

Rowan County

myFutureNC 2024 Attainment Profiles



Charlotte
Prosperity Zone Sub-Region
Peer County Type: Suburban
Local Education Agencies: 1 (2023)
Charter Schools: 1 (2023)

2030 Proposed Rowan County Attainment Goal: 19,840 (Stretch Goal: 20,154)

2030 State Attainment Goal: 2 million

Population Spotlight

2020 Census: 146,878
2022 Estimate: 149,645
Change: 2,767

Growth Rate

1.9% County vs. 2.5% State



\$61,105
Median Household Income (2022)
State: \$67,516



71%
Home Owners (2022)
State: 67%



25.3%
Child Poverty Rate (2022)
State: 17.2%



12.4%
Opportunity Youth Rate (2022)
State: 10.9%



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



3.6%
Unemployment Rate (2022)
State: 3.7%

Educational Attainment

Rowan County residents ages 25-44, 2022

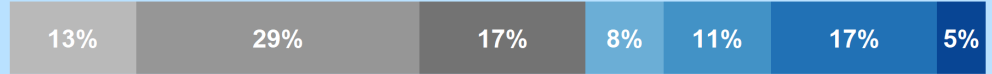
Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree



No Degree
20,921
59.0%



Have Degree or Credential
14,562
41.0%



Note: Numbers may not add up to 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

18% of Rowan County 3-8 graders earn college-and-career-ready scores in Math, below the suburban county average of 36%.



Reading Performance

19% of Rowan County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 31%.



NC Pre-K Enrollment

34% of Rowan County eligible 4-year-olds are enrolled in NC Pre-K, below the suburban county average of 45%.

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

LABOR MARKET ALIGNMENT

In Charlotte Prosperity Zone Sub-Region:

80.4%

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

Top areas of misalignment:

Business Management & Administration bachelor's
Finance bachelor's
Information Technology 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)

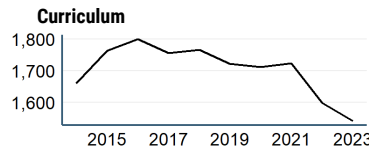


47% of adults (ages 25-44) in Rowan County earned a family sustaining wage, 2022

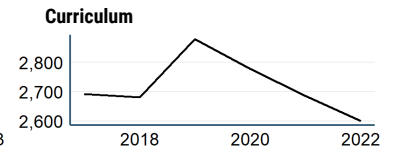
Rowan County is served by:

Centralina Workforce Development Board
Centralina Regional Council

UNC System College Enrollment



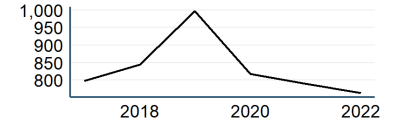
NC Community College Enrollment



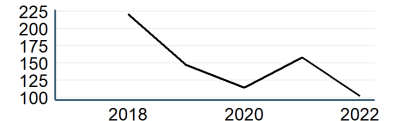
Top 3 Five-Star Jobs in Charlotte Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	5%
Data Scientists	4%
Logisticians	4%

First-time Curriculum Enrollments



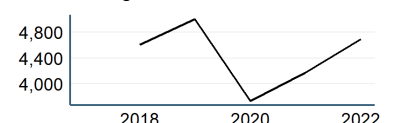
Basic Skills



Top 3 Employers in Rowan County

Employer	Employment Range
Food Lion	1000+
Rowan-Salisbury School Systems	1000+
Veterans Administration Va Ro318	1000+

Continuing Education



POSTSECONDARY COMPLETION

Adult Learners

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

- 2,910 Basic Skills
- 29,351 Continuing Education
- 8,357 Curriculum

13% of Rowan County residents have student loan debt, 12% of debt holders had student loans in default. 2022

Success of Rowan County High School Graduates

- 76% of students who enroll persist to their second year versus 82% in peer counties. 2022
- 57% 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

- 3,844 of all college-goers attended Rowan-Cabarrus CC
- 180 of all college-goers attended Catawba College
- 180 of all college-goers attended Davidson-Davie CC

COLLEGE & CAREER ACCESS

- 55% of seniors completed the FAFSA in 2023, compared to 62% statewide; 320 more need to complete in 2023 to meet state goal of 80%. 2023
- 59% of graduates reported intentions to enroll in a postsecondary institution versus 73% in peer counties. 2022
- 48% of graduates enrolled in a postsecondary institution within 12 months versus 57% in peer counties. 2022

59% of Rowan County students have parents with no college degree (either 2- or 4-year) versus 48% in peer counties.

ACADEMIC READINESS

How students in Rowan County traditional schools are doing:

- 34% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 354 more needed to meet state goal of 75%. 2023
- 19% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 5,349 more needed to meet state goal of 73%. 2023
- 18% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 5,382 more needed to meet state goal of 86%. 2023
- 88% of 9th graders graduate within four years, compared to 87% statewide; 99 more needed to meet state goal of 95%. 2023
- 34% of students are chronically absent from school, compared to 27% statewide; 4,458 less needed to meet state goal of 11%. 2023

Rowan County has a student-to-school counselor ratio of 260:1 versus 327:1 in peer counties. 2023

3% of students drop out of high school (174 total students), compared to 2% statewide. 2023

Degree Credentials Awarded, 2022

6,906 certificate | 6,066 associate | 9,125 bachelor's

Postsecondary assets in Charlotte Prosperity Zone sub-region

Public, 4-year or above

Carolinas College of Health Sciences, University of North Carolina at Charlotte

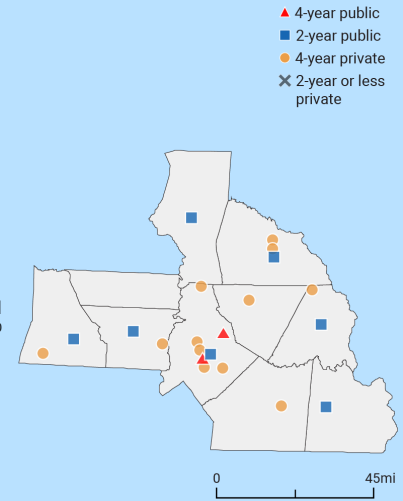
Public, 2-year

Central Piedmont Community College, Cleveland Community College, Gaston College, Mitchell Community College, Rowan-Cabarrus Community College, South Piedmont Community College, Stanly Community College

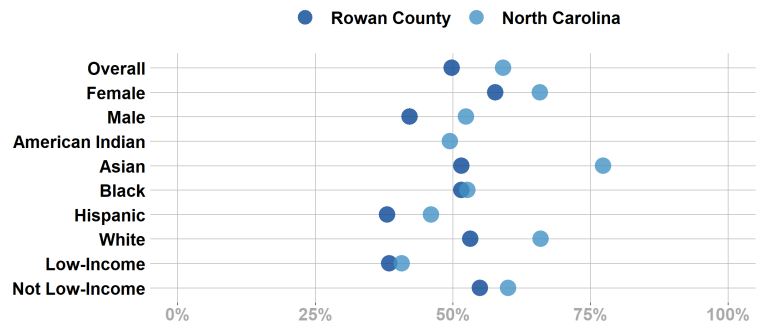
Private not-for-profit, 4-year or above

Belmont Abbey College, Cabarrus College of Health Sciences, Catawba College, Charlotte Christian College and Theological Seminary, Davidson College, Gardner-Webb University, Johnson & Wales University-Charlotte, Johnson C Smith University, Livingstone College, Pfeiffer University, Queens University of Charlotte, Wingate University

Private not-for-profit, 2-year



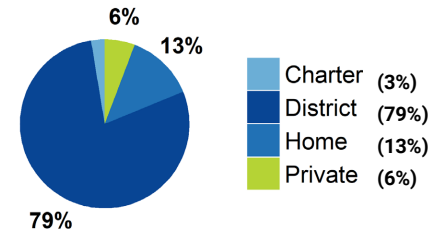
Postsecondary Enrollment Rates for Select Groups in Rowan County, 2022



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

School Choice

22,602 total students were enrolled in K-12 in Rowan 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 Rowan County completed 4,544 Career & Technical Education (CTE) credentials (573 (13%) were industry-valued credentials) and 692 concentrations in 2023. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Health Science; and Human Services.

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

431 high school students participated in Career & College Promise programs (31%) versus 39% in peer counties (2023).

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

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