

# Craven County

myFutureNC 2024 Attainment Profiles



Jacksonville-New Bern Prosperity Zone Sub-Region  
**Peer County Type:** Rural - Metro  
**Local Education Agencies:** 1 (2023)  
**Charter Schools:** 0 (2023)

2030 Proposed Craven County Attainment Goal: 13,096 (Stretch Goal: 13,264)

2030 State Attainment Goal: 2 million

## Population Spotlight

2020 Census: 100,718  
 2022 Estimate: 100,874  
 Change: 156

## Growth Rate

**0.2%** County vs. **2.5%** State



**\$63,076**  
 Median Household Income (2022)  
 State: \$67,516



**68%**  
 Home Owners (2022)  
 State: 67%



**19.0%**  
 Child Poverty Rate (2022)  
 State: 17.2%



**11.8%**  
 Opportunity Youth Rate (2022)  
 State: 10.9%



**73%**  
 Households with Broadband (2022)  
 State: 77%



**3.7%**  
 Unemployment Rate (2022)  
 State: 3.7%

## Educational Attainment

Craven 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**  
**13,087**  
 54.1%



**Have Degree or Credential**  
**11,117**  
 45.9%



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

## Top Opportunities for Growth

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



### NC Pre-K Enrollment

35% of Craven County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - metro county average of 59%.



### High School Graduation

81% of Craven County 9th graders complete high school in 4 years or less, below the rural - metro county average of 85%.



### FAFSA Completion

54% of Craven County high school seniors complete the FAFSA, below the rural - metro county average of 58%.

## 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 Craven County has been meeting local needs:

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

## LABOR MARKET ALIGNMENT

### In Jacksonville-New Bern Prosperity Zone Sub-Region:

**54.5%**

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

#### Top areas of misalignment:

**Health Science** below bachelor's and bachelor's  
**Business Management & Administration** bachelor's  
**Education & Training** bachelor's



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

### UNC and NC Community College Outcomes:

**1,967** graduates in 2020

**56%** of 2016 graduates were employed in NC in 2021

**\$36,955** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

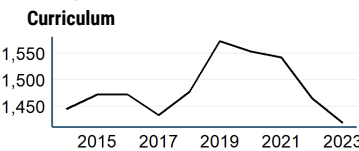


**47%** of adults (ages 25-44) in Craven County earned a family sustaining wage, 2022

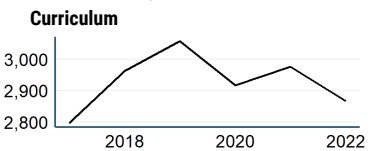
### Craven County is served by:

Eastern Carolina Workforce Development Board  
 Eastern Carolina Council of Governments

### UNC System College Enrollment



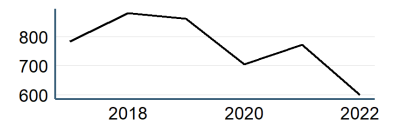
### NC Community College Enrollment



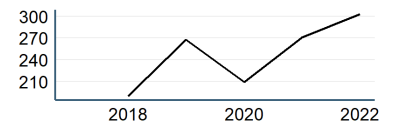
### Top 3 Five-Star Jobs in Jacksonville-New Bern Prosperity Zone Sub-Region

Job Title	Annual Growth
Information Security Analysts	4%
Nurse Practitioners	4%
Web and Digital Interface Designers	3%

### First-time Curriculum Enrollments



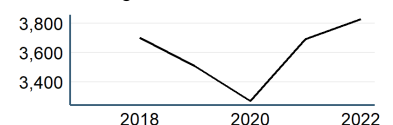
### Basic Skills



### Top 3 Employers in Craven County

Employer	Employment Range
Defense Ex Army Navy & Air Force	1000+
Carolinaeast Medical Center	1000+
Craven County Board Of Education	1000+

### Continuing Education



POSTSECONDARY COMPLETION

Adult Learners

Jacksonville-New Bern Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022

- 395 Basic Skills
- 6,666 Continuing Education
- 2,102 Curriculum

13% of Craven County residents have student loan debt; 7% of debt holders had student loans in default. 2022

Success of Craven County High School Graduates

- 81% of students who enroll persist to their second year versus 79% in peer counties. 2022
- 53% of students who enroll earn a degree or certificate within 6 years versus 56% in peer counties. 2022

Top destinations of all college-goers, Fall 2023

- 3,752 of all college-goers attended Craven CC
- 319 of all college-goers attended Carteret CC
- 203 of all college-goers attended Pitt CC

COLLEGE & CAREER ACCESS

- 54% of seniors completed the FAFSA in 2023, compared to 62% statewide; 203 more need to complete in 2023 to meet state goal of 80%. 2023
- 68% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022
- 54% of graduates enrolled in a postsecondary institution within 12 months versus 51% in peer counties. 2022
- 51% of Craven County students have parents with no college degree (either 2- or 4-year) versus 55% in peer counties.

**Degree Credentials Awarded, 2022**  
 1,614 certificate | 1,560 associate | 23 bachelor's

**Postsecondary assets in Jacksonville-New Bern Prosperity Zone sub-region**

**Public, 4-year or above**  
 Public, 2-year  
 Carteret Community College, Coastal Carolina Community College, Craven Community College, Pamlico Community College

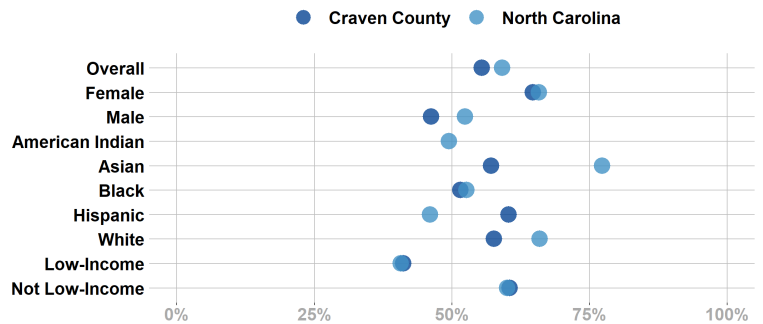
**Private not-for-profit, 4-year or above**  
 Private not-for-profit, 2-year

ACADEMIC READINESS

How students in Craven County traditional schools are doing:

- 35% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 280 more needed to meet state goal of 75%. 2023
- 30% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 3,124 more needed to meet state goal of 73%. 2023
- 32% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 3,052 more needed to meet state goal of 86%. 2023
- 81% of 9th graders graduate within four years, compared to 87% statewide; 141 more needed to meet state goal of 95%. 2023
- 25% of students are chronically absent from school, compared to 27% statewide; 1,826 less needed to meet state goal of 11%. 2023
- Craven County has a student-to-school counselor ratio of 313:1 versus 362:1 in peer counties. 2023
- 1% of students drop out of high school (30 total students), compared to 2% statewide. 2023

Postsecondary Enrollment Rates for Select Groups in Craven County, 2022

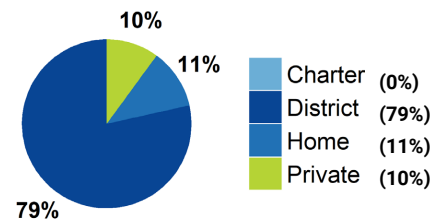


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

School Choice

15,770 total students were enrolled in K-12 in Craven 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 Craven County completed 2,395 Career & Technical Education (CTE) credentials (611 (26%) were industry-valued credentials) and 589 concentrations in 2023. The top three CTE concentrations completed include Human Services; Manufacturing; and Health Science.

197 high school students took at least one AP test (5%) versus 8% in peer counties (2023).

388 high school students participated in Career & College Promise programs (48%) versus 43% in peer counties (2023).

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/)