

# Wilson County



Rocky Mount-Wilson Prosperity Zone Sub-Region  
**Peer County Type:** Rural Non-Metro  
**Local Education Agencies:** 1  
**Charter Schools:** 2

**2030 NC Degree Attainment Goal: 2 million (67%)**  
**2030 Proposed Wilson County Attainment Goal: 11,532 (51%)**

## Population Spotlight

2010 Census: 81,234  
 2020 Census: 78,784  
 Change: -2,450

## Growth Rate

**-3.0%** County vs. **9.5%** State

**\$44,089**  
 Median Household Income (2020)

**27.9%**  
 Child Poverty Rate (2020)

**82%**  
 Households with Broadband (2020)

**58%**  
 Home Owners (2020)

**74%**  
 Voter Registration Rate (2021)

**6.7%**  
 Unemployment Rate (2021)

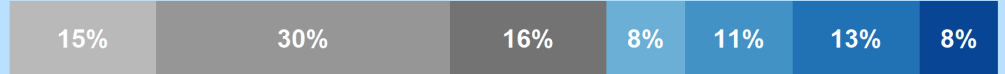
## Educational Attainment

Wilson County residents ages 25-44, 2021

**No Degree**  
**61.3%**  
 11,371

**Have Degree or Credential**  
**38.7%**  
 7,171

■ 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 Wilson County to improve future attainment outcomes.



### NC Pre-K Enrollment

27% of Wilson County eligible 4-year-olds are enrolled in NC Pre-K, below the rural non-metro county average of 68%.



### High School Graduation

79% of Wilson County 9th graders complete high school in 4 years or less, below the rural non-metro county average of 86%.

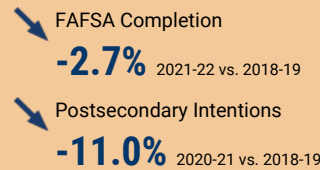
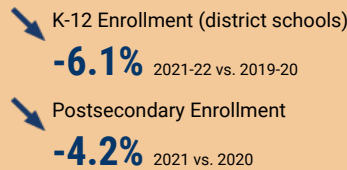


### Opportunity Youth

21% of Wilson County youth ages 16-24 are not working and not in school, above the rural non-metro county average of 15%.

## 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](http://ncdemography.org)

## ACADEMIC READINESS

### How students in Wilson County traditional schools are currently doing:

To meet state goals, each year Wilson County needs:

- **27%** of eligible 4-year-olds **enrolled in NC Pre-K program**; 294 more needed to meet state goal of **75%**. 2022
- **23%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**; 2,344 more needed to meet state goal of **73%**. 2022
- **25%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**; 2,872 more needed to meet state goal of **86%**. 2022
- **79%** of 9th graders **graduate within four years**; 155 more needed to meet state goal of **95%**. 2021
- **31%** of students are **chronically absent from school**; 2,022 less needed to meet state goal of **11%**. 2021

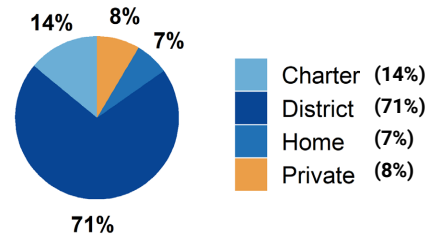


Wilson County has a **student-to-school counselor ratio** of 265:1 versus 318:1 in peer counties. 2021

### School Choice

14,538 total students were enrolled in K-12 in Wilson County in the 2021-22 school year.

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



### Career and College Preparation



**249 high school students** took at least one **AP course (8%)** versus 7% in peer counties (2021).



**341 graduates** participated in **Career & College Promise programs (46%)** versus 49% in peer counties (2021).

Students in Wilson County completed **375 Career & Technical Education concentrations** in 2021. The top three CTE concentrations completed include Human Services; Health Science; and Agricultural, Food, & Natural Resources.

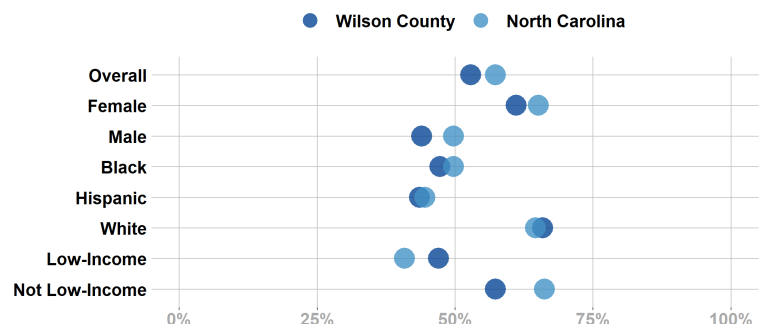
## COLLEGE & CAREER ACCESS

- **59%** of seniors **completed the FAFSA** in 2022; 144 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
- **51%** of graduates **enrolled in a postsecondary institution** within 12 months versus 50% in peer counties. 2021



**64%** of Wilson 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 Wilson County, 2021



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

## Success of Wilson 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**
  - **43%** of college-goers attended a **public 2-year college**
  - **<5%** of college-goers attended a **private 2-year college**
  - **95%** of college-goers attended an **in-state college**
- **74%** of students who enroll **persist to their second year** versus 73% in peer counties. 2021
  - **57%** of students who enroll **earn a degree or credential** within 6 years versus 55% in peer counties. 2021

## Adult Learners

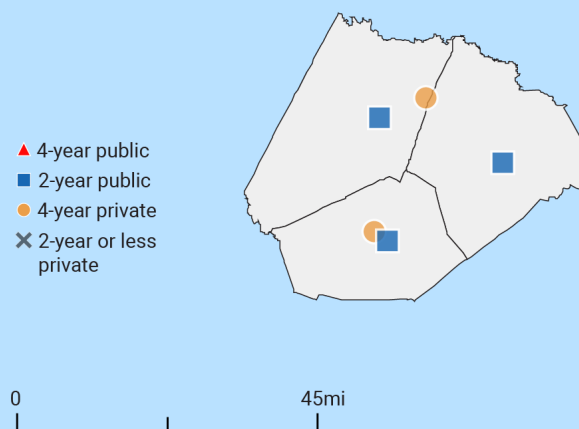
### Wilson County resident enrollments in NC Community Colleges, 2021

- 291** Basic Skills
- 1,027** Continuing Education
- 1,914** Curriculum



15% of Wilson County residents have **student loan debt**; 16% of debt holders had **student loans in default**. 2020

## Postsecondary assets in Rocky Mount-Wilson Prosperity Zone sub-region



### Degree Credentials Awarded, 2021

**822** certificate | **763** associate | **596** bachelor's

## In your Prosperity Zone Sub-Region:

**78.6%**

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

### Top areas of misalignment:

- Health Science** (all levels)
- Transportation, Distribution & Logistics** (below bachelor's)
- Finance** (bachelor's)

**297** Individuals served in an ApprenticeshipNC program in 2020

### UNC and NC Community College Outcomes:

- 1,229** graduates in 2020
- 79%** of 2016 graduates were employed in NC in 2021
- \$41,742** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

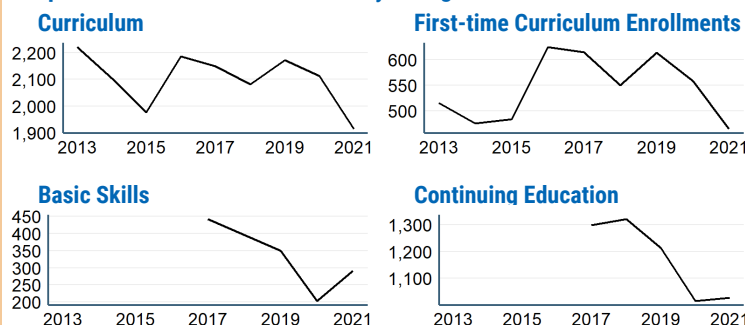
### In 2021 your Workforce Development Board served:

- 8,274** in Basic Services
- 4,021** in Career Services
- 408** in Education Services

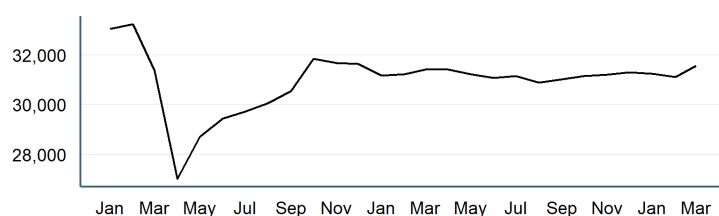


**21.1%** of young adults ages 16-24 in Wilson County were **not working and not in school** versus **15.2%** in peer counties. 2019

## Impact of Covid-19 on NC Community College Enrollment



## Number of Wilson 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 Wilson County has been meeting local needs:

[https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt\\_search=Wilson](https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Wilson)

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/)