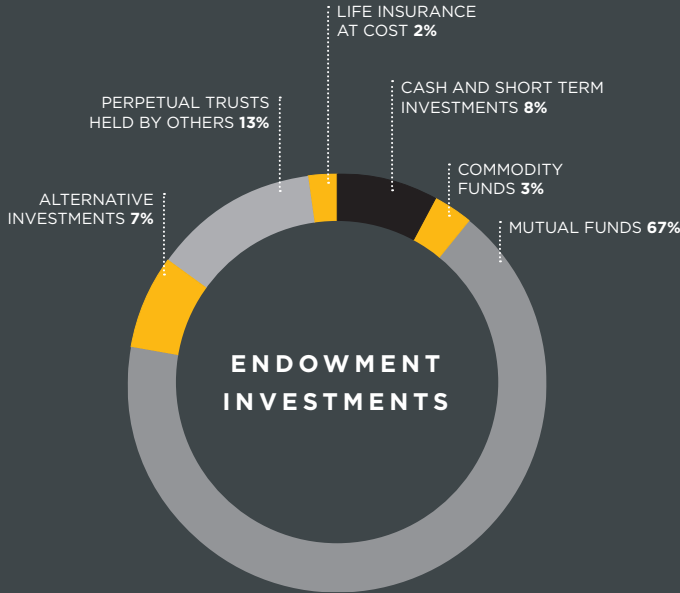
\$5,513,802

Distributed in fiscal year 2017-18

4.75%*

Spending rate

*Effective June 1, 2018, the distribution rate adjusted to 4.5%, which will be reflected in fiscal year 2019 expenditures.

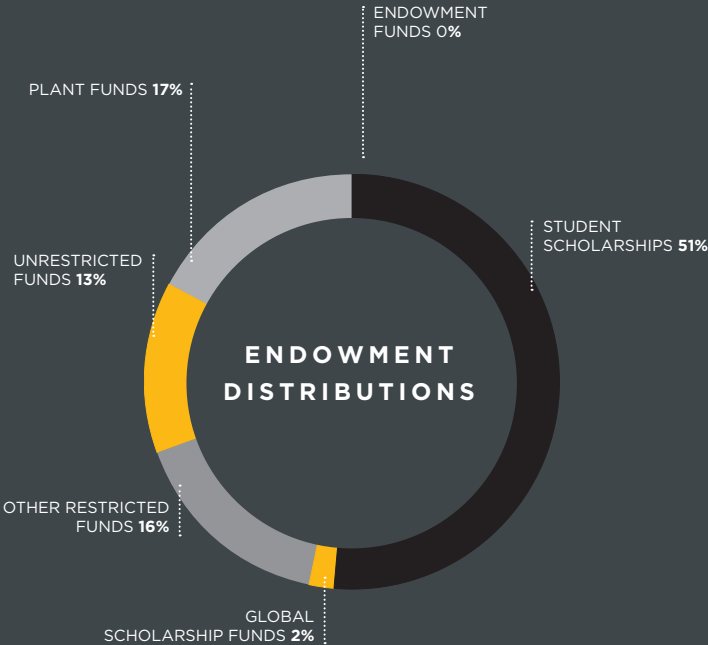


ENDOWMENT DISTRIBUTION >>

STUDENT SCHOLARSHIPS	51%	\$2,821,930
GLOBAL SCHOLARSHIPS	2%	106,461
OTHER RESTRICTED FUNDS	16%	873,400
UNRESTRICTED FUNDS	13%	733,052
PLANT FUNDS	17%	957,103
ENDOWMENT FUNDS	0%	21,856
TOTAL		\$5,513,802

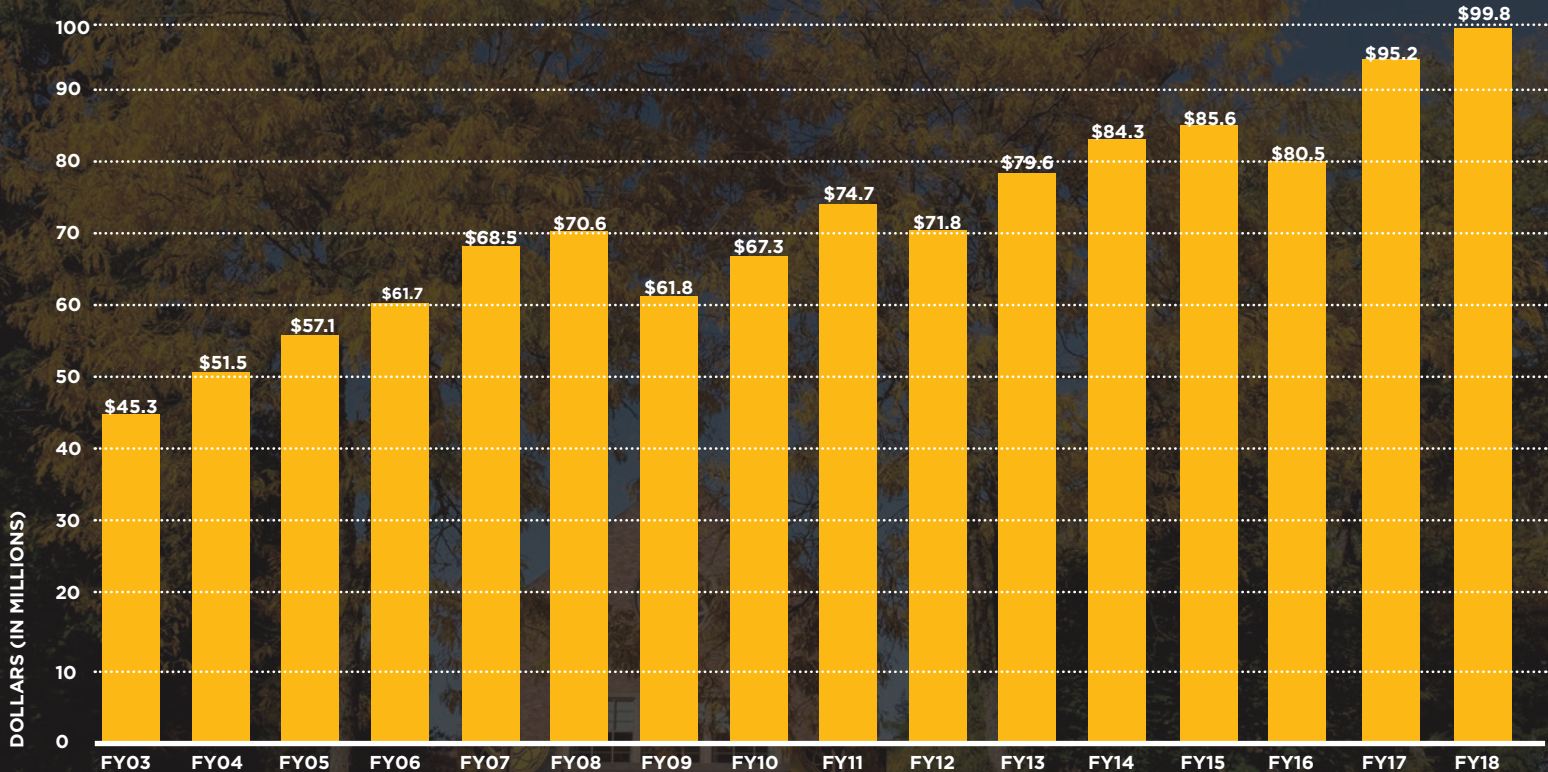
<< ENDOWMENT INVESTMENTS

CASH AND SHORT TERM INVESTMENTS	8%	\$8,208,676
COMMODITY FUNDS	3%	2,668,080
MUTUAL FUNDS	67%	67,278,931
ALTERNATIVE INVESTMENTS	7%	7,418,590
PERPETUAL TRUST HELD BY OTHERS	13%	12,573,238
LIFE INSURANCE AT COST	2%	1,665,200
TOTAL		\$99,812,715



ENDOWMENT GROWTH

The strong financial position of PLU documented in this report is possible due to your generosity and steadfast commitment to our mission. On behalf of the entire PLU community, thank you!



YOUR ENDOWMENT GIFTS TURN DREAMS INTO REALITIES

David '57 and Lorilie '58 Steen

Lacey, WA

"We met and fell in love at PLU. The university has held a special place in our hearts ever since.

We believe in the good work Lutes do, and that's why we chose to support the university's future through our endowment. We are especially happy with PLU's emphasis on global education and environmental stewardship — values inherent in the university's mission, one we deeply support.

Meeting the young people who benefit from the scholarships, as a result of our endowment, affirms that we made the right decision many years ago. It is our privilege to invest in the future leaders of our communities."

ERIN BAKER '19

Mesa, AZ

Major: Communication and Global Studies

Minor: Hispanic Studies

Scholarship received:
Lorilie Steen Endowed Scholarship

"When I originally applied to PLU, I was inspired by the international education available here. I was so excited to take advantage of the study away opportunities, as well as the international programs such as Hong Hall and the International Honors program.

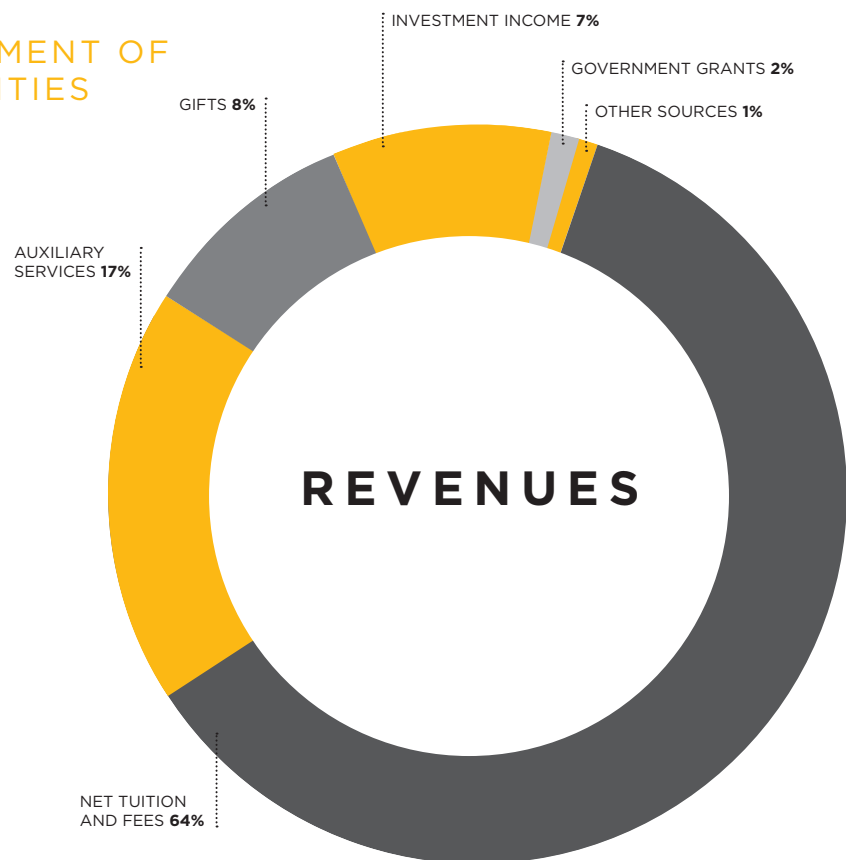
I was thrilled when I learned I could use scholarship money to pay for study away, and the funding actually made it possible to fulfill my goal of studying in Oxford, England, for a full semester.

I never imagined such an experience would be available to me, but with the help of scholarship money, this dream became a reality."

The stories of endowed scholarships are the stories of PLU's donors - people who make a permanent investment in the future of Pacific Lutheran University. For David and Lorilie Steen, meeting the student who received their scholarship is a pivotal and impactful experience.

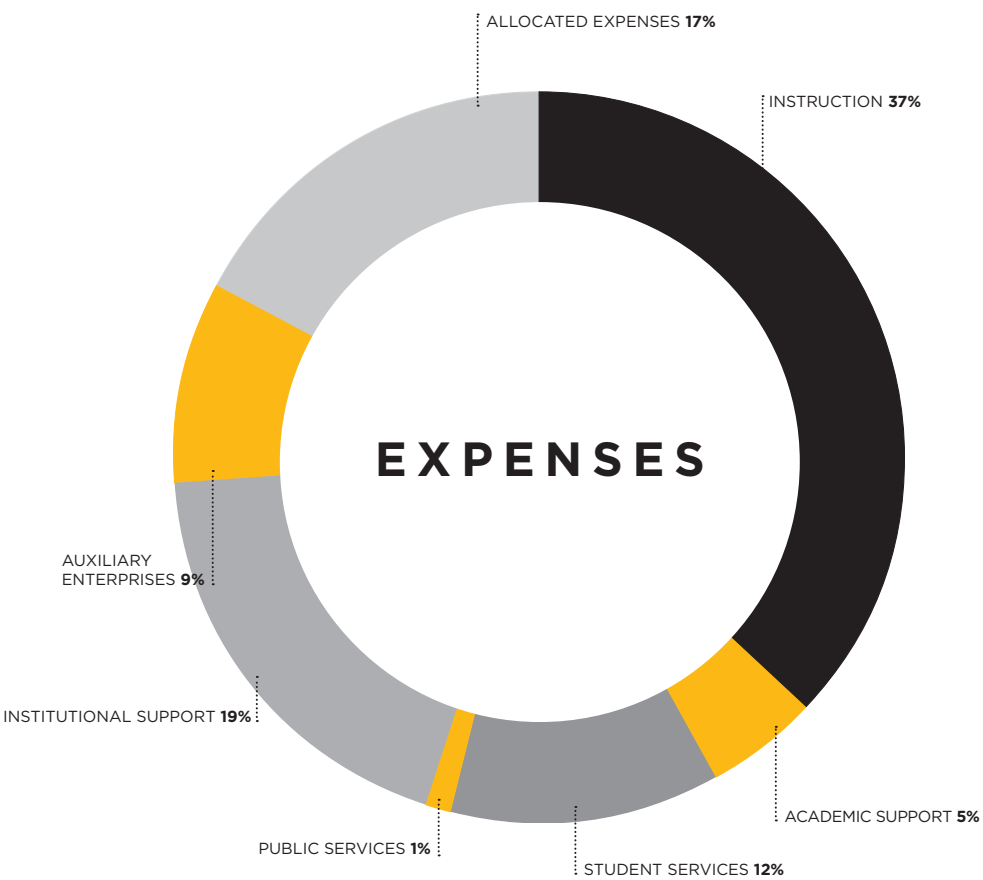


STATEMENT OF
ACTIVITIES



REVENUES 2017-18

Net tuition and fees	64%	\$60,099,300
Auxiliary services	17%	16,190,182
Gifts	8%	7,930,955
Investment income	7%	6,561,256
Government grants	2%	2,064,666
Other sources	1%	1,197,971
TOTAL		\$94,044,330



EXPENSES 2017-18

Instruction	37%	\$34,110,500
Academic support	5%	4,637,407
Student services	12%	11,098,677
Public service	1%	881,187
Institutional support	19%	17,446,374
Axillary services	9%	8,794,701
Allocated expenses	17%	16,094,956
TOTAL		\$93,063,802

YOU

**MAKE PLU
POSSIBLE**

YOU ARE VALUABLE



VOLUNTEER

Lute volunteers serve as committee members, fundraisers, reunion organizers, council representatives, recruiters and more. They work to cultivate and maintain PLU's connections through personal friendships and direct links to the university. There are a number of ways to get involved.

If you want to engage with fellow Lutes — to help launch careers or nominate leaders for awards, for example — contact us. We'd love to hear from you.

Visit plu.edu/alumni/get-involved to explore these opportunities and more.

MAKE A GIFT

The numbers and statistics shared in this report are important. But what's truly transformative is your collective investment in the lives of those who call PLU home. We are grateful for your continued support.

THERE ARE MANY WAYS TO GIVE TO PLU:

Online: plu.edu/givenow

Phone 253-535-7177

Mail: Office of Advancement, 12180 Park Ave. S., Tacoma, WA 98447-0003

Please make checks payable to PLU.

You also can give through your will or estate plan. For more information, please call the Gift Planning team at 253-535-7177, email giftplanning@plu.edu, or visit plu.edu/giftplanning.

2018-19 PLU LEADERSHIP

BOARD OF REGENTS

Ed Grogan '93,
Chair
Mark Gould '91,
Vice Chair
Michelle Long '85
Vice Chair
Susan Caulkins '82,
Vice Chair and Secretary
Steve Whitehouse,
Treasurer
Allan Belton,
Ex-Officio

Dan Alsaker
Joyce Barr '76, '08
Erik Benson '90
Jonette Blakney '85
David Brauer-Rieke '78
Rebecca Burad '74
Bruce Deal '87
Mark Griffith '02
Jaynee Groseth
Dale Haarr '89
Darren Hamby '87, '92
Matt Iseri '99
Richard Jaech
Richard Larson '71
Osamu Matsutani
Joseph Mayer
Mark Miller '88
Brenda Morris '91

Arne Ness '72
Nancy Powell
Jan Ruud '79
Thomas Saathoff '87
Jerry Skaga '72, '73
Laurie Soine '88
Scott Squires '88
Charleen Tachibana '77
Shelley Wickstrom

plu.edu/president/regents

ALUMNI BOARD

Linda (Svendsen) Strand '67
President
Sal Mungia '81,
Vice President
Dale Haarr '89,
Regent Representative

Jackie Andrade '07
Scott Barnum '77
Oneida (Battle) Blagg '82, '91
Noreen (McEntee)
Hobson '00
Jonathan Jackson '12
Sara (Monson) Kass '88
Ruth Foster-Koth '88
Robert Kratzke '79
Brian Laubach '84
Rose (Stanek)-Norbe '08

Kenneth Ryals '87
Mike Willis '72

plu.edu/alumniboard

PRESIDENT'S COUNCIL

Allan Belton
Acting President
Joanna Gregson, Ph.D.
Provost
Joanna Royce-Davis, Ph.D.
Vice President for Student Life
Daniel Lee
Vice President for Advancement
Lace Smith
Associate Vice President for Marketing and Communications
Teri Phillips
Associate Vice President of Human Resources
Michelle Ceynar
Chair of the Faculty, Professor of Psychology
Mike Frechette
Dean of Enrollment Management and Student Financial Services
Vicky Winters
Director of Administration and Secretary to the Board of Regents



PIU | PACIFIC
LUTHERAN
UNIVERSITY