

# Students giving search input yet to meet in '08

BY KELLEN MOORE  
STAFF WRITER

As the search for UNC's next chancellor enters the home stretch, one group of students is just beginning an ambitious task — putting into words the "Carolina Way."

The 14-member student advisory board to the chancellor search committee was created in October by former Student Body President Eve Carson. It was charged with relaying student input to the student body president — who serves directly on the search committee — and with defining once and for all what makes

Carolina the place it is.

"I don't know if people realize just how special what we do here is and how engaged Carolina is compared to other campuses," said Student Body President J.J. Raynor, citing the more than 600 student organizations as proof.

The committee hopes to draft a two-page statement before the semester's end to share with the search committee and the new chancellor. It will express which University values are most important to students.

"It's just a big task," co-chairman

Matt Hendren said. "It shouldn't take too long, but it needs to be well done and relevant."

To help make the statement applicable, Hendren said it would shy away from specifics and focus instead on the big picture.

"The idea is for it not to be specific, so that it can be flexible over time and so you capture the ethos, rather than individual names and programs," Hendren said.

The statement won't merely encapsulate what today's students value. It also will consider the University's past and could be used

again in the future, Hendren said.

"We hope that it will continue to be used for incoming chancellors, Board of Trustees members, other administrators, faculty and students," he said.

The committee has met sporadically since its inception. The next meeting, planned for Wednesday night, will be its first this semester.

"We met a lot in the beginning, and there was some midnight oil burning," Hendren said.

Committee members busied themselves in October with crafting a 25-page document that detailed

UNC programs that students love.

Each committee member was responsible for a certain section, but all wrote intending to share student thoughts before any candidates were cut in the chancellor search.

The committee also held two forums to allow students, faculty and staff to weigh in on the search.

But getting a complete picture of what students thought wasn't easy, said junior Josh Criscoe, who attended several committee meetings.

"A majority of students could care less about who the next chancellor is," Criscoe said. "But there are a

good number of students that care about the issues and the voice that a new chancellor could bring."

So far now, the members of the student advisory committee, like the rest of the University, are waiting to see who the chancellor search committee will name in late April or early May.

"We're excited to have a new chancellor and just to see who it is and start acclimating them in this Carolina Way," Hendren said.

Contact the University Editor at [udesk@unc.edu](mailto:udesk@unc.edu).

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# Audit identifies lottery pitfalls in its first year

Funding short of expectations

BY JAKE RATLIFF  
STAFF WRITER

A recent report from the Office of the State Auditor indicates that the N.C. Education Lottery didn't live up to expectations in its first year.

The report outlines several "performance management weaknesses" that might prevent the lottery from achieving its sales goals.

"The lottery has not lived up to the hype that people like Gov. Easley gave it in trying to sell it to the public, and the report reflects that," said Terry Stoops, a policy analyst at the John Locke Foundation, a conservative think tank.

One weakness the audit mentioned was a lack of market research. N.C. Rep. Verla Insko, D-Orange, expressed disapproval of expanded marketing efforts on the part of the state lottery.

"I don't want to see lottery commercials on TV all the time," she said. "People have enough addictive behaviors as it is."

In a letter attached to the auditor's report, Thomas Shaheen, director of the lottery, stated that the audit's scope covered only the period from the first lottery ticket sales on March 30, 2006 to September 2007, at which point the lottery had been in operation for just 18 months.

"It is a new organization," he said. "Was it wrapped up in a pretty package with a bow on it? No."

Shaheen pointed to the fact that after the N.C. General Assembly approved the lottery and selected the commission to run it, he had less than four months to get started.

He also stated that, in contrast to North Carolina, the other state lotteries in the auditor's report had been in effect for 16 years or more.

"We didn't feel that was an apples-to-apples comparison," Shaheen said.

Paul LeSieur, director of school business services for the N.C. Department of Public Instruction, said that while the lottery benefits education by contributing funds, it hasn't brought in the full amount of funds that were predicted.

According to the audit, if lottery sales trends persist, funds for 2008 will fall \$123 million short of projected sales and education transfers.

"Last year we were short on funds from the lottery," LeSieur said. "State public school funds had to absorb that cost."

Based on the revenue predictions for the lottery, the state's schools

*"It is a new organization. Was it wrapped up in a pretty package with a bow on it? No."*

**THOMAS SHAHEEN**, LOTTERY DIRECTOR were supposed to receive \$127.8 million for class size reduction last year, but they received only \$78 million, he said.

For Chapel Hill-Carrboro City Schools, lottery funds brought in \$400,000 less than the schools had budgeted based on the forecasted lottery revenue, said Stephanie Knott, CHCCS assistant superintendent for community relations.

Lottery funds for the district are earmarked for building new facilities and improving existing ones, Knott said.

"That's where we need it," she said, explaining that the district grows by about 300 students every year.

In response to the auditor's report, Shaheen said the lottery has adopted a formal, documented revenue forecasting method.

"Since we were just starting out, we didn't have any sales history," he said. "Originally all we had was per capita sales from other lotteries, so we had to piece together information from those."

Contact the State & National Editor at [stndesk@unc.edu](mailto:stndesk@unc.edu).

## Major findings of the N.C. Education Lottery audit

- ▶ The NCEL did not have any formal method for forecasting revenue, which can result in inaccurate predictions.
- ▶ The NCEL lacked a formal strategic plan documenting agency objectives, planned operations and ways to assess results.
- ▶ The NCEL's marketing plan did not include measurable goals.
- ▶ The NCEL did not carry out ongoing operational market research. Operational research reduces costs and increases efficiency, while market research finds trends in the industry and analyzes advertising effectiveness and customer satisfaction.
- ▶ The NCEL did not fully account for the costs of marketing activities, and therefore could not calculate the cost-effectiveness of marketing promotions.

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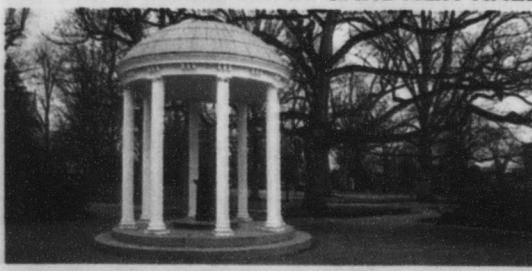
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