

# New Hanover County

myFutureNC 2024 Attainment Profiles



Wilmington  
Prosperity Zone Sub-Region  
Peer County Type: Urban  
Local Education Agencies: 1 (2023)  
Charter Schools: 7 (2023)

2030 Proposed New Hanover County Attainment Goal: 52,293 (Stretch Goal: 52,708)

2030 State Attainment Goal: 2 million

## Population Spotlight

2020 Census: 225,705  
2022 Estimate: 234,921  
Change: 9,216

## Growth Rate

4.1% County vs. 2.5% State



\$70,995  
Median Household Income (2022)  
State: \$67,516



60%  
Home Owners (2022)  
State: 67%



14.7%  
Child Poverty Rate (2022)  
State: 17.2%



9.2%  
Opportunity Youth Rate (2022)  
State: 10.9%



80%  
Households with Broadband (2022)  
State: 77%



3.3%  
Unemployment Rate (2022)  
State: 3.7%

## Educational Attainment

New Hanover 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  
20,355  
34.9%

Have Degree or Credential  
37,989  
65.1%



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

## Top Opportunities for Growth

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



### FAFSA Completion

54% of New Hanover County high school seniors complete the FAFSA, below the urban county average of 64%.



### Adult Learners

13% of New Hanover County adults 25-44 have some college, no degree, above the urban county average of 10%.



### School Counselors

New Hanover County has a student-to-school counselor ratio of 301:1, above the urban county average of 286:1.

## 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 New Hanover County has been meeting local needs:

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

LABOR MARKET ALIGNMENT

## In Wilmington Prosperity Zone Sub-Region:

83.8%

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

### Top areas of misalignment:

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



273 Individuals served in an ApprenticeshipNC program in 2020

### UNC and NC Community College Outcomes:

5,768 graduates in 2020

66% of 2016 graduates were employed in NC in 2021

\$44,807 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)



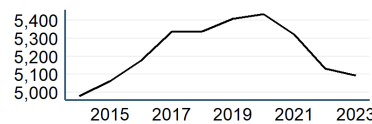
57% of adults (ages 25-44) in New Hanover County earned a family sustaining wage, 2022

### New Hanover County is served by:

Cape Fear Workforce Development Board  
Cape Fear Council of Governments

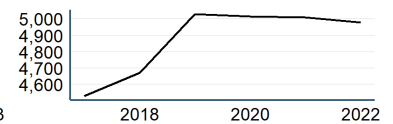
## UNC System College Enrollment

### Curriculum



## NC Community College Enrollment

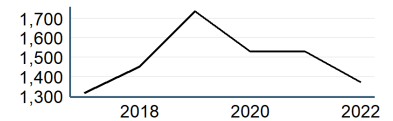
### Curriculum



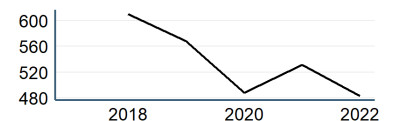
## Top 3 Five-Star Jobs in Wilmington Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	4%
Data Scientists	4%
Web Developers	4%

### First-time Curriculum Enrollments



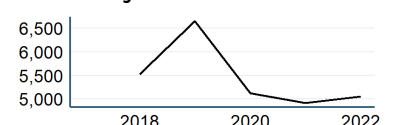
### Basic Skills



## Top 3 Employers in New Hanover County

Employer	Employment Range
Novant Health New Hanover Regional	1000+
New Hanover County School System	1000+
University Of North Carolina At Wil	1000+

### Continuing Education



### Adult Learners

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

- 381 Basic Skills
- 6,638 Continuing Education
- 1,928 Curriculum

15% of New Hanover County residents have **student loan debt**; 9% of debt holders had **student loans in default**. 2022

#### Success of New Hanover County High School Graduates

- 85% of students who enroll **persist to their second year** versus 86% in peer counties. 2022
- 61% of students who enroll **earn a degree or certificate** within 6 years versus 62% in peer counties. 2022

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

- 7,076 of all college-goers attended **Cape Fear CC**
- 184 of all college-goers attended **UNC Wilmington**
- 154 of all college-goers attended **Brunswick CC**

54% of seniors **completed the FAFSA** in 2023, compared to 62% statewide; 481 more need to complete in 2023 to meet state goal of 80%. 2023

83% of graduates reported **intentions to enroll** in a postsecondary institution versus 81% in peer counties. 2022

64% of graduates **enrolled in a postsecondary institution** within 12 months versus 64% in peer counties. 2022

34% of New Hanover County students have **parents with no college degree** (either 2- or 4-year) versus 37% in peer counties.

#### How students in New Hanover County traditional schools are doing:

68% of eligible 4-year-olds **enrolled in NC Pre-K program**, compared to 53% statewide; 60 more needed to meet state goal of 75%. 2023

37% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to 30% statewide; 5,323 more needed to meet state goal of 73%. 2023

45% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to 35% statewide; 4,503 more needed to meet state goal of 86%. 2023

88% of 9th graders **graduate within four years**, compared to 87% statewide; 144 more needed to meet state goal of 95%. 2023

27% of students are **chronically absent from school**, compared to 27% statewide; 4,110 less needed to meet state goal of 11%. 2023

New Hanover County has a **student-to-school counselor ratio** of 301:1 versus 286:1 in peer counties. 2023

2% of students **drop out of high school** (195 total students), compared to 2% statewide. 2023

#### Degree Credentials Awarded, 2022

911 certificate | 1,617 associate | 3,674 bachelor's

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

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

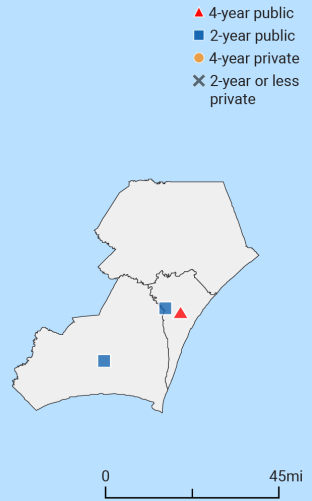
University of North Carolina Wilmington

##### Public, 2-year

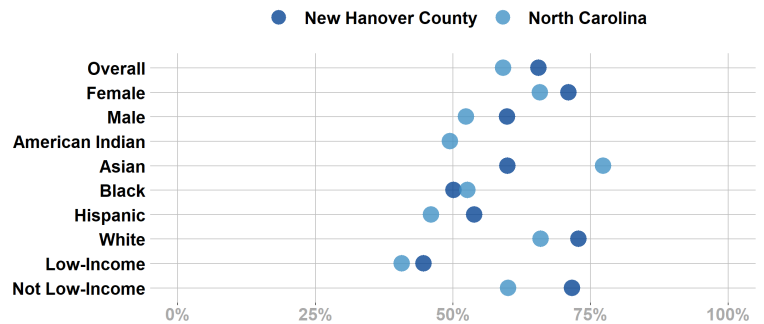
Brunswick Community College, Cape Fear Community College

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

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



#### Postsecondary Enrollment Rates for Select Groups in New Hanover County, 2022

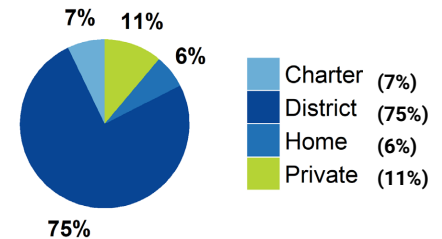


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

#### School Choice

32,903 total students were enrolled in K-12 in New Hanover 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 New Hanover County completed **1,943 Career & Technical Education (CTE) credentials (776 (40%) were industry-valued credentials) and 1,221 concentrations** in 2023. The top three CTE concentrations completed include Business Management & Administration; Arts, Audio/Video Technology, & Communications; and Hospitality & Tourism.

1,491 high school students took at least one **AP test (18%)** versus 26% in peer counties (2023).

998 high school students participated in **Career & College Promise programs (51%)** versus 21% 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/)