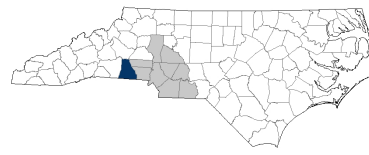


Cleveland County

myFutureNC 2024 Attainment Profiles



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

2030 Proposed Cleveland County Attainment Goal: 13,358 (Stretch Goal: 13,576)

2030 State Attainment Goal: 2 million

Population Spotlight

2020 Census: 99,521
2022 Estimate: 100,670
Change: 1,149

Growth Rate

1.2% County vs. **2.5%** State



\$53,170
Median Household Income (2022)
State: \$67,516



70%
Home Owners (2022)
State: 67%



30.0%
Child Poverty Rate (2022)
State: 17.2%



16.0%
Opportunity Youth Rate (2022)
State: 10.9%



61%
Households with Broadband (2022)
State: 77%



3.8%
Unemployment Rate (2022)
State: 3.7%

Educational Attainment

Cleveland County residents ages 25-44, 2022

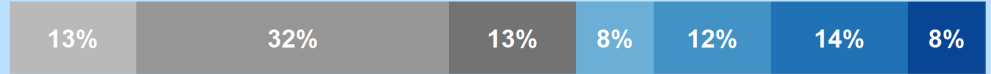
Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree



No Degree
13,486
57.9%



Have Degree or Credential
9,814
42.1%



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

Top Opportunities for Growth

These three areas represent the biggest opportunities for Cleveland County to improve future attainment outcomes.



FAFSA Completion

58% of Cleveland County high school seniors complete the FAFSA, below the rural - non-metro county average of 61%.



NC Pre-K Enrollment

66% of Cleveland County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 68%.



High School Graduation

84% of Cleveland County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.

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

LABOR MARKET ALIGNMENT

In Charlotte Prosperity Zone Sub-Region:

80.4%

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

Top areas of misalignment:

Business Management & Administration bachelor's
Finance bachelor's
Information Technology 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)

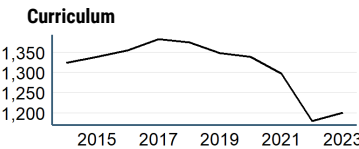


41% of adults (ages 25-44) in Cleveland County earned a **family sustaining wage**, 2022

Cleveland County is served by:

Foothills Workforce Development Board
Foothills Regional Commission

UNC System College Enrollment



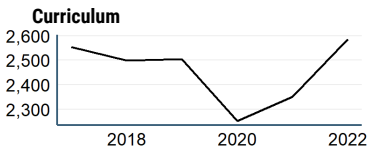
Top 3 Five-Star Jobs in Charlotte Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	5%
Data Scientists	4%
Logisticians	4%

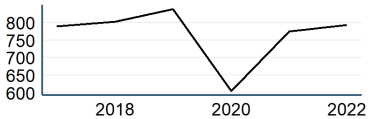
Top 3 Employers in Cleveland County

Employer	Employment Range
Attn: Tabitha Evans	1000+
Wal-Mart Associates Inc.	1000+
Atrium Health	1000+

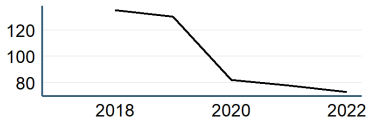
NC Community College Enrollment



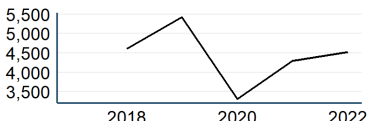
First-time Curriculum Enrollments



Basic Skills



Continuing Education



Adult Learners

Cleveland County resident enrollments in NC Community Colleges, Fall 2022

73 Basic Skills
4,527 Continuing Education
2,586 Curriculum



11% of Cleveland County residents have **student loan debt**; 11% of debt holders had **student loans in default**. 2022

Success of Cleveland County High School Graduates

- 77% of students who enroll **persist to their second year** versus 78% in peer counties. 2022
- 56% 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

- 3,783 of all college-goers attended **Cleveland CC**
- 474 of all college-goers attended **Gaston College**
- 218 of all college-goers attended **Isothermal CC**

• 58% of seniors **completed the FAFSA** in 2023, compared to 62% statewide; 205 more need to complete in 2023 to meet state goal of 80%. 2023

• 66% of graduates reported **intentions to enroll** in a postsecondary institution versus 68% in peer counties. 2022

• 51% of graduates **enrolled in a postsecondary institution** within 12 months versus 52% in peer counties. 2022



52% of Cleveland County students have **parents with no college degree** (either 2- or 4-year) versus 55% in peer counties.

How students in Cleveland County traditional schools are doing:

- 66% of eligible 4-year-olds **enrolled in NC Pre-K program**, compared to 53% statewide; 61 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; 3,678 more needed to meet state goal of 73%. 2023
- 36% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to 35% statewide; 3,206 more needed to meet state goal of 86%. 2023
- 84% of 9th graders **graduate within four years**, compared to 87% statewide; 135 more needed to meet state goal of 95%. 2023
- 27% of students are **chronically absent from school**, compared to 27% statewide; 2,415 less needed to meet state goal of 11%. 2023



Cleveland County has a **student-to-school counselor ratio** of 306:1 versus 325:1 in peer counties. 2023



3% of students **drop out of high school** (158 total students), compared to 2% statewide. 2023

Degree Credentials Awarded, 2022

6,906 certificate | 6,066 associate | 9,125 bachelor's

Postsecondary assets in Charlotte Prosperity Zone sub-region

Public, 4-year or above

Carolinas College of Health Sciences,
University of North Carolina at Charlotte

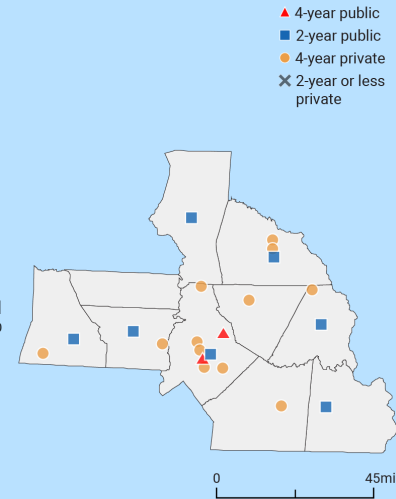
Public, 2-year

Central Piedmont Community College,
Cleveland Community College, Gaston College, Mitchell Community College, Rowan-Cabarrus Community College, South Piedmont Community College, Stanly Community College

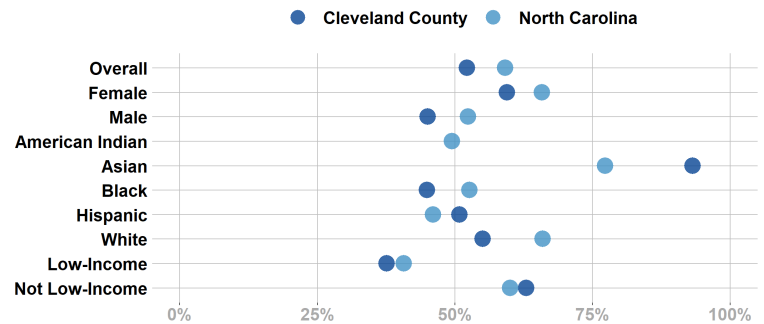
Private not-for-profit, 4-year or above

Belmont Abbey College, Cabarrus College of Health Sciences, Catawba College, Charlotte Christian College and Theological Seminary, Davidson College, Gardner-Webb University, Johnson & Wales University-Charlotte, Johnson C Smith University, Livingstone College, Pfeiffer University, Queens University of Charlotte, Wingate University

Private not-for-profit, 2-year



Postsecondary Enrollment Rates for Select Groups in Cleveland County, 2022

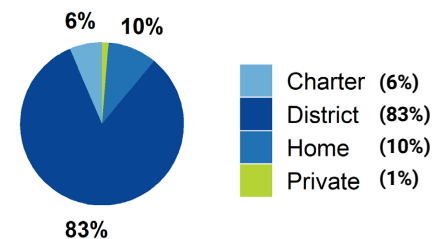


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

School Choice

16,793 total students were enrolled in K-12 in Cleveland 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 Cleveland County completed 2,305 Career & Technical Education (CTE) credentials (394 (17%) were industry-valued credentials) and 860 concentrations in 2023. The top three CTE concentrations completed include Manufacturing; Human Services; and Health Science.



548 high school students took at least one **AP test** (12%) versus 8% in peer counties (2023).



542 high school students participated in **Career & College Promise programs** (53%) 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/