

# Rivers East

## Workforce Development Board (WDB)

myFutureNC 2025 Attainment Profiles



**Counties in Workforce Development Board:**  
Beaufort, Bertie, Hertford, Martin, and Pitt Counties

### Educational Attainment

Rivers East WDB residents ages 25-44, 2023

**Have Degree or Credential**  
**35,134**  
52.7%

**No Degree**  
**31,595**  
47.3%

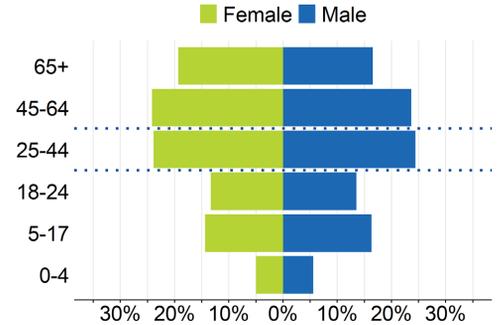
**Residents Ages 25-44**  
**66,729**

### Educational Level Breakdown, 2023

Graduate or Professional degree	12.4%
Bachelor's degree	18.8%
Associate degree	14.0%
Short-term credential	7.5%
Some college, no credential	14.6%
High school graduate (including GED)	23.8%
Less than high school	9.0%

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

### Age Structure, 2023



2030 Proposed Rivers East Attainment Goal: 45,623

2030 State Attainment Goal: 2 million

### Population Spotlight

2020 Census: 276,420  
2023 Estimate: 277,422  
Change: 1,002

**Growth Rate**  
**0.4%** vs. **3.8%**  
**County** vs. **State**

### Race/Ethnicity, 2023

Amer. Indian	0.2%
Asian/Pac. Isl.	1.4%
Black	36.6%
Hispanic	7%
Multiracial	3%
White	51.6%

**\$56,859**  
Median Household Income (2023)  
State: \$70,838

**58.0%**  
Home Owners (2023)  
State: 66.3%

**64.6%**  
Households with Broadband (2023)  
State: 77.1%

**25.3%**  
Child Poverty Rate (2023)  
State: 17.6%

**20.6%**  
Single Parent Households (2023)  
State: 17.0%

**4.6%**  
Foreign Born (2023)  
State: 9.2%

### In Rivers East:

**618** Individuals served in an ApprenticeshipNC program in 2023

#### UNC and NC Community College Outcomes:

**7,117** graduates in 2020  
**71.7%** of 2016 graduates were employed in NC in 2021  
**\$46,954** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs), 2021

**46.5%** of adults (ages 25-44) in Rivers East earned a **family sustaining wage**. State: 57.6%, 2023

**11.2%** of youth (ages 16-24) in Rivers East were **Opportunity Youth**. State: 10.3%, 2023

**82.6%** of adults (ages 25-44) in Rivers East **participated in the labor force**. State: 84.2%, 2023

### Rivers East Labor Force Snapshot, 2024 Q2

Total Jobs	117,355	Business Establishments	7,232
Employed	127,682	Unemployed	6,362
Avg. Weekly Wage	\$1,060		

### Top Industries in Rivers East, 2024 Q2

Industry Name	Average Employment	Average Weekly Wages
Health Care and Social Assistance	25,088	\$1,211
Retail Trade	14,250	\$659
Educational Services	13,974	\$1,222
Accommodation and Food Services	11,730	\$372
Admin Support, Waste Mgmt, Rem. Services	7,253	\$1,388

### Top Job Sectors in Rivers East, 2024 Q2

Job Sector	Average Employment	Average Weekly Wages
Private	85,133	\$964
Local Government	21,887	\$1,247
State Government	9,265	\$1,454
Federal Government	1,070	\$1,472

LABOR MARKET ALIGNMENT

POSTSECONDARY COMPLETION

### Degree Credentials Awarded in Rivers East, 2023

1,526 certificate | 1,666 associate | 4,999 bachelor's

### Adult Learners

Rivers East Residents Aged 25+ enrolled in NC Community Colleges, Fall 2023

594 Basic Skills  
4,619 Continuing Education  
2,468 Curriculum

14.6% of residents (aged 25-44) have some college but no degree. State: 11.7%, 2023

### Success of Rivers East High School Graduates

79.0% of students who enroll persist to their second year. State: 83.8%, 2023

91.8% UNC | 67.1% NCCCS | 72.1% NCICU

53.0% of students who enroll earn a degree or certificate within 6 years. State: 60.0%, 2023

30.9% UNC | 15.6% NCCCS | <5% NCICU

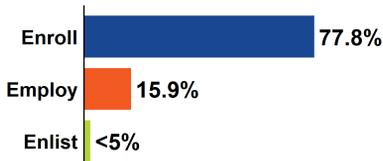
### Top destinations of all college-goers, 2024

- 7,391 of all college-goers attended Pitt CC
- 2,885 of all college-goers attended Beaufort County CC
- 2,471 of all college-goers attended East Carolina University

COLLEGE & CAREER ACCESS

62.7% of 2024 high school class completed the FAFSA as of Sept. 27, 2024. 417 more need to complete in 2024 to meet state goal of 80%. State: 55.0%

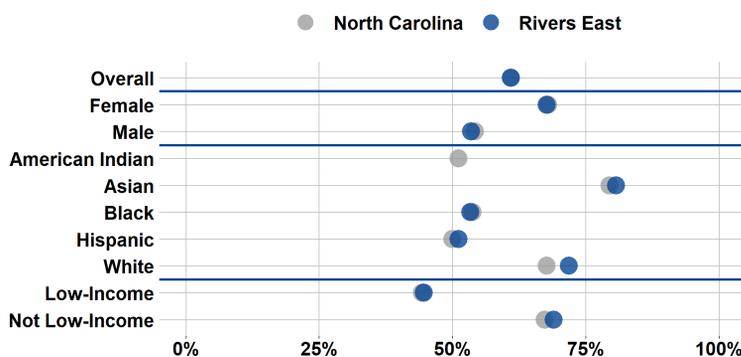
### Post High School Graduation Intentions, 2023



83.3% of 9th graders graduated within four years. 358 more needed to meet state goal of 95%. State: 87.3% 2024

59.2% of graduates enrolled in a postsecondary institution within 12 months. State: 59.3% 2023

### Postsecondary Enrollment Rates for Select Groups in WDB, 2023



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

ACADEMIC READINESS

63.5% of eligible 4-year-olds enrolled in NC Pre-K program in 2024. 175 more needed to meet state goal of 75%. State: 57.2%

### Rivers East Traditional Public Schools students:

25.5% of 3-8 graders earned college-and-career-ready scores in reading in 2024. 9,652 more needed to meet state goal of 86%. State: 29.8%

34.1% of 3-8 graders earned college-and-career-ready scores in math in 2024. 6,206 more needed to meet state goal of 73%. State: 36.5%

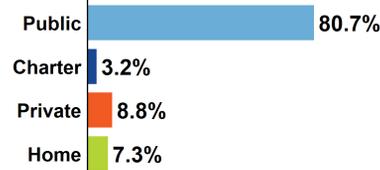
26.2% of students were chronically absent from school in 2024. 5,728 fewer needed to meet state goal of 11%. State: 25.7%

2.8% of students drop out of high school (319 total students), compared to 2.1% statewide. 2023

### School & Student Overview (2024 school year)

Traditional Public School District(s): 5  
Traditional Public School(s): 76  
Charter School(s): 3  
Private School(s): 27  
Home School(s): 1,943

44,145 total K-12 students enrolled in schools.



### Pathways to College and Career

Students in traditional public schools completed 10,507 Career & Technical Education (CTE) credentials and 1,903 concentrations. 1,883 (17.9%) of credentials were industry-valued in 2023. The top three CTE concentrations: Health Science; Human Services; and Manufacturing.

962 (8.6%) high school students took at least one AP, IB, or CIE exam. State: 16.8% (2023).

1,369 (51.7%) high school graduates participated in Career & College Promise programs. State: 36.0% (2024).

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/)