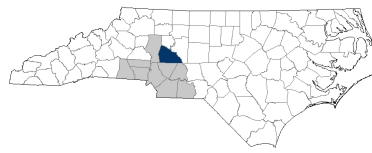


Rowan County

2030 NC Degree Attainment Goal: 2 million (67%)
2030 Proposed Rowan County Attainment Goal: 19,840 (53%)



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

Population Spotlight

2010 Census: 138,428
 2020 Census: 146,875
 Change: 8,447

Growth Rate

6.1% County vs. **9.5%** State

\$55,398
 Median Household Income (2020)

24.7%
 Child Poverty Rate (2020)

89%
 Households with Broadband (2020)

70%
 Home Owners (2020)

79%
 Voter Registration Rate (2021)

5.0%
 Unemployment Rate (2021)

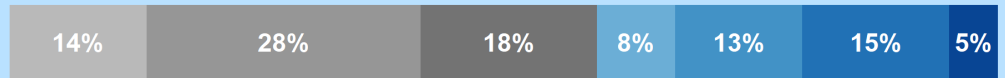
Educational Attainment

Rowan County residents ages 25-44, 2021

No Degree
59.8%
 20,930

Have Degree or Credential
40.2%
 14,050

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



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

Top Opportunities for Growth

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



Math Performance

16% of Rowan County 3-8 graders earn college-and-career-ready scores in Math, below the suburban county average of 34%.



Reading Performance

18% of Rowan County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 30%.

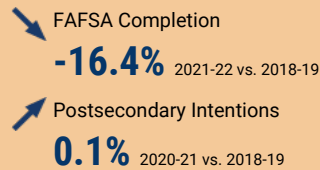
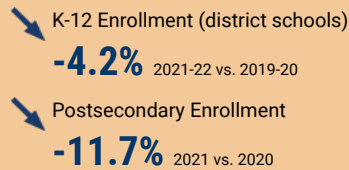


First-Year Persistence

67% of Rowan County high school graduates who enroll in postsecondary persist to their second year, below the suburban county average of 77%.

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 Rowan County traditional schools are currently doing:

To meet state goals, each year Rowan County needs:

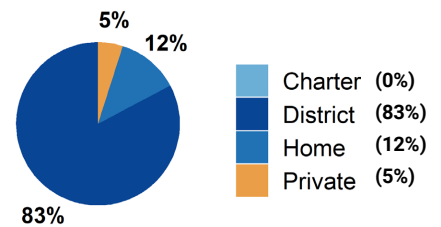
- 37%** of eligible 4-year-olds **enrolled in NC Pre-K program**; 323 more needed to meet state goal of **75%**. 2022
- 18%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**; 4,745 more needed to meet state goal of **73%**. 2022
- 16%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**; 5,981 more needed to meet state goal of **86%**. 2022
- 86%** of 9th graders **graduate within four years**; 166 more needed to meet state goal of **95%**. 2021
- 27%** of students are **chronically absent from school**; 3,106 less needed to meet state goal of **11%**. 2021

Rowan County has a **student-to-school counselor ratio** of 253:1 versus 336:1 in peer counties. 2021

School Choice

22,985 total students were enrolled in K-12 in Rowan County in the 2021-22 school year.

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



Career and College Preparation

670 high school students took at least one **AP course** (**11%**) versus **15%** in peer counties (2021).

466 graduates participated in **Career & College Promise programs** (**32%**) versus **33%** in peer counties (2021).

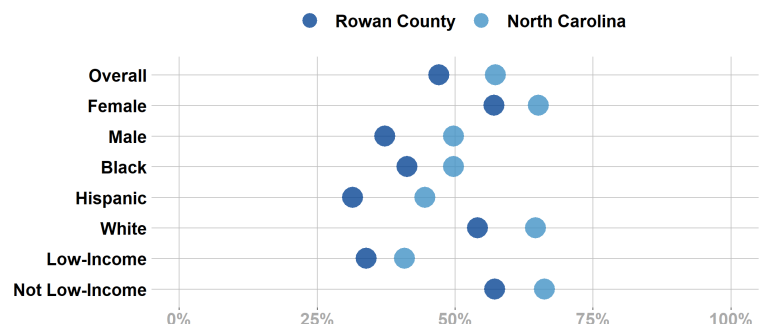
Students in Rowan County completed **734 Career & Technical Education concentrations** in 2021. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Human Services; and Architecture and Construction.

COLLEGE & CAREER ACCESS

- 47%** of seniors **completed the FAFSA** in 2022; 362 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 75% in peer counties. 2021
- 45%** of graduates **enrolled in a postsecondary institution** within 12 months versus 55% in peer counties. 2021

63% of Rowan County students have **parents with no college degree** (either 2- or 4-year) versus 49% in peer counties.

Postsecondary Enrollment Rates for Select Groups in Rowan County, 2021



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

POSTSECONDARY COMPLETION

Success of Rowan County High School Graduates

Top destinations of graduates, 2016-2020

- **36%** of college-goers attended a **public 4-year college**
 - **20%** 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**
 - **94%** of college-goers attended an **in-state college**
- **67%** of students who enroll **persist to their second year** versus 77% in peer counties. 2021
 - **55%** of students who enroll **earn a degree or credential** within 6 years versus 60% in peer counties. 2021

Adult Learners

Rowan County resident enrollments in NC Community Colleges, 2021

- 158** Basic Skills
- 1,877** Continuing Education
- 2,686** Curriculum



14% of Rowan County residents have **student loan debt**; 15% of debt holders had **student loans in default**. 2020

LABOR MARKET ALIGNMENT

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)

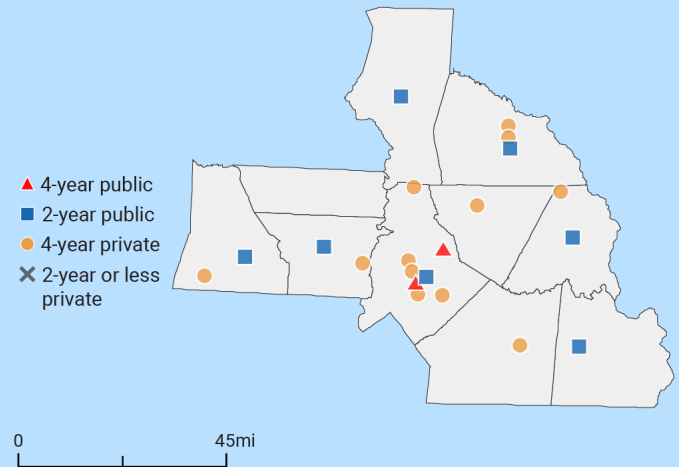
In 2021 your Workforce Development Board served:

- 16,131** in Basic Services
- 7,386** in Career Services
- 506** in Education Services



12.8% of young adults ages 16-24 in Rowan County were **not working and not in school** versus **11.2%** in peer counties. 2019

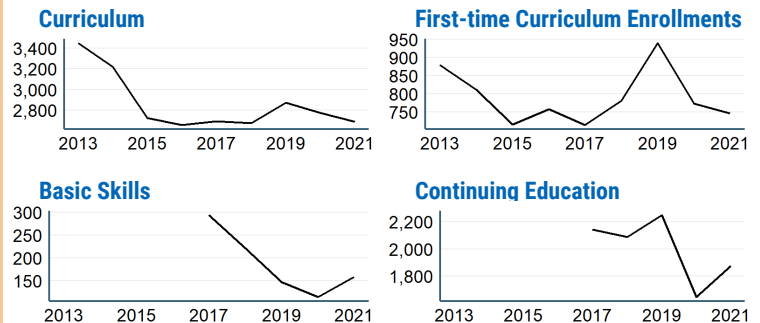
Postsecondary assets in Charlotte Prosperity Zone sub-region



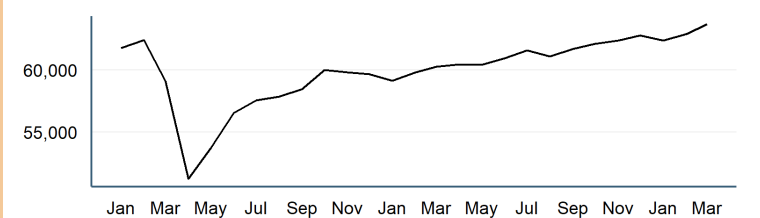
Degree Credentials Awarded, 2021

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

Impact of Covid-19 on NC Community College Enrollment



Number of Rowan 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 Rowan County has been meeting local needs:

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

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

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