Rockingham County

NC goal: 2 million by 2030
2020 County Attainment Profile
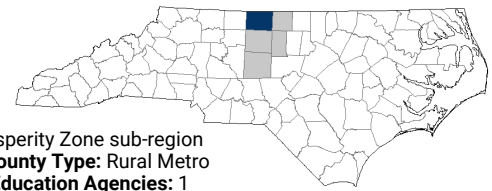
Prosperity Zone sub-region
Peer County Type: Rural Metro
Local Education Agencies: 1

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

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

Overall, 6% of 25-44-year-olds in Rockingham County have earned a master's degree or higher as their highest degree; 12% have a bachelor's degree; 12% have an associate degree; 25% have some college, no degree; 31% have a high school diploma; and 16% have less than a high school diploma.

2018 Population	91,746
2030 Population	91,865
K-12 Students (2019)	
Traditional Schools	11,534
Charter/Private/Home	2,265
Median Household Income	$41,869
Child Poverty Rate	26%
Households with Broadband	68%

Building the Foundation: Pre-K to 8

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

Rockingham County has 21 public schools with performance grades. Of these schools, 3 or 14% were classified as low performing in 2019.

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

To meet state goals, Rockingham County needs:

• **200 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 40%).

• **1,848 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 39%).

• **2,546 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 39%).

Percent of Rockingham County schools by academic growth status, 2019

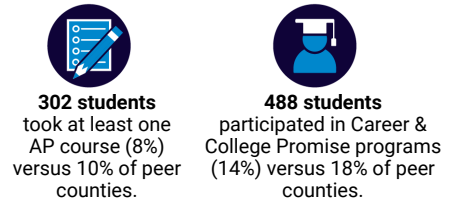|	
Exceeded	14%
Met	57%
Not Met	29%
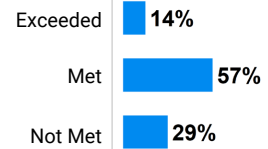
Ready for College & Career

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, Rockingham County needs:

• **90 more 9th graders** to graduate within four years (goal: 95% vs. 86%).

• **159 more seniors** to complete the FAFSA (goal: 80% vs. 61%).

• **1,168 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 21%).

302 students took at least one AP course (8%) versus 10% of peer counties.

488 students participated in Career & College Promise programs (14%) versus 18% of peer counties.

Students in Rockingham County completed **431 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Health Science; Hospitality & Tourism; and Agricultural, Food, & Natural Resources.

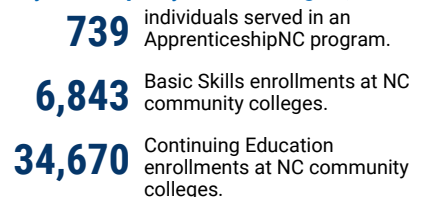## Postsecondary Access and Success

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

Rockingham County has a student-to-school counselor ratio of 412:1.

Among Rockingham County high school graduates:

• **59% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.

• **72% of students** who enroll persist to their second year versus 73% of peer counties.

• **51% 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:

739 individuals served in an ApprenticeshipNC program.

6,843 Basic Skills enrollments at NC community colleges.

34,670 Continuing Education enrollments at NC community colleges.

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.

10.9% 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 **8,688 students per year.** After 5 years, 71% of 2013 graduates were employed in NC, earning an annual average wage of $41,392.

84% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Transportation, Distribution & Logistics** (below bachelor's); **Health Science** (above bachelor's); and **Finance** (bachelor's).

There are **469,667 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) **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**; 3) **General and Operations Managers**.

Opportunities for Growth

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

NC Pre-K Enrollment
40% of Rockingham County eligible 4-year-olds are enrolled in NC Pre-K, below the rural metro county average of 54%.

Chronic Absenteeism
21% of Rockingham County students are chronically absent from school, above the rural metro county average of 16%.

CCP Enrollment
14% of Rockingham County high school students participated in the Career & College Promise program programs, below the rural metro county average of 18%.

Largest postsecondary institutions in your Prosperity Zone sub-region

Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
Total Enrollments	**71,877**	**72%**
University of North Carolina at Greensboro	18,374	83%
Guilford Technical Community College	14,735	57%
North Carolina A & T State University	11,370	79%
Elon University	6,187	98%
Alamance Community College	5,651	53%
High Point University	4,631	95%
Randolph Community College	3,475	55%
Rockingham Community College	2,379	57%
Guilford College	1,824	83%
Piedmont Community College	1,692	68%
Greensboro College	1,018	89%
Bennett College	541	93%

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: Dream it. Do it.

Dream it. Do It. is an initiative that helps connect local manufacturers, schools, community colleges, community-based organizations and other stakeholders. It works to change the misperception of the manufacturing industry and inspire next-generation workers to pursue careers in manufacturing.

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.

🌐 ncdemography.org
✉ demography@unc.edu
🐦 @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
f facebook.com/myfuturenc
🐦 @myFutureNC

CAROLINA DEMOGRAPHY   myFUTURENC 2 million by 2030.   John M Belk Endowment ELEVATE THROUGH EDUCATION   UNC | CAROLINA POPULATION CENTER