

Richmond County

NC goal: 2 million by 2030
2020 County Attainment Profile



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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

Richmond County is in the **Pinehurst-Rockingham** Prosperity Zone sub-region. It's one of 50 rural non-metro counties in NC.

Overall, 4% of 25-44-year-olds in Richmond County have earned a master's degree or higher as their highest degree; 9% have a bachelor's degree; 11% have an associate degree; 26% have some college, no degree; 32% have a high school diploma; and 18% have less than a high school diploma.

2018 Population	45,199
2030 Population	44,123
K-12 Students (2019)	
Traditional Schools	7,045
Charter/Private/Home	679
Median Household Income	\$38,514
Child Poverty Rate	31%
Households with Broadband	70%

Building the Foundation: Pre-K to 8

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

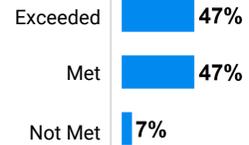
 Richmond County has 14 public schools with performance grades. Of these schools, none were classified as low performing in 2019.

How students in Richmond County traditional public schools are currently doing:

To meet state goals, Richmond County needs:

- **40 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 64%).
- **1,143 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 39%).
- **1,615 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 38%).

Percent of Richmond 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, Richmond County needs:

- **84 more 9th graders** to graduate within four years (goal: 95% vs. 81%).
- **171 more seniors** to complete the FAFSA (goal: 80% vs. 43%).
- **217 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 14%).



149 students took at least one AP course (7%) versus 9% of peer counties.



575 students participated in Career & College Promise programs (27%) versus 22% of peer counties.

Students in Richmond County completed **411 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Health Science; Hospitality & Tourism; and Business Management & Administration.

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 Richmond County at each stage of the postsecondary pipeline.

 Richmond County has a student-to-school counselor ratio of 371:1.

Among Richmond County high school graduates:

- **60% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **68% of students** who enroll persist to their second year versus 73% of peer counties.
- **42% of students** who enroll earn a degree or credential within 6 years versus 49% 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.

 9.2% of teens ages 16-19 are not working and not in school versus 8.9% of peer counties.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **1,497 students per year**. After 5 years, 72% of 2013 graduates were employed in NC, earning an annual average wage of \$32,460.

50% 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); **Education & Training** (bachelor's); and **Business Management & Administration** (bachelor's).

There are **69,044 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 non-metro counties and the state, these three areas represent the biggest opportunities for Richmond County to improve future attainment outcomes.



FAFSA Completion

43% of Richmond County high school seniors complete the FAFSA, below the rural non-metro county average of 55%.



Postsecondary Completion

42% of Richmond County high school graduates who enroll in postsecondary earn a degree or credential within 6 years, below the rural non-metro county average of 49%.



First-Year Persistence

68% of Richmond County high school graduates who enroll in postsecondary persist to their second year, below the rural non-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
Total Enrollments	9,578	47%
Sandhills Community College	5,329	39%
Richmond Community College	3,107	56%
Montgomery Community College	1,142	66%

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: Electric Utility Substation and Relay Technology (EUSRT)

The Electric Utility Substation and Relay Technology (EUSRT) program teaches skills needed to maintain high voltage equipment and protective systems for electric utility transmission. Graduates of the two-year program receive an Electric Utility Substation and Relay Technology AAS degree and qualify for technician jobs in the electric utility industry and industrial power facilities. Established in partnership with Duke Energy, the EUSRT program at RCC is the first of its kind in North Carolina and offered at only a handful of colleges nationwide. The program is guided by its business advisory committee (composed of Duke Energy, Doble Engineering, North American Substation Services, Virginia Dominion Power and SPX Waukesha).

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/

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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