

The Faculty and staff of UNC Pembroke are guided by 8 core values. The following 3 values emphasize UNC Pembroke's commitment to community and economic development:

- The commitment to serving the local region
- The commitment to prepare graduate and undergraduate students to succeed in an ever-changing and increasingly technological global environment
- The accessibility of education which leads to the enhancement of the economy and culture in the region

Additionally, as UNC Pembroke entered a new strategic planning cycle in 2012 the campus defined Regional Engagement as a core theme of the university. Thus, creating the following objectives:

- Create a robust continuing education program for both credit and non-credit courses.
- Offer academic programs to provide training and job opportunities important to the region.
- Create a more durable and robust infrastructure for online classes.
- Develop and support partnerships with community colleges.
- Expand UNCP's outreach to the military to increase attendance of active and inactive duty personnel, spouses and dependents.
- Partner with the local community and region to address regional needs (e.g., military, Lumbee Tribe, area businesses, K-12 education, Chambers of Commerce, Visitors' Centers, health care workers and facilities, non-profit organizations, etc.).

Established in 2000, the mission of The Regional Center is to foster regional collaborations, enhance business development, and empower communities for quality of life betterment in southeastern North Carolina.

The Regional Center addresses the diverse needs of the region through initiatives to increase resources, establish networks, and provide training. One of the monthly events sponsored by the Regional Center is the Rise 'N Shine program. Partnering with the Pembroke Chamber of Commerce the Regional Center invites local businesses to participate in these events by attending and by engaging them as the presenters/speakers.

The Regional Center provides outreach services to the citizens, businesses, governments and nonprofit organizations throughout the region. These outreach services are executed in cooperation with organizations to provide management development programs; health care initiatives; customized training; consulting; planning and technical assistance and, conference designing and implementation. An example of one of these outreach programs is the Youth Start grant program. The Youth Start program currently partners with area businesses that provide paid work internships to students in the YS program. The goal is to have the participant successfully complete a work experience or internship and hope that they have done so well that the employers hire them permanently. This gives the student a chance to work while in school and the money helps pay for things such as graduation packages, high school rings, school supplies,

UNC Pembroke's Regional Center is offering a year-round Sustainable Agriculture Certificate program for individuals interested in careers in the agriculture field. This program is sponsored through a grant from the American Recovery and Reinvestment Act State Energy Sector Partnership. It provides monthly (9:00 am-4:00 pm), hands-on workshops to help broaden the understanding of sustainable agriculture. This certificate is suitable for individuals interested in adding knowledge and skills in sustainability for employment in areas such as agriculture education, farmer advocacy work, non-profit organizations with agricultural missions. It will also offer the entrepreneurial and technical skills necessary to operate a beneficial, environmentally sound, community based small farm or agricultural business.

The Thomas Family Center for Entrepreneurship (TFCE) recognizes the correlation between economic development and entrepreneurship and therefore is committed to entrepreneurship education and to entrepreneurial development. Its ambition is to stimulate entrepreneurial thinking amongst the UNCP student body as well as assist and support entrepreneurs and new ventures in the Southeastern North Carolina Region. As a consequence, the mission of the TFCE is focused on education, research, planning and community engagement.