

# New nursing building still on target

By Skyler Jones  
Staff Writer

Construction of the Nursing Health Professions Facility is still being completed. The building is already more than half finished, after construction started in November 2010, and is set to open for the spring 2012 semester in January.

It is projected to be 87,000 square feet and cost up to \$29 million, making it the highest capital project in UNCP history.

Dr. Barbara B. Synowicz, chair of the Nursing Department, said Chancellor Kyle R. Carter got the idea that the school needed a bigger nursing facility from a Listening Tour last year.

He listened to the community's need for a bigger

facility for the huge population of incoming nursing students.

The second nursing facility connected with UNCP is in Lumberton at the Southeastern Regional Medical Center. The distance had split the faculty and students in the past. With this new building, faculty and staff will be united under one roof.

Dr. Synowicz said, "We're excited to be with our other colleagues and give all nursing students a chance to interact with each other."

The Nursing Health Professions Facility will house more than just nursing.

The social work department is going in along with biology labs and food places, such as Papa John's and Einstein Bros. Bagels.



Construction on the new Nursing Health Professions Facility has been going on for nine months. The 87,000 square foot facility is set to open in January 2012 in time for the spring semester. The social work department will join the nursing department in the new building. Photo by Mindy Hubbard

# Carter faces challenges in second year

Continued from page 1A

student services and academic expectations, he said, have all been improved.

UNCP's retention rate is above the national average, but the General Administration shoots for 80 percent.

This year, the entrance requirements on a student's GPA and SAT scores were increased, and Chancellor Carter said they would continue to increase until the right balance is found for student success.

Another factor in student success is the new academic standing policy that

requires students to have a 2.0 GPA after their first semester to remain in good academic standing.

This requirement replaces the old system that mandated a 1.5 GPA by the end of a student's freshman year that gradually increased to needing a 2.0 GPA at the end of their junior year.

"We hope that raised expectations will encourage students to be serious about their academics from day one," Chancellor Carter said.

### Standing out

Chancellor Carter dis-

cussed a new effort on branding that will show both a consistent image and the university's core values.

"Institutions of choice must differentiate themselves from other institutions through consistent and accurate messages that tell their story," Chancellor Carter said.

"The brand is not only the visual imagery like Old Main and the athletic logo, but also the language used to describe themselves and what we promise," Chancellor Carter added.

He pointed to the numerous slogans the University uses and also asked "are

we Pembroke, UNCP or UNC-Pembroke?"

The University is currently searching for an Executive Director of University Communications and Marketing, to oversee all marketing aspects.

"When we officially represent the institution, we need to show our colors - black and gold," Chancellor Carter said.

"Could you imagine UNC-Chapel Hill using any other color than Carolina blue?" he asked.

Part of the marketing and branding strategy is to begin licensing the school's marks and begin selling

UNCP merchandise more broadly.

### Regional engagement

Chancellor Carter said that UNCP has a mission to serve the community, and that there will be several pieces put in place to support that.

Engaging with the region through a continuing education program, creating a task force to update the approach on service to the military and extending a partnership with the Town of Pembroke to work on problems that plague both sides.

# Two Distinguished Speakers slated to appear at GPAC

By Allyson Betot  
Copy Editor

Every year Student Involvement and Leadership selects speakers for their Distinguished Speakers Series.

This process starts with about 200 speakers that they eventually narrow down to about four speakers.

However, this year UNCP is host to only two speakers.

"While we don't have a lot of speakers this year, I think we have two that will resonate well with the students," said Mike Severy, director of Student Involvement and Leadership.

### Cory Booker

Cory Booker is the current mayor of Newark, N.J., and the University's first speaker. He is speaking on Sept. 29 at 7:30 p.m. in GPAC.

Booker is no amateur when it comes to being on a college campus having graduated from Stanford University, Oxford University (where he was a Rhodes scholar) and Yale Law School.

In 2002, Booker first ran as a mayoral candidate in a somewhat turbulent election, which he lost. This campaign and election was documented by film maker Marshall Curry in the Academy Award nominated documentary "Street Fighter."

As mayor, Booker is known for his almost obsessive mission to change Newark's reputation. Booker is also known for being very accessible to his constituents. He has been known to help shovel the driveways of the elderly in his

community.

Most recently he went door to door to help people evacuate before Hurricane Irene hit New Jersey.

While Booker denies any presidential aspirations, it has been widely rumored that he will run in the 2016 presidential elections.

For more information regarding Booker visit [www.corybooker.com](http://www.corybooker.com).

### Frank Warren

After routinely selling out college events, Frank Warren is making his way to UNCP on Feb. 7 at 7:30 p.m. in GPAC.

Warren is the creator of the Internet phenomenon "PostSecret," a blog centered on anonymous secrets.

People from around the world send Warren their secrets on postcards that are usually handmade and decorated.

Because of the blog's popularity, Warren compiled both new and old secrets into a book entitled "PostSecret: Extraordinary Confessions of Ordinary People" in 2005.

Since its publication four more books have been compiled and published.

"PostSecret" has gained national attention and has been featured or alluded to in television shows, including "CSI: NY."

The All-American Rejects included a montage of secrets from "PostSecret" in their 2005 music video for their hit single "Dirty Little Secret."

This event is expected to draw a crowd due to its popularity, interactivity and subject matter.


To learn more visit [www.postsecret.com](http://www.postsecret.com).

**UNC PEMBROKE**

**COMMUNITY & CIVIC ENGAGEMENT**


*ENGAGING STUDENTS. SERVING COMMUNITIES.*

---



Old Main Suite 124  
(910) 521-6163

[facebook.com/uncp.cce](http://facebook.com/uncp.cce)



[twitter.com/uncp\\_cce](http://twitter.com/uncp_cce)

Follow us on Facebook and Twitter!


---

**Sept. 3 - Two Rivers Classic Heart Walk**  
**Fayetteville State University 5-9:30 p.m.**  
 Volunteers needed to assist with Heart Walk Challenge game.

**Sept. 7 - ADVANCE Orientation**  
**Old Main Suite 124 at 10 a.m.**  
 Serve and Earn! Sign up and learn more about earning awards through mentoring.

**Sept. 7 - Table Talk**  
**University Center Mall 10:30am -12 pm**  
 Sign up and learn more about volunteer opportunities.

---

**Don't forget to log your hours on...** 

**Your source for campus involvement!**