Madison County

NC goal: 2 million by 2030
2020 County Attainment Profile

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.

COUNTY OVERVIEW
Madison County is in the Asheville Prosperity Zone sub-region. It’s one of 28 rural metro counties in NC. Overall, 11% of 25-44-year-olds in Madison County have earned a master’s degree or higher as their highest degree; 21% have a bachelor’s degree; 10% have an associate degree; 20% have some college, no degree; 30% have a high school diploma; and 8% have less than a high school diploma.

How students in Madison County traditional public schools are currently doing:
To meet state goals, Madison County needs:
- 37 more eligible 4-year-olds enrolled in NC Pre-K program (goal: 75% vs. 42%).
- 187 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 53%).
- 368 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 47%).

Among Madison County high school graduates:
- 45% of graduates enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- 64% of students who enroll persist to their second year versus 73% of peer counties.
- 59% of students who enroll earn a degree or credential within 6 years versus 50% of peer counties.

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 Madison County at each stage of the postsecondary pipeline.
Madison County has a student-to-school counselor ratio of 559:1.

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.
1.6% of teens ages 16-19 are not working and not in school versus 9.4% of peer counties.

Opportunities for Growth
Compared to rural metro counties and the state, these three areas represent the biggest opportunities for Madison County to improve future attainment outcomes.

Transition to Postsecondary
45% of Madison County seniors enroll in postsecondary within 12 months of graduation, below the rural metro county average of 57%.

NC Pre-K Enrollment
42% of Madison County eligible 4-year-olds are enrolled in NC Pre-K, below the rural metro county average of 54%.

First-Year Persistence
64% of Madison County high school graduates who enroll in postsecondary persist to their second year, below the rural metro county average of 73%.

Building the Foundation: Pre-K to 8
High-quality early learning and strong academic progress in early years helps prepare children for future success.
Madison County has 6 public schools with performance grades. Of these schools, none were classified as low performing in 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.
In your Prosperity Zone sub-region, 2018-19:
- 553 individuals served in an ApprenticeshipNC program.
- 3,207 Basic Skills enrollments at NC community colleges.
- 22,514 Continuing Education enrollments at NC community colleges.

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Local Cross-Sector Promising Practice: WNC Early Childhood Workforce Development Program

The WNC Early Childhood Workforce Development Program (Buncombe, Madison, Henderson and Transylvania counties) will expand a program started in Buncombe County to train more early childhood educators through a $400,000 grant. The program will address the shortage of early childhood teachers by recruiting candidates in under-resourced communities and providing them with training, substitute placement and coaching. The program seeks to increase the number of teachers from diverse backgrounds entering the profession and increase the availability of quality child care for working families.

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/

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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Largest postsecondary institutions in your Prosperity Zone sub-region

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Undergraduate Enrollments</th>
<th>Graduate or Transfer in 8 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollments</td>
<td>23,862</td>
<td>65%</td>
</tr>
<tr>
<td>Asheville-Buncombe Technical Community College</td>
<td>10,492</td>
<td>53%</td>
</tr>
<tr>
<td>University of North Carolina at Asheville</td>
<td>4,366</td>
<td>89%</td>
</tr>
<tr>
<td>Blue Ridge Community College</td>
<td>2,812</td>
<td>48%</td>
</tr>
<tr>
<td>Isothermal Community College</td>
<td>2,662</td>
<td>58%</td>
</tr>
<tr>
<td>Mars Hill University</td>
<td>1,343</td>
<td>82%</td>
</tr>
<tr>
<td>Montreat College</td>
<td>845</td>
<td>71%</td>
</tr>
<tr>
<td>Brevard College</td>
<td>698</td>
<td>87%</td>
</tr>
<tr>
<td>Warren Wilson College</td>
<td>644</td>
<td>84%</td>
</tr>
</tbody>
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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