

# Craven County

NC goal: 2 million by 2030  
2020 County Attainment Profile



Prosperity Zone sub-region  
Peer County Type: Rural Metro  
Local Education Agencies: 1

Updated: Aug 04 2021

## INTRODUCTION

From birth to career, there are many opportunities to develop strategies and interventions to increase attainment and improve workforce alignment. Below are some key areas and indicators that highlight where interventions may be possible to improve overall educational attainment outcomes.

## COUNTY OVERVIEW

Craven County is in the **Jacksonville-New Bern** Prosperity Zone sub-region. It's one of 28 rural metro counties in NC.

Overall, 8% of 25-44-year-olds in Craven County have earned a master's degree or higher as their highest degree; 17% have a bachelor's degree; 11% have an associate degree; 30% have some college, no degree; 22% have a high school diploma; and 11% have less than a high school diploma.

<b>2018 Population</b>	103,594
<b>2030 Population</b>	104,846
<b>K-12 Students (2019)</b>	
Traditional Schools	13,329
Charter/Private/Home	2,652
<b>Median Household Income</b>	\$50,748
<b>Child Poverty Rate</b>	22%
<b>Households with Broadband</b>	81%

## Building the Foundation: Pre-K to 8

High-quality early learning and strong academic progress in early years helps prepare children for future success.

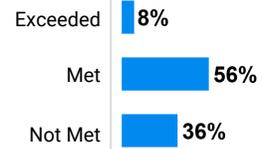
 Craven County has 25 public schools with performance grades. Of these schools, 6 or 24% were classified as low performing in 2019.

## How students in Craven County traditional public schools are currently doing:

To meet state goals, Craven County needs:

- **273 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 38%).
- **1,874 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 43%).
- **3,376 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 33%).

## Percent of Craven County schools by academic growth status, 2019

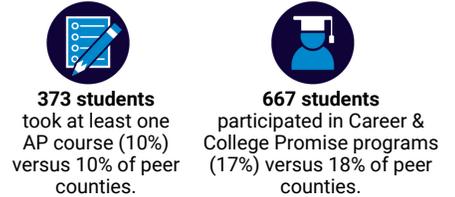


## Ready for College & Career

High school completion is a crucial step on the pathway to postsecondary success or the beginnings of a career. Activities that prepare students to navigate the transition to postsecondary include gaining experience in college-level coursework and applying for financial assistance.

To meet state goals, Craven County needs:

- **85 more 9th graders** to graduate within four years (goal: 95% vs. 87%).
- **237 more seniors** to complete the FAFSA (goal: 80% vs. 52%).
- **716 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 16%).



Students in Craven County completed **366 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Health Science; Agricultural, Food, & Natural Resources; and Hospitality & Tourism.

## Postsecondary Access and Success

These metrics capture student progression and educational attainment from high school graduation to postsecondary completion. They indicate relative strengths and weaknesses of Craven County at each stage of the postsecondary pipeline.

 Craven County has a student-to-school counselor ratio of 370:1.

Among Craven County high school graduates:

- **59% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **73% of students** who enroll persist to their second year versus 73% of peer counties.
- **48% of students** who enroll earn a degree or credential within 6 years versus 50% of peer counties.

## In your Prosperity Zone sub-region, 2018-19:



## Labor Market Outcomes

Lack of technical skills and lack of education are among the primary reasons why NC employers struggle to fill vacancies. These metrics capture labor market outcomes among recent graduates, the alignment between postsecondary degree production and labor market demand, and future job demands.

 5.4% of teens ages 16-19 are not working and not in school versus 9.4% of peer counties.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **2,013 students per year**. After 5 years, 60% of 2013 graduates were employed in NC, earning an annual average wage of \$30,995.

56% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Health Science** (above and below bachelor's); **Business Management & Administration** (bachelor's); and **Education & Training** (bachelor's).

There are **143,212 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Registered Nurses**; 2) **Business Operations Specialists, All Other**; 3) **General and Operations Managers**.

## Opportunities for Growth

Compared to rural metro counties and the state, these three areas represent the biggest opportunities for Craven County to improve future attainment outcomes.



### NC Pre-K Enrollment

38% of Craven County eligible 4-year-olds are enrolled in NC Pre-K, below the rural metro county average of 54%.



### Low-Performing Schools

24% of Craven County schools are low-performing, above the rural metro county average of 16%.



### Adult Learners

30% of Craven County adults 25-44 have some college, no degree, above the rural metro county average of 25%.

### Largest postsecondary institutions in your Prosperity Zone sub-region

Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
<b>Total Enrollments</b>	<b>18,513</b>	<b>63%</b>
Coastal Carolina Community College	6,255	73%
Craven Community College	4,599	63%
Lenoir Community College	3,843	60%
Carteret Community College	2,077	63%
Platt College-Miller-Motte-Jacksonville	1,046	32%
Pamlico Community College	693	52%

**Notes:**

Enrollments reflect degree- or credential-seeking undergraduate enrollments. The graduate or transfer rate is drawn from IPEDS and represents the share of students who either graduate with a degree or credential from the institution or transfer to another institution within 8 years. The 8-year outcome is the only measure that includes information on transfer out. Detailed data guidance is provided at <http://go.unc.edu/countydata>

### Local Cross-Sector Promising Practice: VOLT Center

Volt Center offers educational programs specializing in construction and manufacturing trades that are in high-demand across Eastern North Carolina. Many training programs include hands-on experience and certifications, and are available at no cost. Classes are offered at the Volt Center through Craven Community College’s Workforce Development Program.

We identified this example of an emerging cross-sector promising practice in partnership with local leaders. If you have additional examples you’d like to share with myFutureNC, please respond to this short survey.

For more information about each indicator, including data sources and methodology, visit:

[dashboard.myfuturenc.org/county-data-and-resources/](https://dashboard.myfuturenc.org/county-data-and-resources/)

### ABOUT CAROLINA DEMOGRAPHY

Located within the Carolina Population Center at UNC-Chapel Hill, we use data and other available research to help you put a face or a story on the population-level changes facing your community. Our analysts provide a full array of demographic data and research services to inform decision making, evaluation, and policy across North Carolina, where we serve organizations and people in all 100 counties.

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### ABOUT MYFUTURENC

MyFutureNC is a statewide nonprofit organization focused on educational attainment and is the result of cross-sector collaboration between North Carolina leaders in education, business, and government. Our mission is to prepare North Carolina for the future by empowering individuals, strengthening communities, and ensuring our economic viability in a global economy.

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