

CHANGING LIVES THROUGH EDUCATION



# CAMPUS PROFILE







## CAMPUS SNAPSHOT

### Fall 2019 Enrollment:

- Total Enrollment: 7,698
- Total undergraduates: 6,353
- Total graduate students: 1,345
- Male/Female ratio: 37.3%/62.7%
- Full-time students: 68.9%
- In-state students: 95.5%
- UNCP Service Area: 53.1%

- 295+ Full-time faculty
- 550+ Full-time staff

- NCAA Division II Athletics
- Peach Belt Conference

- 41 Undergraduate degree programs
- 17 Graduate degree programs

### Schools and Colleges:

- College of Arts & Sciences
- College of Health Sciences
- School of Business
- School of Education
- University College
- The Graduate School
- Esther G. Maynor Honors College

### 2019 Undergraduate Enrollment by Ethnicity:

- American Indian: 13%
- Asian: 1.6%
- Black/African American: 30.7%
- Hispanic/Latino: 7.7%
- White/Caucasian: 38.3%

### 2019 Freshman Class:

- Average GPA: 3.49
- Average SAT: 1011
- Average ACT: 19.6

### Notable Alumni:

- Jerry Lanier  
Former U.S. Ambassador, retired
- Ethan Sanford  
Ph.D. candidate at Cornell
- Admiral Michael Holmes  
U.S. Navy Admiral, retired
- General Allen Jamerson  
U.S. Air Force Brigadier General, retired
- Pardon Ndlohvu  
Olympian, men's marathon Rio 2016
- Dr. Sallie McRorie  
Provost, Florida State University

## UNIVERSITY TRADITIONS

### **Alma Mater: *Hail to UNCP!***

Lyrics and music by Reba and Ira Pate Lowry, 1954

Where Carolina's lofty pine trees  
Pierce the southern blue,  
Proudly stands our Alma Mater  
Courageous, strong and true;  
Black and gold float on forever  
Symbol of loyalty,  
Pembroke, our Alma Mater,  
Hail to UNCP!

### **School Colors: Black & Gold**

Since at least 1944, UNCP's official colors have been black and gold, though the color gold has been associated with the school since the 1920s.

### **Mascot: the Braves and the Red-Tailed Hawk**

UNC Pembroke's athletic nickname is the Braves while its mascot is the red-tailed hawk. Athletic teams have had the nickname Braves - a term that echoes our American Indian heritage - since 1946. The red-tailed hawk was added as a companion to the Brave in 1992. It is indigenous to North America and can be seen soaring high above or perching in the pine trees surrounding campus. American Indian traditions teach that animals were sent by the Great Creator to serve as guardians and teachers for humans; they are endowed with certain sacred qualities and powers that can be imparted to humans. The powers of specific animals are invoked by adding symbols and images on clothing and personal belongings. The Braves' athletic uniforms and other campus symbols are adorned with the mascot to invoke the qualities of the red-tailed hawk – speed, keen sight, focus, power, hunting ability and good luck.

### **BraveWalk & Commencement: The Bridge**

As freshmen, one of the first steps new Braves take is a walk across the Jones Bridge between Livermore Library and D.F. Lowry. The BraveWalk, led by Lumbee Ambassadors and the Chancellor, signals the beginning of their academic journey. For many students, the Bridge is not crossed again until Commencement. Undergraduate students at spring commencement exercises are led by Lumbee Ambassadors and flutist over the bridge in the opposite direction toward the ceremony location in the Quad. The crossing of the Bridge one final time symbolizes the conclusion of their undergraduate academic journey.



## THE UNCP CAMPUS

The 281-acre campus consists of more than 49 buildings. Campus has grown significantly over the last decade, with additions that include the state-of-the-art Weinstein Health Sciences Building, well-appointed residence halls, and the downtown entrepreneurship center.

UNCP is a residential campus with 5 residence halls and 2 apartment communities. Dining services on campus include the Dining Hall, Chick-fil-A, Einstein Brothers Bagels, Papa Johns, Starbucks, and Cafe 641.



UNCP's newest building, the BraveHealth Center opened Spring 2017 and houses Student Health Services and Counseling and Psychological Services providing state-of-the-art care for students.

In 2016, UNC Pembroke was awarded \$23 million through the Connect NC bond toward the construction of a \$37.5 million new School of Business building with state-of-the-art classroom, auditorium, career services, study and office spaces. The following year, \$10 million was legislatively awarded for the comprehensive repair and renovation of West Hall. The former residence hall will undergo a significant transformation into an instructional innovation hub of campus with cutting-edge technology and resources connecting faculty and students. During the fall 2019, the North Carolina Department of Transportation will complete a \$5 million enhancement to Prospect Road making this important campus gateway safer and more appealing.

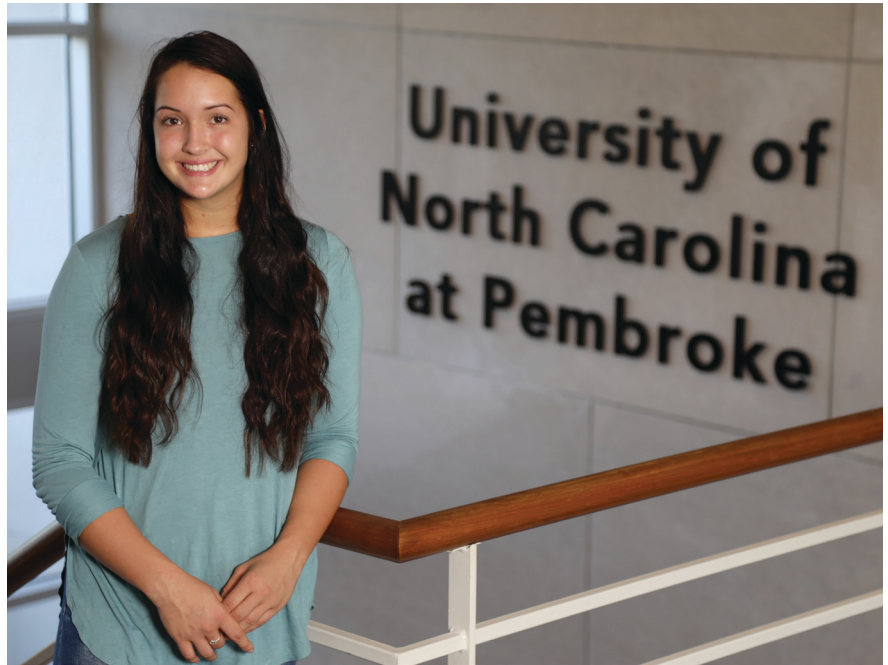
UNC Pembroke is also home to the Givens Performing Arts Center, a regional center for culture, arts and entertainment. The 1,600-seat auditorium has hosted speakers such as Bill Nye, James Earl Jones, and Maya Angelou as well as national touring Broadway shows like *Annie*, *42nd Street* and *STOMP*. The Professional Artists series and other events draw more than 30,000 patrons to the campus each year.

The Museum of the Southeast American Indian located in Old Main is a multi-faceted museum and resource for scholarly research and community outreach. The Museum contains exhibits of authentic Indian artifacts, arts and crafts from Indian communities all over the Americas, and especially from the American Southeast. Many items come from North Carolina Native communities, with emphasis on Robeson County Indian people. Specific focus is placed on the largest North Carolina tribe, the Lumbee, but our outreach activities have extended into Virginia and South Carolina with plans for further outreach. The Museum is open to all and is free of charge for visitors.



## THE UNIVERSITY OF NORTH CAROLINA AT PEMBROKE

As a regional university, UNC Pembroke is known for small classes, close interaction with faculty, community involvement and diversity. Its mission is to change lives through education, guided by the values of collaboration, communication, accountability, integrity, innovation, and service. A student-faculty ratio of 18:1 and an average class size of 20 create a context for personalized teaching, learning, and research.



Affordability has earned UNC Pembroke inclusion in national rankings such as U.S. News & World Report's "Short Lists" and "Best Colleges and Universities." The university has been named to the President's Community Service Honor Roll several times. Additionally, the Carnegie Foundation awarded the school the prestigious Carnegie Elective Classification for Community Engagement.

U.S. News & World Report has also identified The University of North Carolina at Pembroke as one of the most diverse regional university in the South. The university's diversity extends beyond race and ethnicity to include non-traditional students, first-generation students and military-affiliated students. In its first "Best Colleges for Veterans" publication, U.S. News & World Report put UNC Pembroke in the top 20 among regional universities in the South, a list the university has remained in since its inception in 2013. Similarly, G.I. Jobs, Military Times and Military Advanced Education magazines recognized The University of North Carolina at Pembroke as a top "military friendly" college in the nation for its work on the nearby Fort Bragg Army base and with its students who are affiliated with the military.

UNC Pembroke is a constituent institution of the 17-campus University of North Carolina System.

### Accreditation

The University of North Carolina at Pembroke is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate and master's degrees.

Individual programs also hold prestigious accreditations including: the School of Nursing, the Social Work Program, the School of Education, the Clinical Mental Health Program, the Professional School Counseling Program, the Athletic Training Education Program, the Department of Art, and the Department of Music. UNCP's School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a distinction only 5% of business schools globally hold.



**Vision**

The University of North Carolina at Pembroke challenges students to acknowledge and adapt to an ever-changing global environment. To this end, the student's university experience will emphasize critical thinking, effective communication, service, and social responsibility. Within a culture that promotes the student's personal, social and professional development, we will assure student success. As part of their academic experiences, students will be provided with opportunities to conduct relevant undergraduate and graduate research contributing to the betterment of society.

**Mission**

Founded in 1887 to educate American Indian teachers, The University of North Carolina at Pembroke now serves a distinctly diverse student body and encourages inclusion and appreciation for the values of all people. UNC Pembroke promotes excellence in teaching and learning, at the graduate and undergraduate levels, in an environment of free inquiry, interdisciplinary collaboration, and rigorous intellectual standards. Their diversity and commitment to a personalized education experience uniquely prepares their students for rewarding careers, postgraduate education, leadership roles and fulfilling lives.

They cultivate an international perspective, rooted in their service to and appreciation of their multi-ethnic regional society, which prepares citizens for engagement in a global society. Students are encouraged to participate in activities that develop their intellectual curiosity and mold them into responsible stewards of the world. UNC Pembroke faculty and staff are dedicated to active student learning, engaged scholarship, high academic standards, creative activity, and public service. They celebrate their heritage as they enhance the intellectual, cultural, economic and social life of the region.

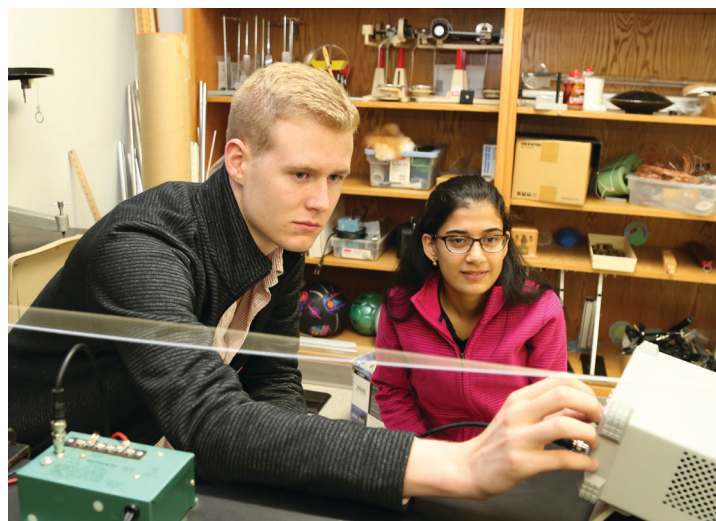




## Academics

The university's 41 undergraduate and 17 graduate programs are offered by the College of Arts and Sciences, College of Health Sciences, School of Business, School of Education, and The Graduate School.

Small classes and a 18:1 student-faculty ratio result in a personalized education experience. A focus on academic support has led to an increase in student success as measured by several consecutive years of increasing freshman retention. In keeping with its founding heritage, the university embodies a sense of spirit and opportunity. For this reason, UNC Pembroke continues to attract and nurture first-generation and non-traditional college students.



Over the past decade UNC Pembroke has implemented an aggressive plan to increase academic rigor. As a result, the average entering GPA has risen year over year and the freshman to sophomore retention rate has steadily increased over the last several years. Retention is expected to continue an upward trend with the introduction of the University College during fall 2018 as a home for incoming freshmen and most transfer students.

The university has strong relationships with regional community colleges offering a unique BraveStep co-admission program providing increased access to a quality education throughout the region. Community colleges are a growing source of transfer students, and UNC Pembroke has strategically recruited on their campuses with considerable success. UNC Pembroke has 41 articulation agreements with the community colleges in its region, and the UNC system has an umbrella agreement with all 58 community colleges in North Carolina.

With a focus on creating pathways to success for students, UNCP has sought out and secured agreements with regional colleges and universities to offer additional options for students. During 2016, UNCP launched a dual-degree program with the NC State's College of Engineering. After completing three years at UNC Pembroke and two years at NC State, the 3-plus-2 program offers students a bachelor's degree in applied physics from UNCP and a bachelor's degree in electrical or mechanical engineering from NC State. Agreements with East Carolina University include the Brody School of Medicine Early Assurance Program along with a physical therapy and public health partnership. In 2016, UNCP announced a pathway for pre-veterinary students with NC State's College of Veterinary Medicine and Tuskegee University. In fall 2019, Methodist University and UNCP teamed up to educate more providers in southeastern North Carolina with an articulation agreement for UNCP students to become a physicians assistant at Methodist.

A 2017 legislatively-directed study led to the launch of a new College of Health Sciences in fall 2018 that combines four existing academic departments and looks to add multiple graduate, undergraduate and doctoral programs in the coming years.

## Research

Research capacity at UNC Pembroke's Biotechnology Center has increased in recent years. The Center includes a state-of-the-art vivarium with adjoining research space in the new Health Sciences Building and a microscopy and imaging facility with Department of Defense funding for a confocal microscope.

Research grants at UNC Pembroke are from NIH, NSF, U.S. Army, U.S. Department of Energy, and other funding agencies. In addition, grants from the U.S. Department of Education support American Indian teacher education students and promote the number of practicing professionals in critical workforces of education, nursing, and other health professions. UNC Pembroke is the first recipient in the Carolinas of a Coin's for Alzheimer's Research Trust (CART) award; this places UNC Pembroke in the company of Harvard Medical School, Washington University, Mass General Hospital, and the Mayo Clinic. The William C. Friday Laboratory for culturing brain slices is vital for toxicology and neuropathology studies, and other resources include a microiontophoresis system for in vivo drug delivery and a microscale spectroelectrochemistry lab.

Research and scholarship at UNC Pembroke are widespread and span a variety of disciplines. Faculty members have published monographs, and a large number of articles in a wide variety of peer-reviewed journals are regularly published. The scholarly impact has been increasing with articles ranging from 5.2 to 13.7 in the impact scale. Faculty are also involved in numerous scholarly societies and regularly present papers and participate in panel discussions.

Through the Pembroke Undergraduate Research and Creativity Center (PURC), students are mentored by UNC Pembroke faculty and other regional, national, and international scholars and professionals. More information can be found at [uncp.edu/purc](http://uncp.edu/purc).

Supporting the Academic and Research programs of the university, The Mary Livermore Library provides access to millions of print volumes and online research sources. A variety of special collections, including the papers and collection of longtime Congressman Charlie Rose are maintained in the library

Dr. Ben A. Bahr, the William C. Friday Chair and Distinguished Professor of Microbiology and Biochemistry at The University of North Carolina at Pembroke, was recognized as the 2017 Oliver Max Gardner Award winner by the University of North Carolina Board of Governors. The award – the highest honor given by the University and established by the will of former Governor O. Max Gardner – recognizes faculty who have “made the greatest contribution to the welfare of the human race.” Along with a dedicated team of graduate and undergraduate researchers in the Biotechnology Center at the Office of Regional Initiatives on the UNCP campus, Bahr is conducting ground-breaking research on Alzheimer's Disease. Dr. Bahr had previously been awarded the Holshouser Award for Excellence in Public Service.





## Student Life

With more than 3,300 students living on or just off campus, a robust student life has evolved with an array of extracurricular activities and student engagement. More than 100 clubs and organizations keep students connected to campus and engaged in the community.

Nearly 400 students are active in fraternities and sororities at UNCP. Serving in excess of 1,750 students annually in club sports and intramurals, the Office of Campus Recreation also manages the Campbell Wellness Center, aquatics, outdoor programs, fitness programs, and summer recreational programs.



The Spirit of the Carolinas Marching Band, music groups of all varieties, and other arts programs are flourishing centers of student involvement. Ensembles include jazz, choral, concert, brass, wind, and several percussion groups. The renovated Moore Hall Auditorium, which seats 204, is home to well over 100 musical events each year. The 1,600-seat Givens Performing Arts Center, with its outstanding professional artist series, uses student talent in the presentation and production of events. The university's theatre and the musical theatre programs stage two events per year in GPAC. The Art Department Gallery hosts international artists as well as student and faculty art exhibitions annually.

The award-winning *PineNeedle* student newspaper, *The Aurochs* literary magazine, and the *Indianhead* yearbook, in addition to other print media outlets, offer a variety of student-directed publication opportunities. WNCP-TV involves broadcasting majors and faculty in creating and producing news, sports, and other programs of interest, which are carried on Time Warner Cable access channels. The *Hawk Radio* station is a student-run, Internet-based medium featuring music and talk formats. Student members of the Literacy Commons produce news and feature podcasts and books written and illustrated by area public school students.

The Office for Community and Civic Engagement coordinates volunteer and service-learning opportunities for students. During the 2018-19 academic year, UNC Pembroke students have dedicated more than 33,891 service hours through service learning and co-curricular volunteering. This has an in-kind value estimated at more than \$818,128 in our community. Nearly 30% of UNCP students are enrolled in academic service-learning courses. The university is named to the President's Community Service Honor Roll nearly every year.

The CARE Resource Center meets the food security needs of students and the community. The Office for Diversity and Inclusion and the American Indian Studies department offer programming opportunities for students, including workshops, exhibits, speakers, and programs. The Southeast American Indian Studies program sponsors a speaker series, an annual academic conference, the Museum of the Southeast American Indian, and numerous events celebrating Native American Heritage Month.

## Athletics

UNC Pembroke excels in intercollegiate athletics in both men's and women's competition. The university is a member of the National Collegiate Athletic Association (NCAA) Division II and the Peach Belt Conference, which includes 14 universities in North Carolina, South Carolina, Georgia, Florida, and Alabama.

Seven men's sports and nine women's sports have brought UNC Pembroke frequent recognition at the local, regional, and national levels. Men's varsity sports include baseball, basketball, cross country, football, track and field, and wrestling. Women's sports are sponsored in basketball, cross country, golf, soccer, softball, swimming and diving, track and field, and volleyball.

Conference championships, national rankings, and NCAA tournament bids are also frequent. Two UNC Pembroke wrestlers won national championships in recent years. In 2007, UNC Pembroke added college football to the mix of athletic opportunities, and the record of this young program has been remarkable. From the team's inaugural season, the groundswell of support has exceeded expectations. In 2009, with just three years of competition, UNC Pembroke became the fastest intercollegiate start-up football program to earn an NCAA tournament berth. In 2009, 2012, and 2017, UNC Pembroke boasted nationally ranked football teams and invitations to the NCAA tournament. In 2016, the UNC Pembroke football team (celebrating the tenth year of the program) pulled in its first playoff win, falling during the second round to the top-seeded and third ranked national team.

As a former member of the National Association of Intercollegiate Athletics (NAIA), UNC Pembroke won more than 60 district championships through the years and 30 league titles as a member of the Carolinas Conference from 1976–92. In 1978, the UNC Pembroke cross country team captured the coveted NAIA National Championship. More than 130 student athletes have been honored as all-Americans in the NAIA and NCAA. Former athletic greats are annually inducted into the Athletic Hall of Fame.





## GROWING INTO THE FUTURE: ENROLLMENT

After 10 years of unprecedented growth, UNC Pembroke’s enrollment peaked just shy of 7,000 students in 2010 and had leveled off at approximately 6,300.

During the fall of 2018, UNC Pembroke enrollment swelled to 7,137 students, shattering previous records in nearly all metrics. This growth represents a more than 14% increase in enrollment over the previous academic year. On the heels of 2018's dramatic growth, UNC Pembroke experiences another nearly 8% growth in fall 2019 bringing total enrollment to 7,698. In two years, the university experienced an unprecedented 23% growth in enrollment.

UNC Pembroke anticipates continued growth over the next several academic years as a result of the North Carolina Tuition Promise Plan (NC Promise).

**NC PROMISE**

**\$500** /SEMESTER IN-STATE TUITION

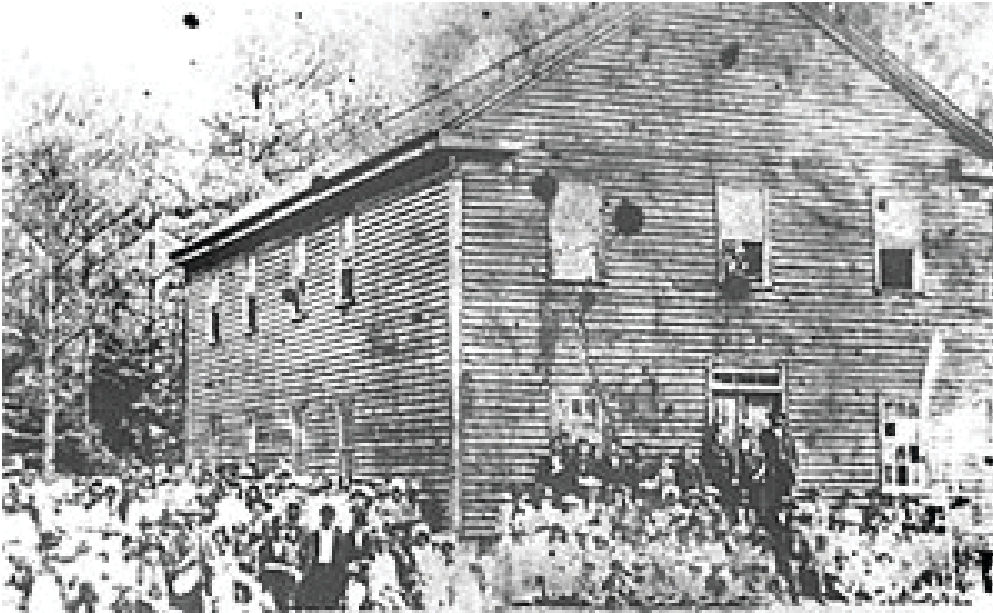
**\$2,500** /SEMESTER OUT-OF-STATE TUITION

Adopted by the NC General Assembly during the 2016 session, NC Promise offers a tuition buy-down for undergraduate students at three UNC system campuses—UNC Pembroke, Elizabeth City State and Western Carolina. The state will reimburse NC Promise campuses to effectively buy-down tuition to \$500 per semester for in-state students and \$2,500 per semester for out-of-state students. The move will make college significantly more accessible and affordable for potential students.

To strengthen and expand its international programs, UNCP is establishing agreements with universities in China and around the world. The university currently partners with China University of Geosciences (Beijing), China Harbin Normal University, China North China Institute of Science and Technology, China Anyang University, South Korea Dankook University, South Korea University of Seoul, South Korea Suan Sunandha Rajabhat University, Thailand and Nguyen Tat Thanh University, Vietnam. In addition, UNCP participates in the Sino-American Cooperation on Higher Education and Professional Development (CHEPD) Undergraduate and Graduate Transfer Programs.



## THE UNC PEMBROKE CHRONOLOGY



On March 7, 1887, the General Assembly of North Carolina enacted legislation to establish a school for the Indians of Robeson County. Originally, the school was known as the Croatan Normal School, a name associated with the 16th century account of the Lost Colony. The legislation appropriated \$500 to employ teachers and a principal. The local community supplied funds, land and labor for the first building, located about

one mile west of the present site of the university. In 1909 the school moved to its current location. Two years later, the General Assembly changed the name of the school to the Indian Normal School of Robeson County. Shortly thereafter, it became the Cherokee Indian Normal School of Robeson County.

Restructuring occurred in 1926 when the normal school phased out the elementary program and instituted a two-year teacher preparation program. In 1928, after earning accreditation as a “standard normal” institution, the school granted 10 graduates their teaching degrees. The scope of the curriculum broadened in 1933 to include non-teaching baccalaureate programs.

In 1939, the Board of Trustees added a four-year curriculum and, in 1940, conferred degrees to its first class of graduates. One year later, the General Assembly changed the institution’s name to Pembroke State College for Indians. During this period, the school opened its doors to members of all federally-recognized American Indian tribes. During 1949, the General Assembly renamed the college yet again to Pembroke State College—a name that would stand for the next several decades.

In 1953, the Board of Trustees and the North Carolina General Assembly approved a plan to open the school to white students, who would comprise no more than 40 percent of total enrollment. On the heels of landmark school desegregation court ruling, *Brown v. Board of Education* in 1954, Pembroke State College opened its doors to any qualified applicant. The need for an institution of higher education in the region proved strong, and student enrollment increased by 500 percent over the next eight years.

Signaling the school had become a regional university and making it possible for the university to expand undergraduate and graduate instruction in the liberal arts, fine arts, business, and sciences, Pembroke State College became Pembroke State University in 1969.



Pembroke State University joined the University of North Carolina system during 1972. Six years later, the Board of Governors approved the implementation of the first master's degree program in education.

On July 1, 1996, Pembroke State University officially became The University of North Carolina at Pembroke. On July 5, 2005, the North Carolina General Assembly declared UNC Pembroke North Carolina's Historically American Indian University.

In 2005, UNC Pembroke launched a four-year baccalaureate degree program in nursing along with its existing and highly respected RN-to-BSN program. The program was housed in Lumberton on the campus of Southeastern Regional Medical Center until 2012, when the \$29 million Weinstein Health Sciences Building was completed. RN-to-BSN graduates experienced a 100% pass rate for the NCLEX exam for 3 consecutive years.

Also in 2005, the National Collegiate Athletic Association exempted UNC Pembroke from a list of universities and colleges mandated by the Association to evaluate the usage of American Indian depictions in their collegiate mascots and logos. After a thorough survey of UNC Pembroke stakeholders and extensive meetings in the community, the resounding themes of history, heritage, and pride reinforced solid public support for the university to maintain the use of Braves.

In 2010, UNC Pembroke added a Master of Social Work program and in 2013, a Master of Science in Nursing.

The university opened the Thomas Entrepreneurship Hub and the Entrepreneurship Incubator located downtown Pembroke December 2015 as an engine of economic growth for the region. The 17,000 square-foot entrepreneurship center houses small businesses and startups through lease office spaces, meeting rooms, a maker's space and offers resources to encourage ideation, growth, and success.



In 2016, the voters of North Carolina passed the Connect NC Bond providing \$23 million to build a new School of Business at UNC Pembroke. The following year, the university was granted \$10 million for the comprehensive repair and renovation of West Hall to establish an instructional innovation hub in the heart of campus. The high-tech, modern classroom will boast flexible space and advanced technology offering innovative ways for faculty and staff to engage in the classroom.

Directed by the General Assembly in 2017, a study was conducted to determine the feasibility of establishing a College of Health Sciences at UNC Pembroke. The university announced their new College of Health Sciences in August 2018. The college initially consists of four existing departments and offers degree programs in nursing, social work, athletic training, health and physical education, clinical mental health counseling, and professional school counseling. The new college is the academic home for more than 1,400 students and some 100 faculty members. Over the coming years, UNC Pembroke will consider the addition of possible programs suggested in the study including nurse practitioner, optometry, public health, occupational therapy, physical therapy and others.

## POINTS OF PRIDE

Founded in 1887, as a school for the education of American Indians, The University of North Carolina at Pembroke now serves a distinctly diverse student body. UNCP considers its primary service area to be Robeson, Bladen, Brunswick, Columbus, Cumberland, Hoke, Moore, Scotland, and Richmond Counties in North Carolina. UNCP has long been considered an anchor economic institution for southeastern North Carolina.

### ***Commitment to Diversity***

U.S. News & World Report has identified UNC Pembroke as one of the most diverse regional universities in the South. Minority enrollment at UNC Pembroke is 62% with 15% of students identifying as American Indian.

### ***Commitment to Teaching***

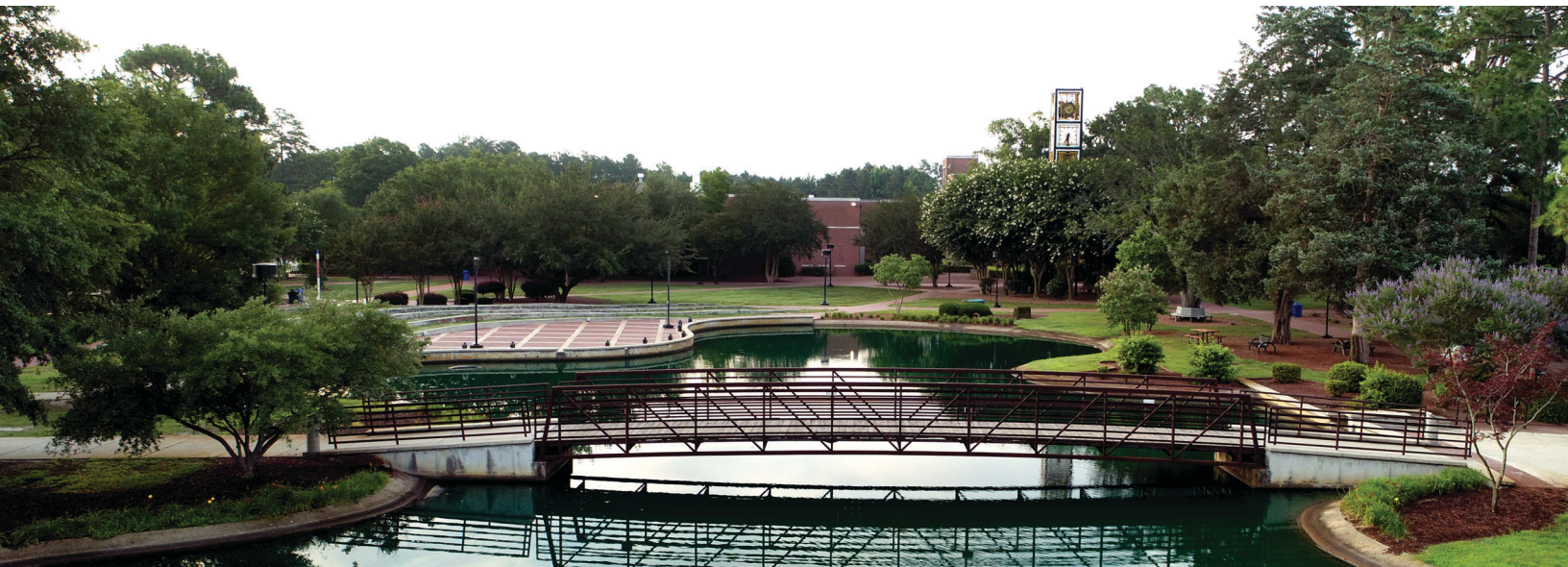
The student-faculty ratio is 16:1 with an average class size of 20 students. Students get individualized attention from highly-skilled faculty, unique research opportunities, and 360-degree support from a network of advisors, coaches, healthcare practitioners and student service professionals.

### ***Commitment to Service***

UNC Pembroke is the linchpin of economic growth for rural Robeson County. Partnerships with K-12 schools, local government and regional businesses promote the discovery of new opportunities for economic development. U.S. News & World Report has also named us among the top 20 “Best Colleges for Veterans.” Nearly 30% of the student body is enrolled in service-learning courses across all academic disciplines.

### ***Commitment to Student Success***

Student success is at the heart of UNC Pembroke’s mission of *Changing Lives Through Education*. The goals and objectives advance that mission by offering a safe place to learn and grow. Student resources—both personal and academic—are offered at every stage in their journey while a robust campus life provides opportunities for involvement and leadership. From advising to academic support, students are surrounded by faculty and staff who know them by name and make student success their mission.





# CHANGING LIVES THROUGH EDUCATION



## **Organizational Clarity, Initiatives & Objectives: The BraveBook**

The leadership of UNC Pembroke goes through an extensive annual planning process to ensure organizational clarity at all levels, to define the operating objectives and initiatives for the year, and to develop a guiding document for faculty and staff. We call this document the BraveBook. Separate and distinct from the university's strategic plan, the BraveBook focuses on actionable objectives and initiatives to accomplish in a single academic year. These initiatives become the operational priorities and help align focus of faculty and staff. Building upon previous years' work, the 2019-20 thematic goal for UNCP will be *Sustaining Our Strategic Growth*. Relating to our mission and vision, the BraveBook thematic goal, objectives, and initiatives embody the essential markers of the university's success and the UNC System strategic plan.



2019-20

**BRAVEBOOK***Our playbook for success.***Why do we exist?**

We change lives through education for our students, faculty and staff, and the communities we serve.

**How do we behave?**

We value service to others ahead of ourselves, integrity and accountability in our actions, proactive communication and collaboration, and innovation in what we do.

**What do we do?**

We provide a high-quality, student-centered and affordable education as well as empower and positively impact the world we serve.

**How will we succeed?**

We will succeed by providing personalized education and support to our students, using information to make effective and efficient decisions, leveraging our unique culture and partnerships, and being committed to the development and engagement of our faculty and staff.

**What is most important right now?**

Our 2019-20 thematic goal is:

**SUSTAINING OUR STRATEGIC GROWTH**



# BRAVEBOOK Objectives & Initiatives



## **Student Success**

Design and implement a student computing initiative ensuring consistent access to technology that enables student success in a digital world.

Enhance the student experience from enrollment to alumni engagement.



## **Economic Impact & Community Engagement**

Optimize campus utilization during summer.



## **Excellent & Diverse Institutions**

Develop and implement the 2020-2025 Strategic Plan for the university.

Build upon UNCP's unique culture by enhancing employee relations and organizational development.

## COMMUNITY

### Pembroke, North Carolina



The campus is located in the Town of Pembroke, which is in the coastal plains of southeastern North Carolina. The service sector, health care, education and government are major sources of employment in the region along with agriculture, agribusiness, construction and light manufacturing. With a population of approximately 3,000, Pembroke is the historic home of the university and the Lumbee Tribe of North Carolina. Pembroke is convenient to most metro areas in North Carolina and nearby states, coastal beaches and the famous golf courses of Pinehurst. Located 12 miles away,

Lumberton, the county seat, is a city of approximately 22,000 and is a hub of shopping, banking, healthcare and government operations. Lumberton is located at the crossroads of I-95 and U.S. Highway 74. Most of UNC Pembroke's faculty and staff reside within 45 minutes of the university in communities including Pembroke and Lumberton as well as Laurinburg, Fayetteville, Pinehurst and Southern Pines. University alumni include about 27,000 graduates living in various parts of the country with concentrations primarily in the southeast. Geographically, approximately 85 percent live in North Carolina and approximately 30 percent are residents of Robeson County, the home of UNC Pembroke.

### The Lumbee Tribe of North Carolina

The 55,000 members of the Lumbee Tribe of North Carolina reside primarily in Robeson, Hoke, Cumberland and Scotland counties. The Lumbee Tribe is the largest tribe in North Carolina, the largest tribe east of the Mississippi River and the ninth largest in the nation. The Lumbee take their name from the Lumbee River which winds its way through Robeson County. Pembroke, North Carolina is the economic, cultural and political center of the tribe.



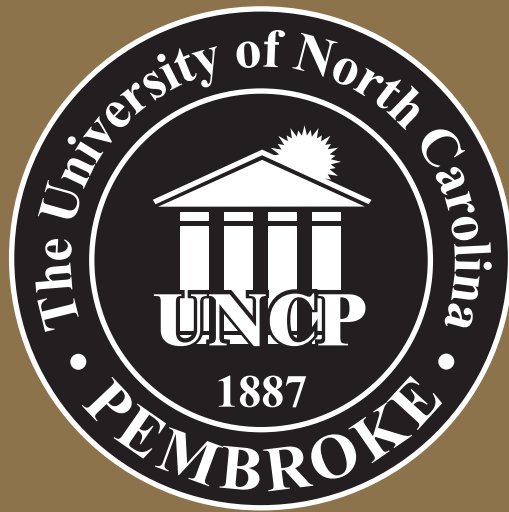
The Lumbee people have been recognized by the state of North Carolina since 1885, and at the same time established a separate school system that would benefit tribal members. In 1887, the state established the Croatan Normal Indian School, which is today The University of North Carolina at Pembroke. In 1956 a bill was passed by the United States Congress which recognized the Lumbee as Indian, but denied the tribe full status as a federally recognized Indian tribe.





UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE





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