Cleveland County

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

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

**Growth Rate**
- 1.5% vs. 9.5% (County vs. State)

**Median Household Income**
- $49,041 (2020)

- **Child Poverty Rate**: 27.3% (2020)

- **Households with Broadband**: 77% (2020)

- **Home Owners**: 69% (2020)

- **Voter Registration Rate**: 74% (2021)

**Unemployment Rate**: 5.3% (2021)

**Educational Attainment**
- Cleveland County residents ages 25-44, 2021

<table>
<thead>
<tr>
<th>Degree Status</th>
<th>No Degree</th>
<th>Have Degree or Credential</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>13,982</td>
<td>61.3%</td>
</tr>
<tr>
<td>High school graduates (including GED)</td>
<td>8,835</td>
<td>38.7%</td>
</tr>
</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.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>2021-22 vs. 2019-20</th>
<th>2020-21 vs. 2018-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-12 Enrollment (district schools)</td>
<td>-1.6%</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Postsecondary Enrollment</td>
<td>2.6%</td>
<td>3.8%</td>
</tr>
<tr>
<td>FAFSA Completion</td>
<td>-5.9%</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Postsecondary Intentions</td>
<td>-11.3%</td>
<td>-11.6%</td>
</tr>
</tbody>
</table>

**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:
  - 74% of eligible 4-year-olds enrolled in NC Pre-K program; 5 more needed to meet state goal of 75%.
  - 28% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading; 2,923 more needed to meet state goal of 72%.
  - 38% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math; 3,137 more needed to meet state goal of 86%.
  - 86% of 9th graders graduate within four years; 99 more needed to meet state goal of 95%.
  - 15% of students are chronically absent from school; 610 less needed to meet state goal of 11%.

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

- 56% of Cleveland County students have parents with no college degree (either 2- or 4-year) versus 59% in peer counties.

**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).
- 438 graduates participated in Career & College Promise programs (43%) versus 49% in peer counties (2021).

**Postsecondary Enrollment Rates for Select Groups in Cleveland County, 2021**

**Note:** Outcomes for demographic groups with fewer than 10 students are not displayed.

- 6% of students are enrolled in a postsecondary institution.

- 9% are enrolled in a charter school.

- 83% are enrolled in a district school.

- 9% are enrolled at home.

- 1% are enrolled in a private school.

**Unemployment Rate (2021)**
- 5.3%
Cleveland County 2022 Attainment Profile

**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

**Postsecondary assets in Charlotte Prosperity Zone sub-region**

**Degree Credentials Awarded, 2021**

- 6,673 certificate
- 6,036 associate
- 9,688 bachelor’s

**Impact of Covid-19 on NC Community College Enrollment**

**Number of Cleveland County residents employed, January 2020 to March 2022**

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

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

**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