Cleveland County

2030 NC Degree Attainment Goal: 2 million (67%)
2030 Proposed Cleveland County Attainment Goal: 13,358 (52%)

Population Spotlight
2010 Census: 98,078
2020 Census: 99,519
Change: 1,441

Growth Rate
1.5% vs. 9.5% State

Educational Attainment
Cleveland County residents ages 25-44, 2020

<table>
<thead>
<tr>
<th>No Degree</th>
<th>Have Degree or Credential</th>
</tr>
</thead>
<tbody>
<tr>
<td>60.7%</td>
<td>39.3%</td>
</tr>
<tr>
<td>13,472</td>
<td>8,726</td>
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</tbody>
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Top Opportunities for Growth
These three areas represent the biggest opportunities for Cleveland County to improve future attainment outcomes.

FAFSA Completion
50% of Cleveland County high school seniors complete the FAFSA, below the rural non-metro county average of 55%.

First-Year Persistence
71% of Cleveland County high school graduates who enroll in postsecondary persist to their second year, below the rural non-metro county average of 73%.

Transition to Postsecondary
48% of Cleveland County seniors enroll in postsecondary within 12 months of graduation, below the rural non-metro county average of 50%.

Impact of Covid-19 on Education Pipeline
Covid-19 has affected critical transition points along the education continuum.

K-12 Enrollment (district schools)
-1.6% 2021-22 vs. 2019-20

Postsecondary Enrollment
2.6% 2021 vs. 2020

Data Disruptions
- College-and-Career-Ready in Reading
- College-and-Career-Ready in Math
- Chronic Absenteeism

How students in Cleveland County traditional schools are currently doing:
To meet state goals, each year Cleveland County needs:

- 5 more eligible 4-year-olds enrolled in NC Pre-K program (goal: 75% vs. 74%), 2022
- 2,923 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 28%), 2022
- 3,137 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 38%), 2022
- 99 more 9th graders to graduate within four years (goal: 95% vs. 86%), 2021
- 610 more students to attend school regularly (goal: 11% chronic absenteeism vs. 15%), 2021

Cleveland County has a student-to-school counselor ratio of 333:1 versus 318:1 in peer counties. 2021

School Choice
16,683 total students were enrolled in K-12 in Cleveland County in the 2021-22 school year.

Career and College Preparation
536 high school students took at least one AP course (13%) versus 7% in peer counties (2021). Students in Cleveland County completed 685 Career & Technical Education concentrations in 2021. The top three CTE concentrations completed include Health Science, Manufacturing, and Human Services.

Postsecondary Enrollment Rates for Select Groups in Cleveland County, 2021

Note: Outcomes for demographic groups with fewer than 10 students are not displayed.
Success of Cleveland County High School Graduates

Top destinations of graduates, 2016-2020:

- 39% of college-goers attended a public 4-year college
- 17% of college-goers attended a private 4-year college
- 44% of college-goers attended a public 2-year college
- <5% of college-goers attended a private 2-year college
- 92% of college-goers attended an in-state college

- 71% of students who enroll persist to their second year versus 73% in peer counties. 2021
- 59% of students who enroll earn a degree or credential within 6 years versus 55% in peer counties. 2021

Adult Learners

Cleveland County resident enrollments in NC Community Colleges, 2021:

- 78 Basic Skills
- 2,028 Continuing Education
- 2,348 Curriculum

11% of Cleveland County residents have student loan debt; 12% of debt holders had student loans in default. 2020

In your Prosperity Zone Sub-Region:

82.2% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

Top areas of misalignment:
- Business Management & Administration (bachelor’s)
- Information Technology (bachelor’s)
- Finance (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)

In 2021 your Workforce Development Board served:

- 6,325 in Basic Services
- 2,960 in Career Services
- 200 in Education Services

15.1% of young adults ages 16-24 in Cleveland County were not working and not in school versus 15.2% in peer counties. 2019

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 Cleveland County has been meeting local needs:
https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Cleveland

For more information about each indicator, including data sources and methodology, visit:
dashboard.myfuturenc.org/county-data-and-resources/