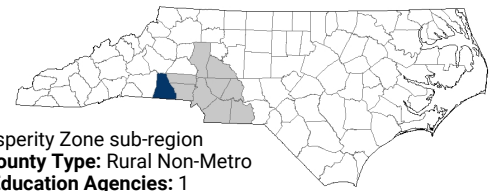


# Cleveland County

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.

## Building the Foundation: Pre-K to 8

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



Cleveland County has 27 public schools with performance grades. Of these schools, 2 or 7% were classified as low performing in 2019.

## COUNTY OVERVIEW

Cleveland County is in the **Charlotte** Prosperity Zone sub-region. It's one of 50 rural non-metro counties in NC.

Overall, 8% of 25-44-year-olds in Cleveland County have earned a master's degree or higher as their highest degree; 12% have a bachelor's degree; 11% have an associate degree; 25% have some college, no degree; 30% have a high school diploma; and 15% have less than a high school diploma.

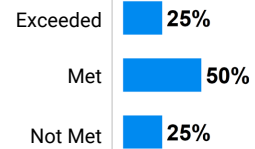
<b>2018 Population</b>	99,140
<b>2030 Population</b>	102,157
<b>K-12 Students (2019)</b>	
Traditional Schools	14,216
Charter/Private/Home	2,563
<b>Median Household Income</b>	\$42,728
<b>Child Poverty Rate</b>	28%
<b>Households with Broadband</b>	63%

## How students in Cleveland County traditional public schools are currently doing:

To meet state goals, Cleveland County needs:

- **118 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 59%).
- **1,905 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 45%).
- **2,625 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 48%).

## Percent of Cleveland 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.



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- **92 more 9th graders** to graduate within four years (goal: 95% vs. 88%).
- **321 more seniors** to complete the FAFSA (goal: 80% vs. 48%).
- **751 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 16%).



**705 students** took at least one AP course (16%) versus 9% of peer counties.



**849 students** participated in Career & College Promise programs (19%) versus 22% of peer counties.

Students in Cleveland County completed **848 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Health Science; and Manufacturing.

## 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 Cleveland County at each stage of the postsecondary pipeline.



Cleveland County has a student-to-school counselor ratio of 338:1.

Among Cleveland County high school graduates:

- **58% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **74% of students** who enroll persist to their second year versus 73% of peer counties.
- **52% of students** who enroll earn a degree or credential within 6 years versus 49% of peer counties.

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

<b>3,322</b>	individuals served in an ApprenticeshipNC program.
<b>12,019</b>	Basic Skills enrollments at NC community colleges.
<b>64,398</b>	Continuing Education enrollments at NC community colleges.

## 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.



8.3% of teens ages 16-19 are not working and not in school versus 8.9% of peer counties.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **12,162 students per year**. After 5 years, 74% of 2013 graduates were employed in NC, earning an annual average wage of \$43,374.

79% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Business Management & Administration** (bachelor's); **Finance** (bachelor's); and **Information Technology** (bachelor's).

There are **1,361,336 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**; 2) **General and Operations Managers**; 3) **Registered Nurses**.

## Opportunities for Growth

Compared to rural non-metro counties and the state, these three areas represent the biggest opportunities for Cleveland County to improve future attainment outcomes.



### FAFSA Completion

48% of Cleveland County high school seniors complete the FAFSA, below the rural non-metro county average of 55%.



### NC Pre-K Enrollment

59% of Cleveland County eligible 4-year-olds are enrolled in NC Pre-K, below the rural non-metro county average of 64%.



### CCP Enrollment

19% of Cleveland County high school students participated in the Career & College Promise program, below the rural non-metro county average of 22%.

## Largest postsecondary institutions in your Prosperity Zone sub-region

Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
<b>Total Enrollments</b>	<b>107,538</b>	<b>64%</b>
Central Piedmont Community College	29,552	47%
University of North Carolina at Charlotte	27,078	85%
Rowan-Cabarrus Community College	7,939	28%
Gaston College	7,333	69%
Mitchell Community College	4,188	55%
South Piedmont Community College	3,935	54%
Cleveland Community College	3,883	55%
Stanly Community College	3,837	61%
Wingate University	2,729	93%
Gardner-Webb University	2,454	71%
Johnson & Wales University-Charlotte	2,080	79%
Queens University of Charlotte	2,010	91%

**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: Cleveland County Dual Enrollment Program

Career and College Promise (CCP) Program provides opportunities for eligible high school students to take tuition-free, college courses for dual credit (credit in the high school and college at the same time). Taking CCP courses accelerates completion of college certificates, diplomas, and associate degrees that provide entry-level job skills and/or lead to college transfer credit.

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/](https://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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