

# Catawba County

myFutureNC 2024 Attainment Profiles



Hickory  
Prosperity Zone Sub-Region  
Peer County Type: Suburban  
Local Education Agencies: 3 (2023)  
Charter Schools: 0 (2023)

2030 Proposed Catawba County Attainment Goal: 23,455 (Stretch Goal: 23,775)

2030 State Attainment Goal: 2 million

## Population Spotlight

2020 Census: 160,609  
2022 Estimate: 163,462  
Change: 2,853

## Growth Rate

1.8% County vs. 2.5% State



\$63,934  
Median Household Income (2022)  
State: \$67,516



71% Home Owners (2022)  
State: 67%



18.8% Child Poverty Rate (2022)  
State: 17.2%



15.4% Opportunity Youth Rate (2022)  
State: 10.9%



72% Households with Broadband (2022)  
State: 77%



3.4% Unemployment Rate (2022)  
State: 3.7%

## Educational Attainment

Catawba County residents ages 25-44, 2022

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  
20,097  
52.8%

Have Degree or Credential  
17,951  
47.2%



Note: Numbers may not add up to 100% due to rounding

## Top Opportunities for Growth

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



### Reading Performance

28% of Catawba County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 31%.



### FAFSA Completion

59% of Catawba County high school seniors complete the FAFSA, below the suburban county average of 62%.



### School Counselors

Catawba County has a student-to-school counselor ratio of 335:1, above the suburban county average of 327:1.

## 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 Catawba County has been meeting local needs:

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

LABOR MARKET ALIGNMENT

## In Hickory Prosperity Zone Sub-Region:

70.2%

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

### Top areas of misalignment:

Health Science bachelor's and below bachelor's  
Business Management & Administration bachelor's  
Transportation, Distribution & Logistics below bachelor's

359 Individuals served in an ApprenticeshipNC program in 2020

### UNC and NC Community College Outcomes:

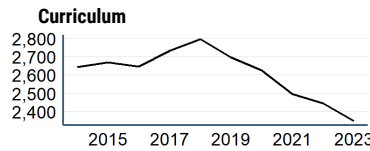
2,139 graduates in 2020  
80% of 2016 graduates were employed in NC in 2021  
\$37,952 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

48% of adults (ages 25-44) in Catawba County earned a family sustaining wage, 2022

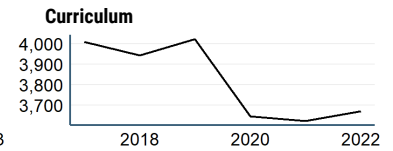
### Catawba County is served by:

Western Piedmont Workforce Development Board  
Western Piedmont Council of Governments

## UNC System College Enrollment



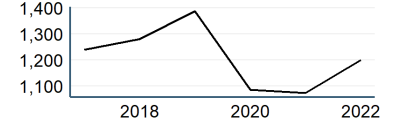
## NC Community College Enrollment



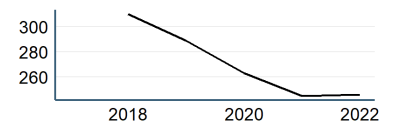
## Top 3 Five-Star Jobs in Hickory Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	4%
Logisticians	3%
Physician Assistants	3%

## First-time Curriculum Enrollments



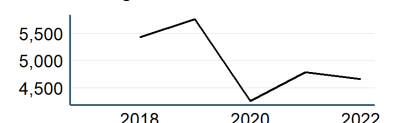
## Basic Skills



## Top 3 Employers in Catawba County

Employer	Employment Range
Catawba County Schools	1000+
Catawba Valley Medical Center	1000+
Target Stores Div	1000+

## Continuing Education



### Adult Learners

#### Hickory Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022

- 478 Basic Skills
- 8,660 Continuing Education
- 1,924 Curriculum

12% of Catawba County residents have **student loan debt**; 5% of debt holders had **student loans in default**. 2022

#### Success of Catawba County High School Graduates

- 83% of students who enroll **persist to their second year** versus 82% in peer counties. 2022
- 63% of students who enroll **earn a degree or certificate** within 6 years versus 60% in peer counties. 2022

#### Top destinations of all college-goers, Fall 2023

- 4,598 of all college-goers attended **Catawba Valley CC**
- 429 of all college-goers attended **Lenoir-Rhyne University**
- 410 of all college-goers attended **Caldwell CC and TI**

#### Degree Credentials Awarded, 2022

1,720 certificate | 2,199 associate | 327 bachelor's

#### Postsecondary assets in Hickory Prosperity Zone sub-region

##### Public, 4-year or above

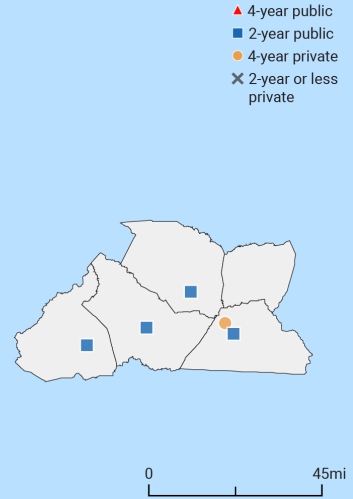
##### Public, 2-year

Caldwell Community College and Technical Institute, Catawba Valley Community College, McDowell Technical Community College, Western Piedmont Community College

##### Private not-for-profit, 4-year or above

Lenoir-Rhyne University

##### Private not-for-profit, 2-year



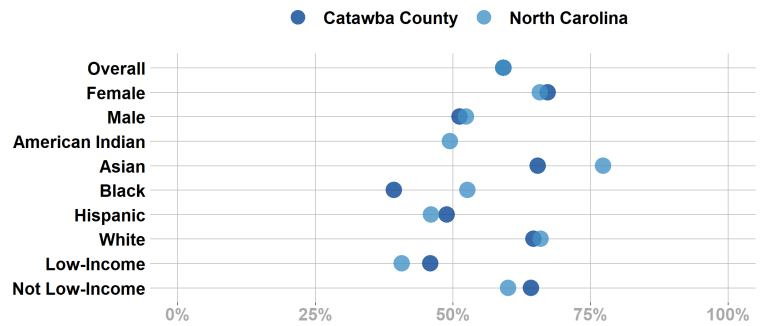
59% of seniors **completed the FAFSA** in 2023, compared to 62% statewide; 309 more need to complete in 2023 to meet state goal of 80%. 2023

73% of graduates reported **intentions to enroll** in a postsecondary institution versus 73% in peer counties. 2022

58% of graduates **enrolled in a postsecondary institution** within 12 months versus 57% in peer counties. 2022

53% of Catawba County students have **parents with no college degree** (either 2- or 4-year) versus 48% in peer counties.

#### Postsecondary Enrollment Rates for Select Groups in Catawba County, 2022



Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

#### How students in Catawba County traditional schools are doing:

55% of eligible 4-year-olds **enrolled in NC Pre-K program**, compared to 53% statewide; 143 more needed to meet state goal of 75%. 2023

28% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to 30% statewide; 5,783 more needed to meet state goal of 73%. 2023

37% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to 35% statewide; 4,842 more needed to meet state goal of 86%. 2023

88% of 9th graders **graduate within four years**, compared to 87% statewide; 135 more needed to meet state goal of 95%. 2023

22% of students are **chronically absent from school**, compared to 27% statewide; 2,620 less needed to meet state goal of 11%. 2023

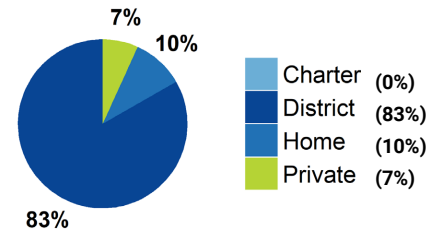
Catawba County has a **student-to-school counselor ratio** of 335:1 versus 327:1 in peer counties. 2023

2% of students **drop out of high school** (133 total students), compared to 2% statewide. 2023

#### School Choice

26,253 total students were enrolled in K-12 in Catawba County in the 2022-23 school year.

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



#### Access to Postsecondary Credits

Students in Catawba County completed **6,375 Career & Technical Education (CTE) credentials (1,190 (19%) were industry-valued credentials) and 1,001 concentrations** in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Agricultural, Food, & Natural Resources.

**684 high school students** took at least one **AP test (10%)** versus 15% in peer counties (2023).

**721 high school students** participated in **Career & College Promise programs (44%)** versus 39% in peer counties (2023).

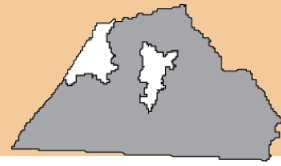
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# City/District School Profile

Catawba County Schools | 2022-2023

This profile is a supplement to the County Profiles



□ district boundary

Total Schools: 28 Total Students: 15,351

## ACADEMIC READINESS

### How students in Catawba County Schools are currently doing:

- **28%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to **30%** statewide; 3,147 more needed to meet state goal of **73%**. 2023
- **38%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to **35%** statewide; 3,328 more needed to meet state goal of **86%**. 2023
- **87%** of 9th graders **graduate within four years**, compared to **87%** statewide; 107 more needed to meet state goal of **95%**. 2023
- **21%** of students are **chronically absent from school**, compared to **27%** statewide; 1,573 less needed to meet state goal of **11%**. 2023



Catawba County Schools has a **student-to-school counselor ratio** of **366:1**. 2023

### Access to Postsecondary Credits

Students in Catawba County Schools completed **4,105 Career & Technical Education (CTE) credentials (741 (18%) were industry-valued credentials) and 802 concentrations** in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Agricultural, Food, & Natural Resources.



**341 high school students** took at least one **AP test (7%)** (2023).



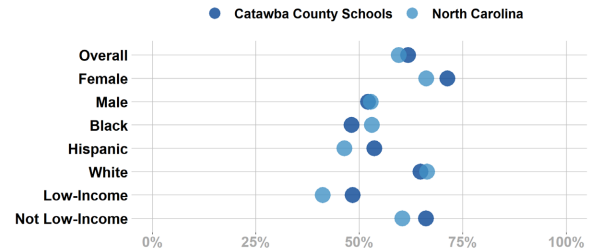
**488 high school students** participated in **Career & College Promise programs (43%)** (2023).

## COLLEGE & CAREER ACCESS

### How students in Catawba County Schools are planning for and enrolling in college:

- **57%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; 248 more need to complete in 2023 to meet state goal of **80%**. 2023
- **75%** of graduates reported **intentions to enroll** in a postsecondary institution. 2022
- **60%** of graduates **enrolled in a postsecondary institution** within 12 months. 2022

### Postsecondary Enrollment Rates (within 12 months) for Select Groups in Catawba County Schools, 2022



Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

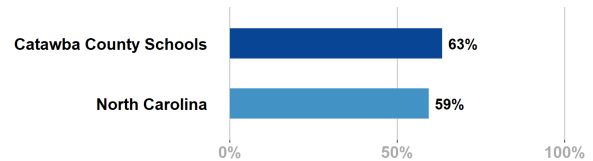
## POSTSECONDARY COMPLETION

### Top destinations of all college-goers, Fall 2023

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC

- **85%** of college students **persist to their second year** of attendance. 2022

### Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022



\*\* Observations <10 or no data available

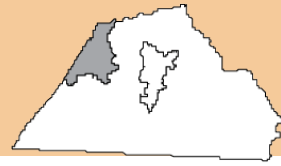
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# City/District School Profile

## Hickory City Schools | 2022-2023

This profile is a supplement to the County Profiles



district boundary

Total Schools: 10 Total Students: 3,698

### ACADEMIC READINESS

#### How students in Hickory City Schools are currently doing:

- **27%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to **30%** statewide; 786 more needed to meet state goal of **73%**. 2023
- **33%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to **35%** statewide; 912 more needed to meet state goal of **86%**. 2023
- **88%** of 9th graders **graduate within four years**, compared to **87%** statewide; 21 more needed to meet state goal of **95%**. 2023
- **27%** of students are **chronically absent from school**, compared to **27%** statewide; 653 less needed to meet state goal of **11%**. 2023



Hickory City Schools has a **student-to-school counselor ratio** of **247:1**. 2023

#### Access to Postsecondary Credits

Students in Hickory City Schools completed **787 Career & Technical Education (CTE) credentials (136 (17%) were industry-valued credentials) and 112 concentrations** in 2023. The top three CTE concentrations completed include Human Services; Health Science; and Manufacturing.



**143 high school students** took at least one **AP test (12%)** (2023).



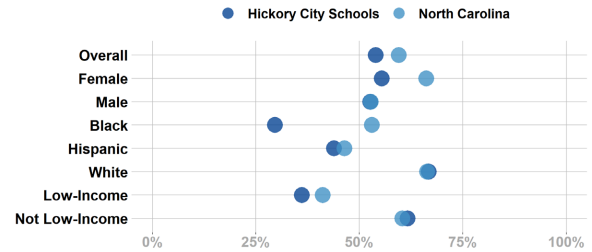
**130 high school students** participated in **Career & College Promise programs (47%)** (2023).

### COLLEGE & CAREER ACCESS

#### How students in Hickory City Schools are planning for and enrolling in college:

- **64%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; 37 more need to complete in 2023 to meet state goal of **80%**. 2023
- **66%** of graduates reported **intentions to enroll** in a postsecondary institution. 2022
- **52%** of graduates **enrolled in a postsecondary institution** within 12 months. 2022

#### Postsecondary Enrollment Rates (within 12 months) for Select Groups in Hickory City Schools, 2022



Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

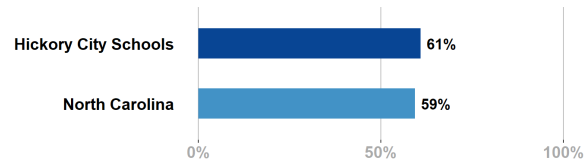
### POSTSECONDARY COMPLETION

#### Top destinations of all college-goers, Fall 2023

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC

• **79%** of college students **persist to their second year** of attendance. 2022

#### Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022



\*\* Observations <10 or no data available

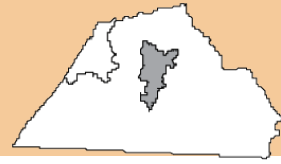
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# City/District School Profile

## Newton Conover City Schools | 2022-2023

This profile is a supplement to the County Profiles



□ district boundary

Total Schools: 7 Total Students: 2,725

### ACADEMIC READINESS

#### How students in Newton Conover City Schools are currently doing:

- **26%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to **30%** statewide; 565 more needed to meet state goal of **73%**. 2023
- **36%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to **35%** statewide; 602 more needed to meet state goal of **86%**. 2023
- **92%** of 9th graders **graduate within four years**, compared to **87%** statewide; 7 more needed to meet state goal of **95%**. 2023
- **25%** of students are **chronically absent from school**, compared to **27%** statewide; 394 less needed to meet state goal of **11%**. 2023



Newton Conover City Schools has a **student-to-school counselor ratio** of **341:1**. 2023

#### Access to Postsecondary Credits

Students in Newton Conover City Schools completed **1,483 Career & Technical Education (CTE) credentials (313 (21%) were industry-valued credentials) and 87 concentrations** in 2023. The top three CTE concentrations completed include Health Science; Human Services; and Arts, Audio/Video Technology, & Communications.



**200 high school students** took at least one **AP test (21%)** (2023).



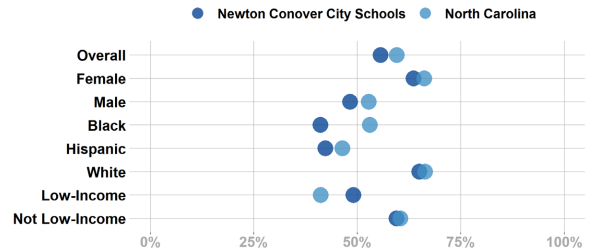
**103 high school students** participated in **Career & College Promise programs (44%)** (2023).

### COLLEGE & CAREER ACCESS

#### How students in Newton Conover City Schools are planning for and enrolling in college:

- **68%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; 25 more need to complete in 2023 to meet state goal of **80%**. 2023
- **73%** of graduates reported **intentions to enroll** in a postsecondary institution. 2022
- **54%** of graduates **enrolled in a postsecondary institution** within 12 months. 2022

#### Postsecondary Enrollment Rates (within 12 months) for Select Groups in Newton Conover City Schools, 2022



Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

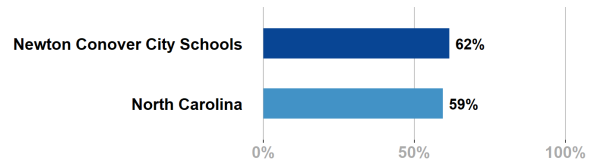
### POSTSECONDARY COMPLETION

#### Top destinations of all college-goers, Fall 2023

- Catawba Valley CC
- Caldwell CC and TI
- Western Piedmont CC

- **83%** of college students **persist to their second year** of attendance. 2022

#### Percentage of students enrolled in North Carolina postsecondary institution who graduate within 6 years of enrollment, 2022



\*\* Observations <10 or no data available

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