


FROM THE CENTER OUT

The Newsletter of the North Carolina Center for Public Policy Research ■ May – June – July 1993

Center Report on Teaching Gets Quick and Favorable Response

On February 18th, the N.C. Center for Public Policy Research released its 450-page study, *How the Universities in the UNC System Identify and Reward Excellent Teaching*. The press coverage was extensive and extremely favorable. So far, more than 40 articles have been written about the study in 28 newspapers across the state, and the 90-station N.C. [Radio] News Network also broadcast coverage. In addition, the Center's study has been featured in national publications like *State Policy Reports*, *State Government News*, and *The Washington Monthly*.

All but one of the editorials praised the study and urged the UNC Board of Governors and chancellors on individual campuses to act on the Center's recommendations to do more to evaluate teaching, reward good teachers, train graduate student teaching assistants who teach classes, and tie tenure to teaching performance. A *Charlotte Observer* editorial concluded, "The N.C. Center's thoughtful and meticulous research on how the university system rewards teaching is a welcome addition to the debate over tenure. Its recommendations deserve careful consideration by UNC administrators as well as the UNC Board of Governors." A *Wilmington Morning-Star* editorial opened by saying, "An exhaustive study of North Carolina's university system has confirmed the widespread public suspicion that our campuses pay too little attention to good teaching." The *Fayetteville Observer-Times* editorial said, "The university system should design and implement a comprehensive evaluation system that includes student evaluations, peer review and perhaps other measures. The results should be used to require professor retraining where necessary, and they should influence both salary and tenure decisions."

To its credit, the UNC Board of Governors invited the Center to present its findings and recommendations to the Board. Center executive director Ran Coble and policy analyst Kim Kebschull Otten accepted the invitation and spoke and answered questions at the Board's April 16th meeting. A Board committee now will study the matter and report back to the full Board.

Then, on May 12th, Senator David Hoyle (D-Gaston) introduced legislation (SB 1150) in the 1993 General Assembly to study the quality of undergraduate education in the UNC system. The study would look at several issues raised by the Center's research, including: "institutional and professional rewards and incentives for quality undergraduate teaching; the role of teaching as scholarship in the university rewards system, including methods to reward excellence in the classroom; methods to assess and evaluate faculty teaching; and current activities dedicated to faculty professional development in the area of teaching." The bill was co-sponsored by Senate Education/Higher Education Committee Chair Senator Beverly Perdue (D-Craven). If passed, the legislative study commission would make an interim report in 1994 and final report in 1995.

Insight Makes News

Newspapers and radio stations across the state published articles about research in the February edition of *North Carolina Insight*. The issue featured articles on filmmaking in North Carolina, a proposal to provide live television coverage of the General Assembly, and advice for the new governor from 17 citizens.

The article on filmmaking recognized the state Film Office for its success in attracting movie business to North Carolina. But it criticized the office for using a multiplier that inflates the economic impact of the movie industry in the state. The article generated 56 articles in 46 newspapers, as well as coverage on the 90-station N.C. [Radio] News Network. *Insight's* article reminds us all to ask for

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Recent Contributors -- People Who Help Keep the Center Working

A warm welcome to our new corporate contributors:

Plastic Packaging Foundation	\$500
Hunton & Williams	250
Lexington State Bank	200
GoodMark Foods	100

Corporations which renewed their support and to which we give our special thanks include:

Glaxo, Inc.	\$5000	North Carolina Power Company	500
Philip Morris USA	2500	WFMY-TV	500
Lorillard Tobacco Company	2000	WSOC-TV	350
The News and Observer Foundation	2000	Fayetteville Publishing Company	300
Public Service Company of North Carolina	1200	Golden Corral Corporation	250
Greensboro News & Record	1000	Hardee's Food Systems, Inc.	250
NationsBank Corporation	1000	AEtna Casualty and Surety Company	200
Winston-Salem Journal	1000	Asheville Citizen-Times Publishing Company	200
Kaiser Foundation Health Plan of North Carolina	750	Carocon Corporation	200
Kelly-Springfield Tire Company	500	Dudley Products, Inc.	200
N.C. Health Care Facilities Association	500	Peoples Security Life Insurance Company	200

Special Gifts Support Center

The Center is grateful to **IBM Corporation** and Center Board member **Beverly Blount Smith** for their recent in-kind contribution of two laser printers. With our high volume of printing, this new equipment is a welcome addition to our office. We're also grateful to **Philip Morris** for their gift through the employee matching gifts program on behalf of Center Board member **Hawk Johnson**. We also appreciate Board member **Fran Preston** and the **N.C. Retail Merchants Association** making a special memorial gift honoring the late Representative Pete Thompson.

The Center Board and staff also appreciate the efforts of several individuals and corporations who made possible a reception and Board meeting in Asheboro in March. For their support of the reception for area Center members and contributors, we thank **Keith Crisco** and **Asheboro Elastics**, **Randy Fraser** and **Time Warner Cable of Asheboro**, and **Klaussner Furniture Industries, Inc.** We also thank **Mary Joan Pugh** and the **N.C. Zoological Park** for hosting the Board meeting. As part of the Board meeting, the Directors began to explore the possibilities of an endowment campaign for the Center. We thank **Bill Bondurant** (former director of the Mary Reynolds Babcock Foundation), **Whitney Jones** (president of Whitney Jones, Inc.), and **Pam Kohl** (president and CEO of Planned Parenthood of the Capital & Coast) for giving us their time and ideas on endowment campaigns.

The Center welcomes our new full-service members and thanks the full-service members who recently renewed their support:

- * Baptist Children's Homes of NC -- Michael Blackwell
 - * Elastic Therapy, Inc. -- Mac Ramsay
Guilford County -- Brenda Jones
 - * N.C. Medical Society -- George E. Moore
Wake County -- Richard Stevens
 - * UNC Wilmington -- Mark Lanier
- * Denotes new full-service member.

We welcome three new individual supporting members and thank those who renewed Center memberships with special contributions:

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| Linda Ashendorf | Karen Gottovi | * Helen Laughery |
| * David Reynolds | * Kenneth C. Royall, Jr. | Fred Stanback, Jr. |
| H. Frank Starr, Jr. | Margaret R. Tennille | Ed Williams |
- * Denotes new individual supporting member.

A warm welcome to these individual members who recently joined the Center:

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| Deborah L. Albritton | Talmadge S. Baker | Fred Baggett |
| Garnet L. Bass | Janice L. Bryant | Charles F. Buchanan |
| Nelson Cole | James W. Crawford, Jr. | Martha Drake |
| John Eslmyer | Bruce Ethridge | Ballard Everett |
| Dale C. Farran | John C. Hasty | Anna Hayes |
| David E. Holm | John W. Hurley | Elise Light |
| Brad Miller | Sheppard N. Moore | Charles R. Pressley |
| Jim Rich | Julia M. Richards | Majorie K.N. Salzman |
| O. Nathaniel Swanson | Ashley Thrift | Marianne Triplette |
| Allen Wellons | Mrs. Albert D. Warshauer | Barney P. Woodard |

A special welcome to these new organizational members:

- The Arkansas Institute
 Donald E. Ensley -- ECU School of Allied Health Sciences
 Shirley Girouard -- NC Center for Nursing
 Thomas Hardaway
 Marsha Lobacz -- Institute of Government Library

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proof before we believe any boast of an industry's economic value," Paul T. O'Connor wrote in a column distributed by the Capitol Press Association.

Several papers also printed editorials supporting the proposal to begin "gavel-to-gavel" television coverage of the legislature, as recommended by the Center in its article on the subject. As the *Smithfield Herald* wrote, "The bottom line of all of this is a common search for means to increase the public's access to their government. Anything that promotes that cause is good for all of us, and the call for full TV coverage of the legislature is a worthy addition to the list."

Our Thanks to Center Members Who Suggested Study Topics

In the last Center newsletter, we invited suggestions on topics the Center should study over the next year. We also sought Center members' reactions to a set of possible topics for 1993-95 identified by the Board and staff. Our sincere thanks to the members who wrote by the April 26 deadline (though we welcome ideas year-round!).

Center member D. B. Stirling suggested we do more on the new demographics of North Carolina and look at what the legislature does in response to the Government Performance Audit. Allan Spalt continued to support a comprehensive study of the state's regulation of pesticides. Leah Karpen asked us to give higher priority to examining health care issues affecting minorities, and Bob Lane said it was time to look at housing issues again because a decade has passed since our 1982 theme issue on housing policy. We are pleased to say we plan to act on all these suggestions in *Insight*.

Over the longer haul, our Board also tentatively committed to responding to the following Center members' suggestions if we can secure funding for these larger research projects: Cy King, Roger Manus, John Niblock, and Bill Towe asked us to look at the benefits and liabilities of the military installations in eastern N.C. and possible implications of base closures by the federal government. Smith Richardson, Jr. urged an evaluation of the successes and failures of the Coastal Area Management Act 20 years after its enactment in 1994. D. B. Stirling also asked us to build on our June 1991 research on ways to increase voter participation. Still under discussion are other suggestions by Center members.

Coming Attractions

The Center covers a full slate of timely topics in its next edition of *North Carolina Insight*, to be published this summer. The issue will feature articles on the implications of the 1990 Census in North Carolina, a recent state Supreme Court decision on the release of public records, and an update on the Center's 1988 proposal for a state environmental index that would measure progress and decline in how well the state protects and uses its natural resources.

Also new is the latest edition of *Article II: A Guide to the 1993-94 N.C. Legislature*, which the Center began publishing during the 1977-78 General Assembly. As a companion piece, the Center is publishing a new study of legislative campaign finances in the 1992 elections.

Copies of *Article II* and the campaign finance report can be ordered by calling Sharon Gibson at (919) 832-2839 or writing the Center at P.O. Box 430, Raleigh, N.C. 27602. *Article II* costs \$22.70, while the campaign finance publication costs \$8.00. Or, the two reports can be bought as a set for \$26, a savings of \$4.70.



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