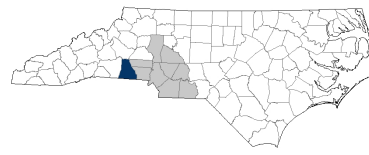


# Cleveland County

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%



**14.6%**  
Opportunity Youth Rate (2021)  
State: 12.1%



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



**3.8%**  
Unemployment Rate (2022)  
State: 3.7%

## Educational Attainment

Cleveland County residents ages 25-44, 2022

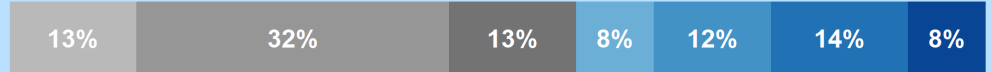
Less than high school High school graduate (including GED) Some college, no credential Short-term credential Associate degree Bachelor's degree Graduate or professional degree



**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](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)



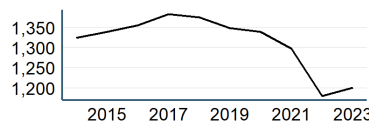
**41%** of adults (ages 25-44) in Cleveland County earned a **family sustaining wage**, 2022

### Cleveland County is served by:

**Foothills Workforce Development Board**  
**Foothills Regional Commission**

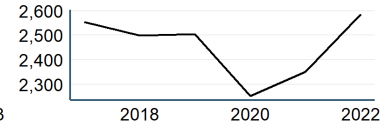
### UNC System College Enrollment

#### Curriculum



### NC Community College Enrollment

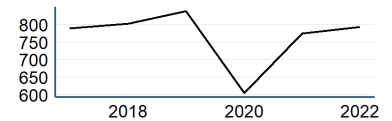
#### Curriculum



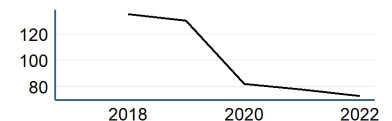
### Top 3 Five-Star Jobs in Charlotte Prosperity Zone Sub-Region

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

### First-time Curriculum Enrollments



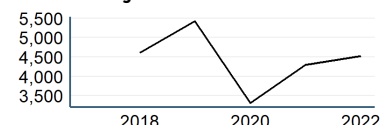
### Basic Skills



### Top 3 Employers in Cleveland County

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

### 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

**53%** of Cleveland County students have **parents with no college degree** (either 2- or 4-year) versus **57%** 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

• **29%** of students are **chronically absent from school**, compared to **32%** statewide; 2,574 less needed to meet state goal of **11%**. 2022

Cleveland County has a **student-to-school counselor ratio** of **306:1** versus **325:1** in peer counties. 2022

**3%** of students **drop out of high school** (156 total students), compared to **2%** statewide. 2022

### 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

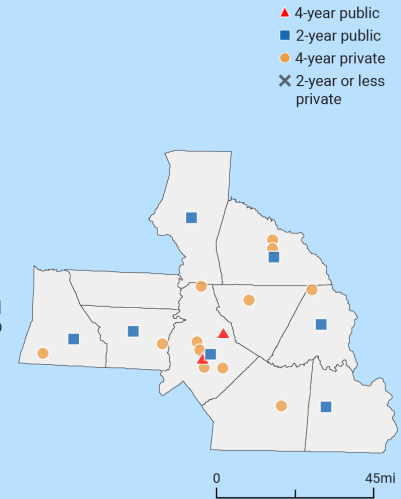
#### Public, 2-year

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

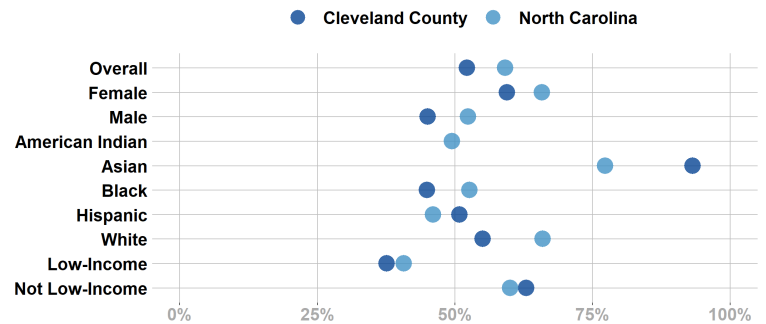
#### Private not-for-profit, 4-year or above

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

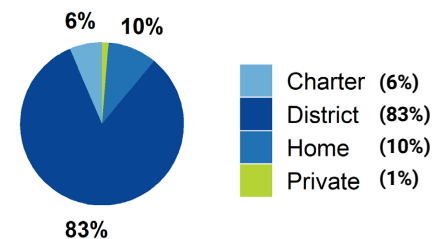


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

### 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 **2,076 Career & Technical Education (CTE) credentials** (industry-valued credential data available in Spring 2024) and **774 concentrations** in 2022. The top three CTE concentrations completed include Manufacturing; Human Services; and Agricultural, Food, & Natural Resources.

**514 high school students** took at least one **AP course** (**12%**) versus **7%** in peer counties (2022).

**717 high school students** participated in **Career & College Promise programs** (**37%**) versus **39%** in peer counties (2022).

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/)