

Wilson County

myFutureNC 2024 Attainment Profiles



Rocky Mount-Wilson Prosperity Zone Sub-Region
Peer County Type: Rural - Non-Metro
Local Education Agencies: 1 (2023)
Charter Schools: 2 (2023)

2030 Proposed Wilson County Attainment Goal: 11,532 (Stretch Goal: 11,723)

2030 State Attainment Goal: 2 million

Population Spotlight

2020 Census: 78,786
 2022 Estimate: 78,449
 Change: -337

Growth Rate

-0.4% vs. **2.5%**
 County State



\$51,535
 Median Household Income (2022)
 State: \$67,516



59%
 Home Owners (2022)
 State: 67%



30.5%
 Child Poverty Rate (2022)
 State: 17.2%



16.8%
 Opportunity Youth Rate (2022)
 State: 10.9%



67%
 Households with Broadband (2022)
 State: 77%



5.1%
 Unemployment Rate (2022)
 State: 3.7%

Educational Attainment

Wilson County residents ages 25-44, 2022

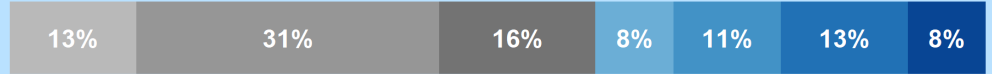
Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree



No Degree or Credential
11,247
 60.5%



Have Degree or Credential
7,356
 39.5%



Note: Numbers may not add up to 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

83% of Wilson County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.



Transition to Postsecondary

49% of Wilson County seniors enroll in postsecondary within 12 months of graduation, below the state 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 Wilson County has been meeting local needs:

https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Wilson

LABOR MARKET ALIGNMENT

In Rocky Mount-Wilson Prosperity Zone Sub-Region:

79.0%

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

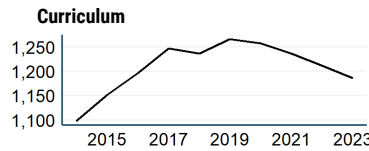


42% of adults (ages 25-44) in Wilson County earned a family sustaining wage, 2022

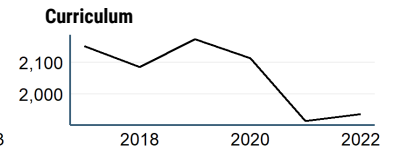
Wilson County is served by:

Turning Point Workforce Development Board
 Upper Coastal Plain Council of Governments

UNC System College Enrollment



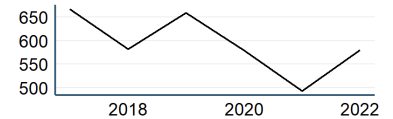
NC Community College Enrollment



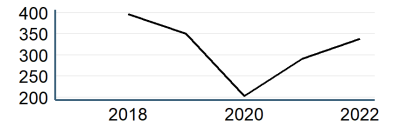
Top 3 Five-Star Jobs in Rocky Mount-Wilson Prosperity Zone Sub-Region

Job Title	Annual Growth
Data Scientists	4%
Information Security Analysts	4%
Nurse Practitioners	3%

First-time Curriculum Enrollments



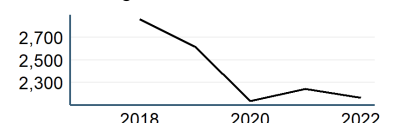
Basic Skills



Top 3 Employers in Wilson County

Employer	Employment Range
Bridgestone Americas Tire Operation	1000+
Bb&T	1000+
Wilson County Schools	1000+

Continuing Education



POSTSECONDARY COMPLETION

Adult Learners

Rocky Mount-Wilson Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022

- 322 Basic Skills
- 5,226 Continuing Education
- 1,537 Curriculum

14% of Wilson County residents have student loan debt; 13% of debt holders had student loans in default. 2022

Success of Wilson County High School Graduates

- 77% of students who enroll persist to their second year versus 78% in peer counties. 2022
- 53% of students who enroll earn a degree or certificate within 6 years versus 55% in peer counties. 2022

Top destinations of all college-goers, Fall 2023

- 2,119 of all college-goers attended Wilson CC
- 336 of all college-goers attended Nash CC
- 178 of all college-goers attended Pitt CC

COLLEGE & CAREER ACCESS

67% of seniors completed the FAFSA in 2023, compared to 62% statewide; 83 more need to complete in 2023 to meet state goal of 80%. 2023

69% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022

49% of graduates enrolled in a postsecondary institution within 12 months versus 52% in peer counties. 2022

57% of Wilson County students have parents with no college degree (either 2- or 4-year) versus 55% in peer counties.

ACADEMIC READINESS

How students in Wilson County traditional schools are doing:

- 27% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 269 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; 2,615 more needed to meet state goal of 73%. 2023
- 30% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 2,552 more needed to meet state goal of 86%. 2023
- 83% of 9th graders graduate within four years, compared to 87% statewide; 104 more needed to meet state goal of 95%. 2023
- 24% of students are chronically absent from school, compared to 27% statewide; 1,436 less needed to meet state goal of 11%. 2023

Wilson County has a student-to-school counselor ratio of 294:1 versus 325:1 in peer counties. 2023

1% of students drop out of high school (30 total students), compared to 2% statewide. 2023

Degree Credentials Awarded, 2022

757 certificate | 856 associate | 633 bachelor's

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

Public, 4-year or above

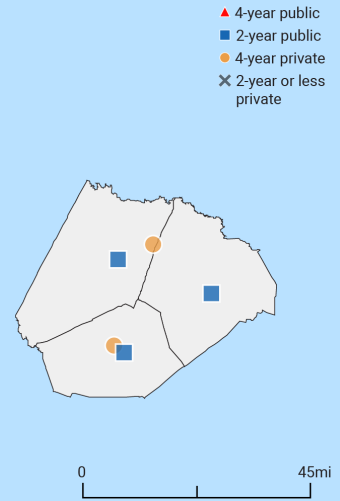
Public, 2-year

Edgecombe Community College, Nash Community College, Wilson Community College

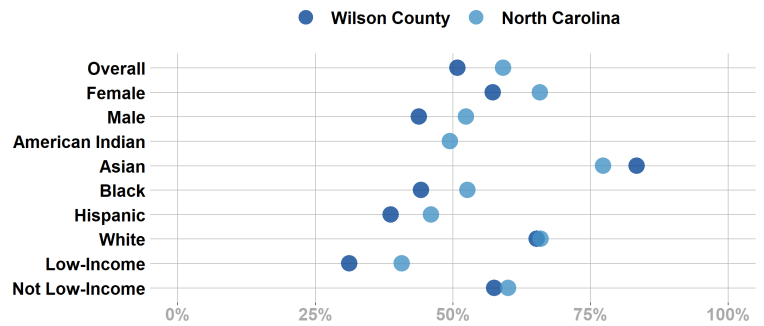
Private not-for-profit, 4-year or above

Barton College, North Carolina Wesleyan University

Private not-for-profit, 2-year



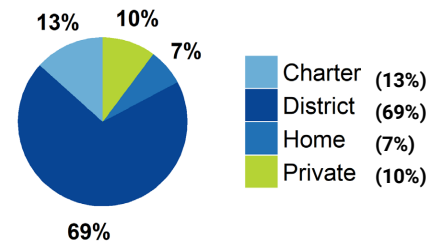
Postsecondary Enrollment Rates for Select Groups in Wilson County, 2022



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

School Choice

14,463 total students were enrolled in K-12 in Wilson 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 Wilson County completed 3,103 Career & Technical Education (CTE) credentials (347 (11%) were industry-valued credentials) and 471 concentrations in 2023. The top three CTE concentrations completed include Human Services; Health Science; and Agricultural, Food, & Natural Resources.

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

328 high school students participated in Career & College Promise programs (44%) versus 51% in peer counties (2023).

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

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