By Skylor Jones
Staff Writer

Construction of the Nursing Health Professions Facility is still being com-
pleted. That is already more than half finished, about three-quarters started in November 2010, and is set to run 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. Syn-
wicz, chair of the Nursing Department, said Chancellor- lor Kyle R. Carter got the idea that the school needed a bigger nursing facility from a Listening Tour last year. He listened to the com-
munity’s need for a bigger facility for the huge popula-
tion of incoming nursing students.

The second nursing fa-
cility connected with UNCP is in Lumbartron at the Southeastern Regional Medical Center. The dis-
plan had both the faculty and students in the past. With this new building, fa-
culty and staff will be united under one roof.

Dr. Synowicz said, “We’re excited to be with other colleagues and give all nursing students a chance to interact with each other.”

The Nursing Health Professions Facility will house more than just nurs-
ing.

The social work depart-
ment is going in along with
biology labs and food places, such as Papa John’s and Einstein Bros. Bagels.

Carter faces challenges in second year

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student services and aca-
demic expectations, he said, have all been improved.

UNCP’s retention rate is above the national average, but the General Administra-
tion is still about 80 percent.

For this year, the entrance requirements on a student’s GPA and SAT scores were increased, and Chancellor Carter said they would con-
tinue to increase until the right balance is found for student success.

Another factor in stu-
dent success is the new aca-
emic standing policy that
requires students to have a 2.0 after their first sem-
ster to remain in good academic standing.

This requirement re-
places the old system that accepted a GPA by the end of a student’s freshman year. It gradually in-
troduced to needing a 2.0 by the end of their jun-
ior year.

“We hope that raised ex-
pectations 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.

“Instead of chasing different enthusiasts from other institutions through consistent and accurate messages that tell our story,” Chancellor Carter said.

“The brand is not only the physical image like Old Main and the athletic logo, but also the language used to describe themselves and what we promise,” Chancellor Carter added.

It is anticipated to the nu-
merous slogans the Univer-
sity uses and also asked “are we Pembroke, UNCP or UNCP-Pembroke?”

The University is cur-
rently searching for an Es-
ecutive 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 sup-
port that.

Engaging with the re-
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 areas.

Two Distinguished Speakers slated to appear at GPAC

By Allyson Betot
Copy Editor

Every year Student Involvement and Leadership selects spe-
cers for their Distinguished Speaker Series.

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

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

“We’re in the process of planning this year, and we think that two is enough,” said student director Kyle Sevey.

During the event, the student service director will encourage students to be serious about their academics from day one, Chancellor Carter said.

Carter faces challenges in second year

Every student involved with UNCP’s Distinguished Speakers Series is excited to have a variety of guests.

Key Booker

Key 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 cam-
pus having graduated from Stan-
ford University, Oxford University (with a B.A. and Master) 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 Mar-
shall 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

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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 pres-
idential aspirations, it has been widely rumored that he will run in the 2016 presidential elections.

For more information regarding Cory Booker visit www.corybooker.com.

Frank Warren

Frank Warren is an English boxer and promoter.

After routinely selling out col-
lege events, Frank Warren is mak-
ing his way to UNCP on Feb. 7 at 7:30 p.m. in GPAC.

Warren is the creator of the In-
ternet phenomenon “PostSecret,” a blog centered on anonymous se-
crets.

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

Because of the blog’s popular-
ity, Warren compiled both new and old secrets into a book entitled “PostSecret: Extraordinary Confes-
sions of Ordinary People” in 2005.

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

“PostSecret” has gained na-
tional attention and has been fea-
tured or alluded to in television shows, including “CSI: NY.”

The All-American Rejects in-
cluded a montage of secrets from “PostSecret” in their 2005 music video for their hit single “Dirty Lit-
tle Secret.”

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

To learn more visit www.post-
secret.com.