

Cleveland County

2030 NC Degree Attainment Goal: 2 million (67%)
2030 Proposed Cleveland County Attainment Goal: 13,358 (52%)



Charlotte
 Prosperity Zone Sub-Region
Peer County Type: Rural Non-Metro
Local Education Agencies: 1
Charter Schools: 1

Population Spotlight

2010 Census: 98,078
 2020 Census: 99,519
 Change: 1,441

Growth Rate

1.5% County vs. **9.5%** State

\$49,041
 Median Household Income (2020)

27.3%
 Child Poverty Rate (2020)

77%
 Households with Broadband (2020)

69%
 Home Owners (2020)

74%
 Voter Registration Rate (2021)

5.3%
 Unemployment Rate (2021)

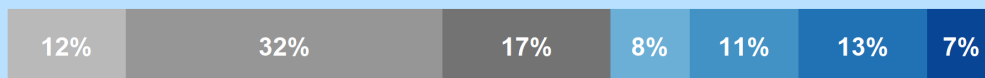
Educational Attainment

Cleveland County residents ages 25-44, 2021

■ Less than high school
 ■ High school graduate (including GED)
 ■ Some college, no credential
 ■ Short-term credential
 ■ Associate degree
 ■ Bachelor's degree
 ■ Graduate or professional degree

No Degree
61.3%
 13,982

Have Degree or Credential
38.7%
 8,835



Note: Numbers may add to more than 100% due to rounding

Top Opportunities for Growth

These three areas represent the biggest opportunities for Cleveland County to improve future attainment outcomes.



FAFSA Completion

50% of Cleveland County high school seniors complete the FAFSA, below the rural non-metro county average of 55%.



First-Year Persistence

71% of Cleveland County high school graduates who enroll in postsecondary persist to their second year, below the rural non-metro county average of 73%.

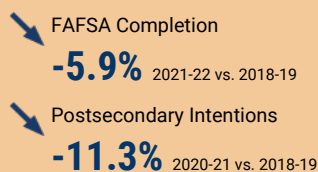
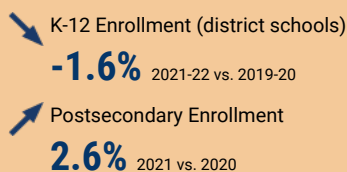


Transition to Postsecondary

48% of Cleveland County seniors enroll in postsecondary within 12 months of graduation, below the rural non-metro county average of 50%.

Impact of Covid-19 on Education Pipeline

Covid-19 has affected critical transition points along the education continuum.



Data Disruptions

- College-and-Career-Ready in Reading
- College-and-Career-Ready in Math
- Chronic Absenteeism



ncdemography.org

ACADEMIC READINESS

How students in Cleveland County traditional schools are currently doing:

To meet state goals, each year Cleveland County needs:

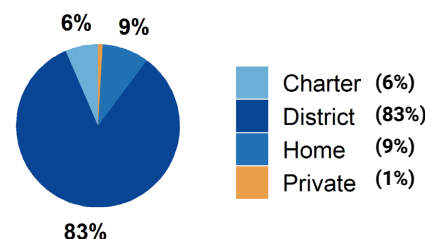
- 74%** of eligible 4-year-olds **enrolled in NC Pre-K program**; 5 more needed to meet state goal of **75%**. 2022
- 28%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**; 2,923 more needed to meet state goal of **73%**. 2022
- 38%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**; 3,137 more needed to meet state goal of **86%**. 2022
- 86%** of 9th graders **graduate within four years**; 99 more needed to meet state goal of **95%**. 2021
- 15%** of students are **chronically absent from school**; 610 less needed to meet state goal of **11%**. 2021

Cleveland County has a **student-to-school counselor ratio** of 333:1 versus 318:1 in peer counties. 2021

School Choice

16,683 total students were enrolled in K-12 in Cleveland County in the 2021-22 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.



Career and College Preparation

536 high school students took at least one **AP course** (**13%**) versus **7%** in peer counties (2021).

438 graduates participated in **Career & College Promise programs** (**43%**) versus **49%** in peer counties (2021).

Students in Cleveland County completed **685 Career & Technical Education concentrations** in 2021. The top three CTE concentrations completed include Health Science; Manufacturing; and Human Services.

COLLEGE & CAREER ACCESS

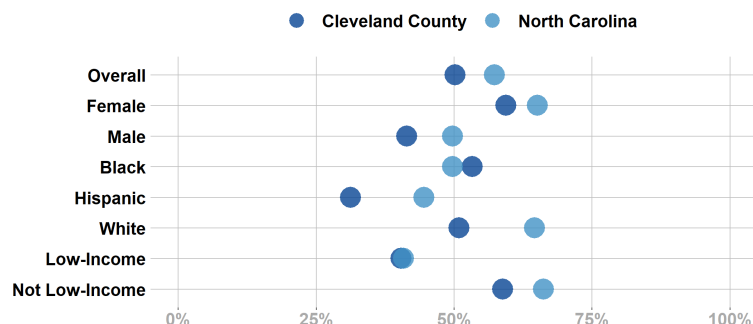
50% of seniors **completed the FAFSA** in 2022; 278 more need to complete in 2022 to meet state goal of **80%**. 2022
<https://www.myfuturenc.org/ourwork/first-in-fafsa/>

66% of graduates reported **intentions to enroll** in a postsecondary institution versus 69% in peer counties. 2021

48% of graduates **enrolled in a postsecondary institution** within 12 months versus 50% in peer counties. 2021

56% of Cleveland County students have **parents with no college degree** (either 2- or 4-year) versus 59% in peer counties.

Postsecondary Enrollment Rates for Select Groups in Cleveland County, 2021



Note: Outcomes for demographic groups with fewer than 10 students are not displayed.

Success of Cleveland County High School Graduates

Top destinations of graduates, 2016-2020

- **39%** of college-goers attended a **public 4-year college**
 - **17%** of college-goers attended a **private 4-year college**
 - **44%** of college-goers attended a **public 2-year college**
 - **<5%** of college-goers attended a **private 2-year college**
 - **92%** of college-goers attended an **in-state college**
- **71%** of students who enroll **persist to their second year** versus 73% in peer counties. 2021
 - **59%** of students who enroll **earn a degree or credential** within 6 years versus 55% in peer counties. 2021

Adult Learners

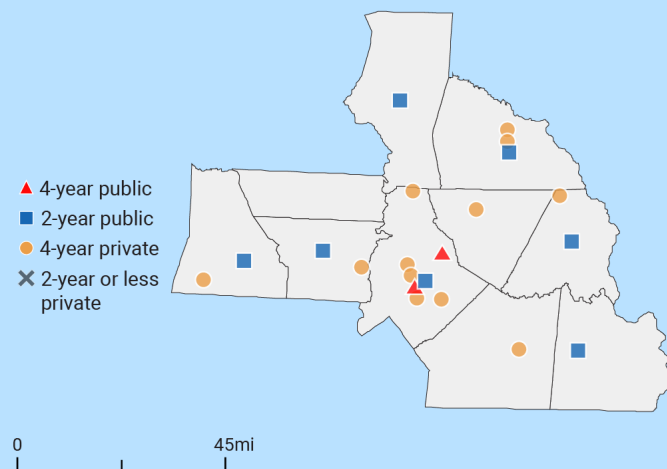
Cleveland County resident enrollments in NC Community Colleges, 2021

- 78** Basic Skills
- 2,028** Continuing Education
- 2,348** Curriculum



11% of Cleveland County residents have **student loan debt**; 12% of debt holders had **student loans in default**. 2020

Postsecondary assets in Charlotte Prosperity Zone sub-region



Degree Credentials Awarded, 2021

6,673 certificate | **6,036** associate | **9,688** bachelor's

In your Prosperity Zone Sub-Region:

82.2%

of postsecondary degrees and credentials conferred by regional institutions are **aligned with labor market needs**.

Top areas of misalignment:

- Business Management & Administration** (bachelor's)
- Information Technology** (bachelor's)
- Finance** (bachelor's)

4,230 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

- 12,495** graduates in 2020
- 74%** of 2016 graduates were employed in NC in 2021
- \$45,387** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

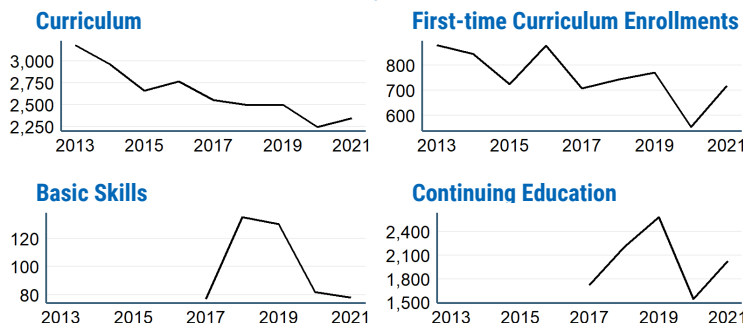
In 2021 your Workforce Development Board served:

- 6,325** in Basic Services
- 2,960** in Career Services
- 200** in Education Services

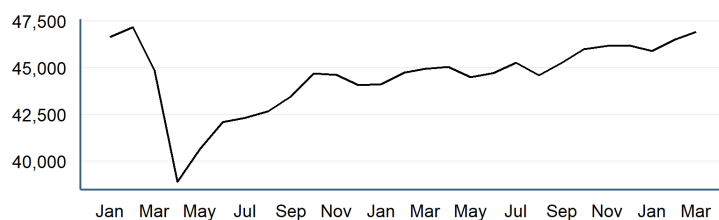


15.1% of young adults ages 16-24 in Cleveland County were **not working and not in school** versus 15.2% in peer counties. 2019

Impact of Covid-19 on NC Community College Enrollment



Number of Cleveland County residents employed, January 2020 to March 2022



Promising Attainment Practices

The new **Promising Attainment Practices Database** is a curated, searchable, and filterable collection of about 250 county, region, and state-level initiatives and programs that directly address various components of the state's attainment challenge. The Database allows local and regional initiative leaders and other stakeholders to identify groups across the state who are developing or operating initiatives designed to boost attainment.

Follow link to discover how Cleveland County has been meeting local needs:

https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Cleveland

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

dashboard.myfuturenc.org/county-data-and-resources/