


FROM THE CENTER OUT

The Newsletter of the North Carolina Center for Public Policy Research

October 1991

Turn on the TV -- and watch the Center's research findings at work

Preview:

-- *State spending on health care accounts for up to a fourth of the annual N.C. budget*

-- *At least eight rural N.C. hospitals -- and maybe as many as 22 -- are in danger of failing*

-- *More than one million Tar Heel residents go without health insurance*

The best of the new fall television season is soon to be here -- featuring some of the Center's research on public television. November's the key month, as the UNC Center for Public Television begins its fifth season of joint ventures with the N.C. Center for Public Policy Research. The two centers are planning a joint production of a television documentary and publication of a 100-page plus theme issue of *North Carolina Insight* on health care policy. It's all set for 8 p.m. on Tuesday, Nov. 19, 1991 on the N.C. Public Television Network. We'll release the magazine the same day.

What's it all about? It's to be the first comprehensive examination written for policymakers and interested citizens, on health care policy in North Carolina. It'll focus on the emerging role of the states in planning, providing, and paying for that care. In the works for years, the issue will include hard-hitting articles on:

-- **The new roles of the states** and how North Carolina's budget is increasingly devoted to health care concerns;

-- **Health care cost containment efforts** and what approaches other states have tried to cope with huge increases in health care costs;

-- **Access to health care** and an examination of why so many North Carolinians (nearly one-fifth) go without insurance coverage of any kind, with profiles of three Tar Heel families and what they go through to get health care;

-- **Rural health care** and the problems that many rural hospitals and rural communities have in providing good health care, along with articles focusing on a typical rural county's (Duplin) catalogue of health resources, and features on the difficulty of recruiting physicians to rural areas;

-- **Health care through a patient's eyes**, focusing on the ordeal that one North Carolinian, writer Tim McLaurin, went through when faced with a potentially mortal illness; and

-- **An essay on health care ethics**, examining whether health care is a right or a privilege, and asking how we can ethically allocate health care in an era of declining resources.

Inside:

Sneak preview on higher education research project

Center's strategic planning process moves forward

So be sure to put these dates on your calendar: November 7, at 7:30 p.m. for public television's "Stateline" program, featuring an interview with one of the persons to be profiled in the *Insight* theme issue, and November 19, when the magazine itself will be made public and the television program will be aired at 8 p.m. A follow-up *Insight* in early 1992 will include more on health policy in North Carolina.

It'll be the seventh joint venture with public television. Cooperation between the two centers began back in December 1987, with the first joint report on the emergence of a two-party political system in "North Carolina -- The State of Two Parties." Other specials have focused on the advantages and disadvantages of proprietary hospitals, state parks, municipal waste disposal, poverty and public policy, and mountain area planning and zoning.

Special dates: If you've seen the TV productions before, you know how good they are. If you missed them, here's a chance to see two of them again: N.C. Public Television will re-broadcast two of the specials this fall -- "The Parks We Pay For" (on the needs of state parks) on **October 27** and "Promises In The Promised Land" (on the need for mountain area planning) on **November 3**. What's more, "Stateline" will revisit the problems of municipal waste disposal on **November 21**.

Higher education study results to be released in 1991

Research focuses on how UNC system campuses evaluate and reward teaching

And that's not all that's coming down the research pike. In 1992, the Center will publish the first in a new series of research reports on higher education. The first volume examines how the 16-campus public university system identifies and rewards good teaching. Center Policy Analyst Kim Keschull plans a spring 1992 release. The project surveyed professors in 314 academic departments, plus all deans and vice chancellors of academic affairs, at each of the UNC campuses and got a fantastic response -- a 74 percent return rate.

"The project seeks to determine departmental and university-wide practices on faculty hiring and promotion, teaching loads, evaluating teaching, and rewarding excellent teaching," notes Keschull. In addition to the formal survey, Keschull is doing extensive interviewing with UNC system and campus officials. What's she found? Here's a sample of preliminary findings:

-- **Every university requires evaluation** of undergraduate teaching and 86 percent conduct student evaluations of classes each semester; only 78 percent provide the questionnaires to be used;

-- **Only about a fourth of all UNC departments use student evaluations** to help faculty members become better teachers; and

-- **While 91 percent of the 16 universities give campus-wide teaching awards, only 9 percent of the 314 departments give awards for teaching excellence.**

The Center is analyzing the data to detect similarities and differences among the campuses. Survey data also will be used to uncover unique departmental or university-wide programs on such topics as training new faculty members or teaching assistants how to teach effectively, says Keschull. Stay tuned for more as this important research report comes out in 1992.

We want to thank five foundations for their support for this project on higher education in North Carolina. They are the Broyhill Family Foundation, the Cannon Foundation, the John Wesley and Anna Hodgkin Hanes Foundation, the Hillsdale Fund, and the Janirve Foundation.

Center names
Danita Morgan to head
membership and
marketing effort

Danita Morgan has joined the Center staff as Development Associate for Membership and Marketing. An experienced public relations and marketing professional, Morgan becomes the first Center staffer to concentrate solely on building up membership and marketing products. "We depend on our members to alert us to important issues, provide a pool of new Board members, and support the Center financially," says Morgan. "I look forward to working to build our membership and make the Center's research even more widely read throughout North Carolina." If you've got a question about your membership status, or want to help market any of the Center's products to a group or conference, call Danita Morgan at (919) 832-2839.

The Center extends a warm welcome to these new members:

Mary Alsentzer	Joe Matthews
Michael C. Blackwell	John P. Page
Nancy O. Brame*	Harry E. Payne Jr.
Molly Diggins	Samuel L. Stowe III
Allyson Duncan	Nancy Temple
Barbara Freedman	Gene Upchurch
Claude G. Gillikin	Leroy Walker
George Givens	John Winters
Lloyd V. Hackley	Tony M. Womack
	Martha Martinat

* With our special thanks for enlisting as a supporting member.

We also thank these supporting members who renewed their Center memberships with special contributions:

William Keenan	Fred Stanback
Bob Spearman	

We welcome back two full-service members:

N.C. Textile Manufacturers Association
Takeda Chemical Products U.S.A.

(A full-service member receives all research reports in addition to North Carolina Insight magazine and "From The Center Out" newsletters. At \$250 per year, it's a good buy. If you're interested in becoming a full-service member, call Danita Morgan at 919-832-2839.)

And the Center's continued thanks go to these foundations and corporations for renewing their support:

Lowe's Charitable and Educational Foundation	\$1500
FMC Corporation, Lithium Division	1000
National Starch & Chemical Company	1000
NCNB Corporation	1000
Burroughs Wellcome Company	700
Consolidated Diesel Company	600
Sara Lee Corporation	500
Wachovia Bank and Trust Company	500

**Strategic Planning:
A good hard look at
the Center's mission**

After 14 years of successful service and expansion, the Center is doing what it often urges state government to do: Take a good, hard look at itself and consider how its missions and goals might be reshaped to serve the state better. Called Strategic Planning, many organizations -- including corporations, other non-profits, and academic institutions -- have begun examining what they do to make sure they are heading in the right direction.

Center Executive Director Ran Coble says the process will take more than a year, and will be complete in early 1992. Coble hopes the Center will benefit in several key ways from this critical examination of its mission, goals, and activities. "It's an important process that we need to go through to ensure that the Center continues to fulfill its mission and have its research improve public policy in North Carolina," says Coble.

**Nominations for
Center Board of
Directors due
by October 24**

Presidential elections are still a year off, but you can get involved in a nomination process of a different sort -- for the Center Board of Directors. Each year, the Center's Board fills any vacancies that have come open. These vacancies -- three this time -- will be filled at the December Board meeting, but the Nominations Committee must have the nominees' names in hand by October 24. If there's someone you'd like to nominate for the Center Board -- or if you'd like to be considered yourself -- please write Nominations, N.C. Center for Public Policy Research, P.O. Box 430, Raleigh, N.C. 27602, by October 24. And keep in mind that the Center board is designed to reflect the gender, political, geographical, and racial makeup of North Carolina.

**Center's annual
year-end appeal
is coming soon**

As the year approaches its end and the days grow shorter, we want to express once again our appreciation to the members and supporters of the N.C. Center for Public Policy Research. It is your support that has made it possible for us to produce our book-length reports, guides to the legislature, magazines and research articles, and television productions. In November, we'll be contacting you to ask that you consider making a special year-end contribution to the Center. We'll be grateful if you'll take a few moments to reflect on the unique things the Center does -- and help us make it through another year.

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