


FROM THE CENTER OUT

The Newsletter of the North Carolina Center for Public Policy Research

March – April 1993

Center Calls for More Emphasis on Good Teaching

The Center in February released its long-awaited study, "How Do Universities in the UNC System Identify and Reward Excellent Teaching?" The 429-page report, three years in the making, recommends that universities in the 16-campus University of North Carolina system evaluate the quality of teaching more thoroughly and offer stronger rewards for good teaching. The report concludes that all of the state's universities need to improve their methods for assessing undergraduate instruction, even though some institutions are taking steps to promote good teaching on their campuses. "In general, the universities are not doing as much as they could to evaluate and reward good teaching," says Kim Keschull Otten, the Center policy analyst who wrote the report. A summary of the report is reprinted in the February edition of *North Carolina Insight*, the Center's magazine.

Among its findings, the study revealed that: North Carolina's public universities lag far behind their national counterparts in efforts to evaluate the quality of teaching; teaching is not given enough emphasis in tenure and promotion decisions; the current rewards system heavily favors research over teaching; only 9 percent of the UNC system's departments give awards for excellent teaching; and only half of the departments using graduate teaching assistants have any sort of training program to prepare those TAs. The report also included 10 recommendations that would enable the UNC system to better identify and reward good teaching. It recommended that:

- * Universities require at least one other form of review, perhaps peer evaluation, in addition to the student evaluations now done for most faculty.
- * Departments tie teaching evaluations to tenure and promotion decisions.
- * All departments establish some method for recognizing and supporting excellent teaching, such as teaching awards or faculty development programs.
- * Each university establish endowed chairs for excellent teachers.
- * No graduate students teach undergraduate courses without extensive training, monitoring, and evaluation.

This report was made possible by grants from the Broyhill Family Foundation, the Cannon Foundation, the John Wesley and Anna Hodgkin Hanes Foundation, the Hillsdale Fund, the Janirve Foundation, and The John William Pope Foundation.

Insight Looks at Filmmaking in N.C.

The new edition of *North Carolina Insight* was prompting changes even before it was released in February. An *Insight* article on using filmmaking as an economic development tool spurred the state Film Office -- which had reviewed a draft version of the piece -- to change the way it reports the economic impact of movies made in North Carolina. The article noted the Film Office's accomplishments. But it criticized the agency for using a multiplier that triples the amount of money actually spent on filmmaking in an effort to boost estimates of economic impact, and for not disclosing its use. Although the office still uses the multiplier, it acknowledged its use for the first time since 1987 in a February 1993 press release promoting the impact of movies made in North Carolina in 1992.

The new *Insight* also features essays by 17 North Carolinians responding to the question: "What should the new governor do for the state?" Center staff selected the authors to present a broad spectrum of views balanced by race, geography, gender, and political affiliation. The magazine also examines a proposal to televise state legislative sessions from start to finish, like a state-level C-SPAN.

WHAT SHOULD WE LOOK AT NEXT?

This time each year we ask members to suggest topics and priorities for future studies and reports. Please tell us what you think and why. Also, please review the schedule below and tell us which of the proposed topics deserve priority. We must receive your suggestions by March 26 in order to use them in our decision making. Thank you for sharing your ideas. Send your comments to Ran Coble, Executive Director, P.O. Box 430, 5 W. Hargett St., Raleigh, NC 27602.

	<u>1993</u>	<u>1994</u>	<u>1995</u>
<u>Major Reports:</u>	<ul style="list-style-type: none"> - <i>Higher Education I: How the UNC system identifies and rewards good teaching</i> - <i>Article II: A Guide to the 1993-94 N.C. Legislature</i> (9th edition) - <i>The Cost of State Legislative Campaigns</i> - Index to all Center reports and <i>Insight</i> articles 	<ul style="list-style-type: none"> - Effectiveness rankings of the 1993-94 General Assembly and rankings of the most influential lobbyists 	<ul style="list-style-type: none"> - <i>Higher Education II: Governance of the UNC system and restructuring, 24 years later</i> - <i>Article II: A Guide to the 1995-96 N.C. Legislature</i> (10th edition) - <i>N.C. Focus</i> (3rd edition)
<u>North Carolina Insight magazine:</u>	<ul style="list-style-type: none"> - 4 General Issues, featuring: <ol style="list-style-type: none"> 1. Filmmaking in N.C. and televising the legislature 2. New demographics of N.C. 3. State regulation of pesticides 4. Minority health 	<ul style="list-style-type: none"> - Theme Issue: State and local finance; allocation of government responsibilities - 3 General Issues: <ol style="list-style-type: none"> 1. Effects of military installations in N.C. 2. Another look at ways to increase voter participation 3. Coastal Area Management Act, 20 years later 	<ul style="list-style-type: none"> - Theme Issue: Economic development - General Issues: Topics open
<u>Special Projects:</u>	<ul style="list-style-type: none"> - Programs with UNC-TV: <ol style="list-style-type: none"> 1. State regulation of pesticides 2. Other topics open 	<ul style="list-style-type: none"> - Topics for joint productions with UNC-TV: open 	<ul style="list-style-type: none"> - Topics for joint productions with UNC-TV: open
<u>New Activities:</u> (from 1992 Strategic Plan)	<ul style="list-style-type: none"> - Publish 3-5 Op/Ed pieces - Present research findings to legislators 	<ul style="list-style-type: none"> - Op/Ed pieces - Research for N.C. Agenda - Center video 	<ul style="list-style-type: none"> - Op/Ed pieces - Present N.C. Agenda to legislature

IN-KIND DONATIONS SUPPORT CENTER

The Center is grateful to the **R.J. Reynolds Tobacco Company** and Board Member **Pat Shore** for their in-kind contribution of \$250. Their donation helped the Center upgrade its computer software from WordPerfect 5.0 to WordPerfect 5.1. We make use of this gift every day. We're also grateful to Raleigh artist **Kyle Highsmith**, who let us reproduce his painting of the State Capitol for the cover of the February edition of *North Carolina Insight*.

Such in-kind donations play an important role in the Center's operations. Other items the Center needs include a CGA color monitor for an IBM-XT computer, a TV VCR, and an IBM compatible laser printer. Call Nancy Rose at (919) 832-2839 for more information.

YEAR-END APPEAL: We'd like to thank the following people for their enthusiastic response to the year-end appeal. Many thanks for helping us close the financial gap that the 1992 economy left in our budget. Year-end gifts totaled \$6941.

Jack Betts	Peter Harkins	Cliff Oxford
John M. Betts	H. Park Helms	Michael Patrick & Meg Kemper
Thad Beyle	Bill Holman	Charles R. Preston
Richard & Pam Bostic	Bertha "B" Holt	Richardson Preyer
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Frank Gray	Mary Norris & Pat Oglesby	Lee Wing
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Special thanks to Center board members **Daphne Copeland, Keith Crisco, Ann Q. Duncan, and Wade Hargrove**, who gave five or more gift memberships at year. Others who made year-end gifts in honor or memory of Center friends include:

Roslyn Savitt, in memory of **The Honorable Luther "Nick" Jeralds**
 Cy King Sr., in honor of **Dr. Abraham Holtzman**
 Betty H. and Henry A. Landsberger, in honor of **Tinker Ready**
 Albert Sawyer, in honor of **Dr. Thad Beyle**

AND THE WINNERS ARE... The Center's first membership recruitment contest was held last fall, and we received more than 70 new member referrals! The following winners' names were drawn from all entries:

Douglas Stirling	Grand Prize
Fred Romm	First Prize
Bert Armstrong	Second Prize
Gale Adcock	Third Prize

Thanks to all members who participated -- especially **Robert Pate Williams**, who submitted the most referrals! Others were:

Pam Adams	Diane Henderson	Jean P. Murphy
Mary Alsentzer	Bill Holman	Howard Olson
John Booker	Pat Howe	J. Reid Parrott Jr.
Juanita Clemmons	Tim M. Kinsky	Charles Phillips
Steve & Louise Coggins	Teresa LaVoy	C. & M.R. Runyon
Molly Diggins	Local Govt. Training Program	Bob Shepherd
George F. Givens	Joe C. Matthews	James A. Stem Jr.
Marie C. Harris	Angie McMillan	Beverly L. Timerding
		James F. Wilder

WE WELCOME OUR NEW INDIVIDUAL SUPPORTING MEMBERS AND THANK THOSE WHO RENEWED THEIR INDIVIDUAL SUPPORTING MEMBERSHIPS:

Eben Alexander, Jr.	Kelvin Buncum*	Fran E. Preston*
T. Cass Ballenger	Mr. & Mrs. Wade Hargrove	Molly Richardson Smith
	Bob Jordan*	

*Denotes new individual supporting member.

A WARM WELCOME TO THESE NEW CENTER MEMBERS:

Paulette Agha	J. Richard Futrell, Jr.	Richard H. Moore
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A SPECIAL WELCOME TO THESE NEW ORGANIZATIONAL MEMBERS:

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THE CENTER WELCOMES OUR NEW FULL-SERVICE MEMBERS AND THANKS THE FULL-SERVICE MEMBERS WHO RECENTLY RENEWED THEIR SUPPORT FOR THE CENTER:

James F. Goodmon.....Capitol Broadcasting Company
 Robert J. Greczyn, Jr.....Carolina Physicians' Health Plan, Inc.
 Sam T. Moore, Jr.....Bank of Currituck*
 Senator George Daniel
 Jo Kittner.....N.C. Bar Association
 Joe C. Matthews.....Northwest Piedmont Council of Governments

* Denotes new full-service member.

A WARM WELCOME TO OUR NEW CORPORATE CONTRIBUTORS:

Fujitsu Network Switching of America, Inc.	\$1000
Pearsall Operating Company	500
Tharrington, Smith & Hargrove	250
Healthtex, Inc.	200

CORPORATIONS THAT RECENTLY RENEWED THEIR SUPPORT AND TO WHICH WE GIVE OUR SPECIAL THANKS INCLUDE:

Nationwide Insurance	\$2100	Durham Herald-Sun Newspapers	500
General Electric Company	1200	Mallinckrodt, Inc.	500
HKB Associates	1200	Volvo GM Heavy Truck Corporation	500
North Carolina Natural Gas Corporation	1200	The Daily Reflector of Greenville	350
Branch Banking and Trust Company	1100	Hoechst Celanese Corporation	350
Burlington Industries Foundation	1000	The North Carolina Soft Drink Association, Inc.	350
Ciba-Geigy Corporation	1000	Coastal Lumber Company	250
The Duke Power Company Foundation	1000	Food Lion, Inc.	250
Piedmont Natural Gas Company	1000	Raleigh Federal Savings Bank	250
Southern Bell	1000	First National Bank and Trust Company	200
Centura Banks, Inc.	500	Florida Atlantic University Foundation	200
The Dickson Foundation	500	Summit Cable Services	200

ORDER FORM FOR CENTER PUBLICATIONS

New Release:

The Center's newest report, *How Do Universities in the UNC System Identify and Reward Excellent Teaching?*, was released in February and summarized in *Insight*. If you would like to order the full 429-page report, please return the form below. The cost is \$34.50, including postage and tax.

_____ *How Do Universities Identify and Reward Good Teaching (@ \$34.50)*

Past Center Publications Available:

Planning a conference? Looking for supplemental reading for a class project? Seeking a policy topic on which to focus a discussion? You might want to purchase some of the Center's past *Insight* magazines. Following are some of the available topics:

- | | |
|--|---|
| ___ Mountain Area Management (\$7.86 ea.) | ___ Poverty in North Carolina (\$14.22 ea.) |
| ___ Recycling in North Carolina (\$7.86 ea.) | ___ Gubernatorial Veto (\$7.86 ea.) |

For Shipping:

The publications that you have selected above will be shipped to the address you indicate below. Please make checks payable to the N.C. Center for Public Policy Research.

Name: _____ Title: _____

Organization: _____

Street Address: _____

City, State, Zip: _____ Total Enclosed: \$ _____

Foundations Award Grants for Pesticides Project

Two private foundations recently awarded grants to the Center to help support this year's research project on "State Regulation of Pesticides." The Kathleen Price and Joseph M. Bryan Family Foundation of Greensboro donated \$20,000 for the project, and The W.K. Kellogg Foundation of Battle Creek (MI) donated \$22,000. We greatly appreciate these grants for this important look at pesticide policy in North Carolina and other states.

Center Elects New Board Members, Officers

The N.C. Center for Public Policy Research has elected seven new members to its Board of Directors, as well as new officers for 1993. New members elected to three-year terms (1993-95) were: Kelvin Buncum of Raleigh, vice president of WTRG Radio; Margot Flood of Raleigh, vice president of the Durham chapter of Links, Inc. and former deputy secretary of human resources under Gov. James G. Martin; Randy Fraser of Raleigh, president of Time Warner Cable: Raleigh-Durham-Chapel Hill; Thomas Hardaway of Enfield, an attorney and former Democratic state representative; Fran Preston of Raleigh, vice president and lobbyist for the N.C. Retail Merchants Association; Johnathan Rhyne of Lincolnton, an attorney and former Republican state representative and House minority leader; and Ruth Shaw of Charlotte, vice president for corporate communications at Duke Power Company and former president of Central Piedmont Community College.

"We are very pleased to welcome these outstanding citizens to the Board," says Keith Crisco of Asheboro, the Board's new chair. "The Board is carefully constructed to be representative of the citizenry of North Carolina in terms of regional and racial mix, gender, and political party affiliation." Crisco, a former White House Fellow, is president of Asheboro Elastics Corporation. Other new officers are: vice chairman and chairman-elect for 1994, Wade Hargrove of Raleigh, an attorney and chair of the Board of Directors for the Agency for Public Telecommunications; secretary, Beverly Blount Smith of Raleigh, manager of state government programs for IBM Corporation; and treasurer, Daphne Copeland of Raleigh, manager of state government relations for General Electric Corporation.

New Article II Available Soon

The latest update of *Article II*, the Center's popular guide to the legislature, will be available soon. The book includes biographical information on the 120 representatives and 50 senators, as well as their past votes on key issues, committee assignments, effectiveness rankings, and demographic trends. If you want us to notify you when the new *Article II* is available, please call us at (919) 832-2839 or write to the N.C. Center, P.O. Box 430, Raleigh, NC 27602.

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