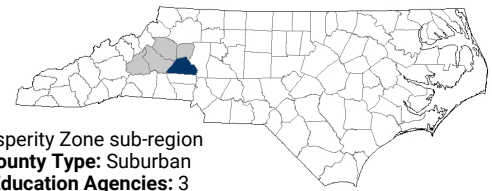


Catawba County

NC goal: 2 million by 2030
2020 County Attainment Profile



Updated: Aug 12 2020

INTRODUCTION

From birth to career, there are many opportunities to develop strategies and interventions to increase attainment and improve workforce alignment. Below are some key areas and indicators that highlight where interventions may be possible to improve overall educational attainment outcomes.

COUNTY OVERVIEW

Catawba County is in the **Hickory** Prosperity Zone sub-region. It's one of 16 suburban counties in NC.

Overall, 7% of 25-44-year-olds in Catawba County have earned a master's degree or higher as their highest degree; 17% have a bachelor's degree; 11% have an associate degree; 25% have some college, no degree; 30% have a high school diploma; and 11% have less than a high school diploma.

2018 Population	158,483
2030 Population	170,616
K-12 Students (2019)	
Traditional Schools	22,705
Charter/Private/Home	3,867
Median Household Income	\$53,738
Child Poverty Rate	20%
Households with Broadband	79%

Building the Foundation: Pre-K to 8

High-quality early learning and strong academic progress in early years helps prepare children for future success.

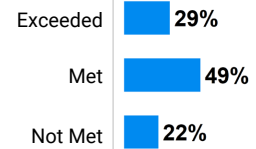
Catawba County has 41 public schools with performance grades. Of these schools, 1 or 2% were classified as low performing in 2019.

How students in Catawba County traditional public schools are currently doing:

To meet state goals, Catawba County needs:

- **305 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 42%).
- **2,903 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 46%).
- **4,686 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 42%).

Percent of Catawba County schools by academic growth status, 2019

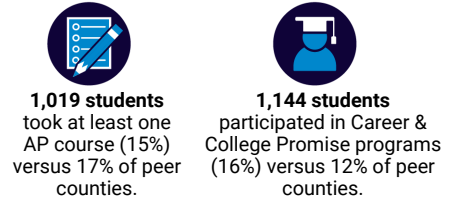


Ready for College & Career

High school completion is a crucial step on the pathway to postsecondary success or the beginnings of a career. Activities that prepare students to navigate the transition to postsecondary include gaining experience in college-level coursework and applying for financial assistance.

To meet state goals, Catawba County needs:

- **109 more 9th graders** to graduate within four years (goal: 95% vs. 89%).
- **372 more seniors** to complete the FAFSA (goal: 80% vs. 57%).
- **849 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 15%).



Students in Catawba County completed **800 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Health Science; Agricultural, Food, & Natural Resources; and Hospitality & Tourism.

Postsecondary Access and Success

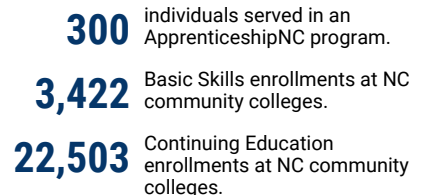
These metrics capture student progression and educational attainment from high school graduation to postsecondary completion. They indicate relative strengths and weaknesses of Catawba County at each stage of the postsecondary pipeline.

Catawba County has a student-to-school counselor ratio of 355:1.

Among Catawba County high school graduates:

- **63% of graduates** enroll in a postsecondary institution within 12 months versus 62% of peer counties.
- **82% of students** who enroll persist to their second year versus 78% of peer counties.
- **57% of students** who enroll earn a degree or credential within 6 years versus 54% of peer counties.

In your Prosperity Zone sub-region, 2018-19:



Labor Market Outcomes

Lack of technical skills and lack of education are among the primary reasons why NC employers struggle to fill vacancies. These metrics capture labor market outcomes among recent graduates, the alignment between postsecondary degree production and labor market demand, and future job demands.

5.7% of teens ages 16-19 are not working and not in school versus 6.8% of peer counties.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **2,073 students per year**. After 5 years, 82% of 2013 graduates were employed in NC, earning an annual average wage of \$33,373.

64% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Transportation, Distribution & Logistics** (below bachelor's); **Health Science** (above and below bachelor's); and **Business Management & Administration** (bachelor's).

There are **188,511 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Registered Nurses**; 2) **First-Line Supervisors of Production and Operating Workers**; 3) **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**.

Opportunities for Growth

Compared to suburban counties and the state, these three areas represent the biggest opportunities for Catawba County to improve future attainment outcomes.



NC Pre-K Enrollment

42% of Catawba County eligible 4-year-olds are enrolled in NC Pre-K, below the suburban county average of 44%.



AP Participation

15% of Catawba County high school students took at least one Advanced Placement exam, below the suburban county average of 17%.



Chronic Absenteeism

15% of Catawba County students are chronically absent from school, above the suburban county average of 14%.

Largest postsecondary institutions in your Prosperity Zone sub-region

Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
Total Enrollments	16,315	52%
Catawba Valley Community College	6,125	62%
Caldwell Community College and Technical Institute	4,636	53%
Western Piedmont Community College	2,306	36%
Lenoir-Rhyne University	1,830	70%
McDowell Technical Community College	1,418	44%

Notes:

Enrollments reflect degree- or credential-seeking undergraduate enrollments. The graduate or transfer rate is drawn from IPEDS and represents the share of students who either graduate with a degree or credential from the institution or transfer to another institution within 8 years. The 8-year outcome is the only measure that includes information on transfer out. Detailed data guidance is provided at <http://go.unc.edu/countydata>

Local Cross-Sector Promising Practice: K-64

K-64 is a systemic approach to shaping future careers and meeting workforce demands by connecting students and employers throughout the educational curriculum. K-64 increases student and employer engagement in educational programs proven to prepare a qualified workforce by: collaborating with employers to align courses of study with workforce needs; connecting students to real-world careers and related curriculum choices from early on; and empowering adults to enhance employability in a dynamic work environment.




We identified this example of an emerging cross-sector promising practice in partnership with local leaders. If you have additional examples you'd like to share with myFutureNC, please respond to this [short survey](#).

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

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




ABOUT CAROLINA DEMOGRAPHY

Located within the Carolina Population Center at UNC-Chapel Hill, we use data and other available research to help you put a face or a story on the population-level changes facing your community. Our analysts provide a full array of demographic data and research services to inform decision making, evaluation, and policy across North Carolina, where we serve organizations and people in all 100 counties.

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ABOUT MYFUTURENC

MyFutureNC is a statewide nonprofit organization focused on educational attainment and is the result of cross-sector collaboration between North Carolina leaders in education, business, and government. Our mission is to prepare North Carolina for the future by empowering individuals, strengthening communities, and ensuring our economic viability in a global economy.

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