



BRAC ENTREPRENEURSHIP

**VISION AND DIRECTIONS FOR THE
UNIVERSITY OF NORTH CAROLINA AT
PEMBROKE, RELATED TO
ENTREPRENEURSHIP DEVELOPMENT IN THE
REGION**



Office of Engaged Outreach Mission Statement

The Office of Engaged Outreach, which includes the Office of Distance Education and The Regional Center for Economic, Community and Professional Development, extends the resources of the University into the community by providing high quality education opportunities for learners of all ages to enrich their lives, enhance their professional qualifications and promote their careers. In fulfillment of this mission, the Office of Engaged Outreach offers a wide variety of degree-credit and non-credit programs and actively customizes learning to respond educationally and technologically to the demands of changing regional and national markets. In the commitment to serve the needs of diverse learning communities the Office of Engaged Outreach promotes collaboration with local and international partners at locations regionally, nationally, and internationally.



Regional Engagement

- Regional Engagement has been a hallmark of UNCP's presence in rural southeastern North Carolina.
- The University's current strategic planning cycle includes the goal of further developing its partnerships with various communities to bring ideas, resources, and people together to promote the quality of life and the long-term economic well-being of the region and the State.
- The Office of Engaged Outreach is a visible, accessible, and collaborative resource for students, faculty/staff, and rural southeastern North Carolina.
- As the gateway between the resources of the university and the region, the Office of Engaged Outreach takes the lead in developing collaborative partnerships among faculty/staff, profit and non-profit entities, and other stakeholders to encourage more entrepreneurial activity to stimulate investment and create jobs.



The Thomas Center for Entrepreneurship **(TFCE)**

- The Thomas Family Center for Entrepreneurship (TFCE) is focused on education, research, planning, and community engagement, and its goals are to directly assist and support entrepreneurs and to stimulate entrepreneurialism amongst faculty, students, and community businesses. Regional Engagement has been a hallmark of UNCP's presence in rural southeastern North Carolina.
- The TFCE provides business consulting and evaluation services to regional entrepreneurs, and among the businesses it has directly supported are: physician practices; home health care; retail and wholesale product sales; farmers and ranchers; automotive services; and manufacturing. It has, and will continue to, sponsor annual entrepreneurial summits, which have attracted over 500 attendees over the last three years.
- Attendees include students, new entrepreneurs, existing businesspersons, and state and federal support agencies with offices in the region.



Small Business and Technology Development Center (SBTDC)

- UNCP also hosts a regional office of the Small Business and Technology Development Center (SBTDC), Cape Fear Region, which provides management counseling and educational services to small and mid-sized businesses.
- The SBTDC is North Carolina's leading resource for growing and developing businesses; it was founded in September, 1984, and serves as the business and technology extension service of the University of North Carolina, which is comprised of 16 constituent institutions.
- The SBTDC is administered by North Carolina State University and operated in partnership with the U.S. Small Business Administration.
- These entities have created a supportive entrepreneurial environment in the region resulting in over 100 businesses' receiving assistance over the last four years.



Regional Center for Economic, Community and Professional Development Mission Statement

The Mission of the Regional Center is to: foster regional collaboration, enhance business development and empower communities for the betterment of the quality of life in Southeastern North Carolina. Through initiatives to increase resources, establish networks and provide training, The Regional Center strives to address the diverse needs of the region. As the central outreach component of The University of North Carolina at Pembroke, The Regional Center serves to create linkages which advances the University's ability to contribute to the development of its surrounding community, particularly in the areas of rural economics, education, health, public safety, small business and workforce development.



Regional Center for Economic, Community and Professional Development Activities & Engagements

- Rise 'N Shine – revamping this event to tailor the subject matter to the needs of our area businesses and business owners. Topics to include: review of business plans, creating a web presence, networking, tax preparation and counseling, etc.
- Developing the CEU program at the RC. Scheduling a CEU opportunity in the spring – Fermentation Technology.
- Brainstorming new personal development programs that will serve the private and professional sector. Possible ideas include: additional CEUs, women's empowerment, workforce competency, marketing through internet development, networking opportunities, youth development, etc.
- The Regional Center hosted the ENTRU Residential Camp. EntreU includes opportunities for students to, gain understanding of entrepreneurship as a viable career option, generate business ideas to create an atmosphere of fun, experience life in a college setting meet and learn from successful entrepreneurs, learn to work and cooperate in groups, develop critical thinking and life skills, identify and encourage entrepreneurs, help participants learn about their community, develop leadership abilities and skills identify, evaluate entrepreneurial opportunities in the region and learn how technology can be used in small businesses. Summer 2011, EntreU hosted 18 students and 4 counselors.



Leadership in Energy and Environmental Design (LEED)

- The Regional Center is hosting LEED training for NCIEDI. (LEED) is an internationally recognized green building certification system, providing third-party verification that a building or community was designed and built using strategies intended to improve performance in metrics such as energy savings, water efficiency, CO₂ emissions reduction, improved indoor environmental quality, and stewardship of resources and sensitivity to their impacts. This class is funded through the Golden LEAF Foundation, and part of the grant requires participants to provide data about the impact of the course
- LEED 101 encompasses everything you need to know about LEED building and running a “green” project. Understanding the terms, categories and classifications associated with new sustainability trends are key to success in the green building market. This course is designed to introduce contractors to LEED standards and green building concepts:
 - What is green vs. LEED?
 - What types of projects are green?
 - How much does it cost?
 - How does green building relate to Hard Bid, Design/Build and Negotiated (CM at Risk) Project types?
 - What green building elements can affect your Estimate and how to value the cost of green components in a project?
 - As a contractor/subcontractor, how can I lead the LEED process?
 - What changes do I need to make as a Subcontractor?
- This is a full day of training and counseling for area contractors. It is scheduled to be held Saturday, November 12, 2011.



Sustainable Agriculture Certificate Program

- Working in Partnership with RCC, NC A&T, and Robeson Extension Office to offer FACT (Farmers Adopting Computer Technology)
- Facilitating a weekly Farmers Market for the community, as well as, the UNCP campus.



YouthStart

The Purpose of the YouthStart Program is to provide workforce investment activities to increase the employment, retention, and earnings of participants and increase occupational skill attainment by participants resulting in an improved quality workforce, reduction in welfare dependency, and enhanced productivity and competitiveness in the region.

- The YouthStart Program holds workshops twice a month for our participants with topics that range from: job readiness, self esteem, leadership development, community service development, tutoring, and maintaining a healthy life style.



Healthy Start

Healthy Start CORPS is a case management and community intervention program funded by the U.S. Department of Health and Human Services, Maternal and Child Health Bureau (MCH).

- The mission of Healthy Start CORPS is to enhance the perinatal service system in Robeson County while strengthening community empowerment.
- The goal of the program is to reduce the number of infant deaths and low-birth weight babies in Robeson County by providing case management services to females for up to twenty-four (24) months after delivery while providing the community with health education classes on nutrition, self-esteem, HIV/STD, Drugs and Alcohol, preterm birth, breastfeeding, and postpartum depression while maintaining strong linkages with local and State Title V perinatal services.



Office of Distance Education

Mission Statement

The University of North Carolina at Pembroke “encourages the pursuit of education as a lifelong experience so that its graduates will be equipped to meet the challenges of the twenty-first century,” and the University is “committed to ensure quality academic programs” (Catalog). Consistent with this credo, the purpose of the Office of Distance Education is to develop and provide educational programs designed to meet the intellectual and cultural needs of on-campus and off-campus students. Additionally, Distance Education at UNC Pembroke is a dynamic, expanding program that seeks to meet the workforce needs of North Carolinians. The Office of Distance Education functions primarily as a portal that provides the technologies and administrative support for various academic departments to export their degree programs across the state and beyond. Programs are offered through face-to-face, online and hybrid methodologies.



Making UNCP Programs Accessible

- In 2004, UNCP had two online degree programs; now there are nine programs that are available online for students who cannot come to campus.
- In 2010 UNCP offered 541 online classes compared to less than 40 in 1999.
- UNCP's Distance Education is a robust mix of programs offered at Satellite sites—taught by UNCP professors.
- UNCP is the third most productive distance learning program in the UNC system since 2005



Military/Veteran Task Force

- A military/veteran task force has been implemented on campus to work on addressing the specific needs of soldiers, veterans, and dependents.

Targeted Articulation to Address military Education

- Discussion underway with FTCC to articulate programs that meet the demands of the Special Forces soldiers.



Engaging Academics

- A team of UNCP MBA students is working with the Laurinburg Maxton Airport (LMA) in the development of a long-range strategic plan.
- The LMA represents a strategic asset that could easily serve as the catalyst for the economic development of the entire region.
- The MBA team will be analyzing opportunities for the airport/industrial park complex in the areas of:
 - general aviation
 - defense contracting
 - agribusiness
 - corporate logistics
- MBA students develop “real-world” business skills and provides our regional business community with MBA level consulting work.



UNCP Entrepreneurship Incubator

- The University of North Carolina at Pembroke (UNCP) Entrepreneurship Incubator will facilitate the formation and development of entrepreneurial ventures in Robeson County and will help them survive and grow during their critical start-up period.
- The mission of the proposed UNCP Entrepreneurship Incubator (EI) will be to provide a supportive entrepreneurial environment that stimulates the growth of businesses to ensure economic vitality and encourage job creation.
- In addition to this consultation and support, the EI will provide affordable office space and technical assistance to early stage companies.
- The Entrepreneurship Incubator will be an extension of the University's existing Thomas Family Center for Entrepreneurship (TFCE), whose mission is focused on education, research, planning, technology transfer, and community engagement.



How can UNCP be your Engaging Partner?