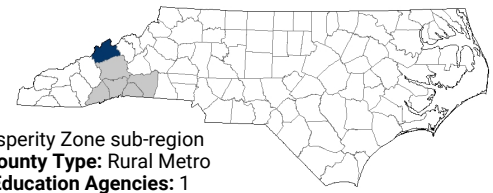


# Madison County

NC goal: 2 million by 2030  
2020 County Attainment Profile



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


Madison County is in the **Asheville** Prosperity Zone sub-region. It's one of 28 rural metro counties in NC.

Overall, 11% of 25-44-year-olds in Madison County have earned a master's degree or higher as their highest degree; 21% have a bachelor's degree; 10% have an associate degree; 20% have some college, no degree; 30% have a high school diploma; and 8% have less than a high school diploma.

<b>2018 Population</b>	22,361
<b>2030 Population</b>	25,251
<b>K-12 Students (2019)</b>	
Traditional Schools	2,234
Charter/Private/Home	740
<b>Median Household Income</b>	\$44,693
<b>Child Poverty Rate</b>	23%
<b>Households with Broadband</b>	71%

## Building the Foundation: Pre-K to 8

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

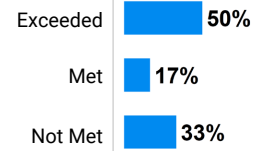
 Madison County has 6 public schools with performance grades. Of these schools, none were classified as low performing in 2019.

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

To meet state goals, Madison County needs:

- **37 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 42%).
- **187 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 53%).
- **368 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 47%).

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

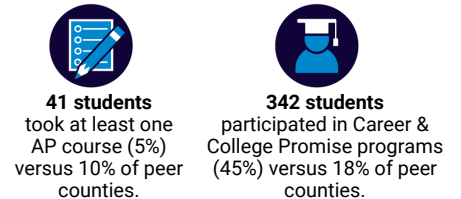


## Ready for College & Career

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, Madison County needs:


- **13 more 9th graders** to graduate within four years (goal: 95% vs. 88%).
- **56 more seniors** to complete the FAFSA (goal: 80% vs. 47%).
- **103 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 16%).



Students in Madison County completed **130 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Architecture and Construction; and Health Science.

## Postsecondary Access and Success

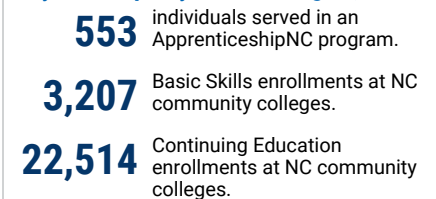
These metrics capture student progression and educational attainment from high school graduation to postsecondary completion. They indicate relative strengths and weaknesses of Madison County at each stage of the postsecondary pipeline.

 Madison County has a student-to-school counselor ratio of 559:1.

Among Madison County high school graduates:


- **45% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **64% of students** who enroll persist to their second year versus 73% of peer counties.
- **59% 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.

 1.6% 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 **2,836 students per year**. After 5 years, 69% of 2013 graduates were employed in NC, earning an annual average wage of \$33,116.

71% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Health Science** (all levels); **Transportation, Distribution & Logistics** (below bachelor's); and **Finance** (bachelor's).

There are **255,306 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) **General and Operations Managers**; 3) **Sales Representatives, Services, All Other**.

## Opportunities for Growth

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



### Transition to Postsecondary

45% of Madison County seniors enroll in postsecondary within 12 months of graduation, below the rural metro county average of 57%.



### NC Pre-K Enrollment

42% of Madison County eligible 4-year-olds are enrolled in NC Pre-K, below the rural metro county average of 54%.



### First-Year Persistence

64% of Madison County high school graduates who enroll in postsecondary persist to their second year, below the rural metro county average of 73%.

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>23,862</b>	<b>65%</b>
Asheville-Buncombe Technical Community College	10,492	53%
University of North Carolina at Asheville	4,366	89%
Blue Ridge Community College	2,812	48%
Isothermal Community College	2,662	58%
Mars Hill University	1,343	82%
Montreat College	845	71%
Brevard College	698	87%
Warren Wilson College	644	84%

**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: WNC Early Childhood Workforce Development Program**

The WNC Early Childhood Workforce Development Program (Buncombe, Madison, Henderson and Transylvania counties) will expand a program started in Buncombe County to train more early childhood educators through a \$400,000 grant. The program will address the shortage of early childhood teachers by recruiting candidates in under-resourced communities and providing them with training, substitute placement and coaching. The program seeks to increase the number of teachers from diverse backgrounds entering the profession and increase the availability of quality child care for working families.




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.

-  [ncdemography.org](http://ncdemography.org)
-  [demography@unc.edu](mailto:demography@unc.edu)
-  [@ncdemography](https://twitter.com/ncdemography)

**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.

-  [myfuturenc.org](http://myfuturenc.org)
-  [facebook.com/myfuturenc](https://facebook.com/myfuturenc)
-  [@myFutureNC](https://twitter.com/myFutureNC)