

# Martin County

myFutureNC 2024 Attainment Profiles



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

2030 Proposed Martin County Attainment Goal: 3,256 (Stretch Goal: 3,291)

2030 State Attainment Goal: 2 million

## Population Spotlight

2020 Census: 22,035  
2022 Estimate: 21,508  
Change: -527

## Growth Rate

**-2.4%** County vs. **2.5%** State



**\$44,445**  
Median Household Income (2022)  
State: \$67,516



**67%**  
Home Owners (2022)  
State: 67%



**32.3%**  
Child Poverty Rate (2022)  
State: 17.2%



**18.6%**  
Opportunity Youth Rate (2022)  
State: 10.9%



**55%**  
Households with Broadband (2022)  
State: 77%



**4.4%**  
Unemployment Rate (2022)  
State: 3.7%

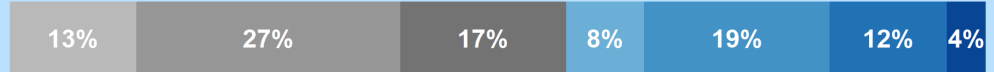
## Educational Attainment

Martin 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**  
**2,698**  
57.3%

**Have Degree or Credential**  
**2,014**  
42.7%



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

## Top Opportunities for Growth

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



### High School Graduation

69% of Martin County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.



### Math Performance

17% of Martin County 3-8 graders earn college-and-career-ready scores in Math, below the rural - non-metro county average of 29%.



### Reading Performance

18% of Martin County 3-8 graders earn college-and-career-ready scores in Reading, below the rural - non-metro county average of 25%.

## 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 Martin County has been meeting local needs:

[https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt\\_search=Martin](https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Martin)

## LABOR MARKET ALIGNMENT

### In Greenville Prosperity Zone Sub-Region:

**85.4%**

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

#### Top areas of misalignment:

**Health Science** below bachelor's  
**Transportation, Distribution & Logistics** below bachelor's  
**Business Management & Administration** bachelor's



**402** Individuals served in an ApprenticeshipNC program in 2020

### UNC and NC Community College Outcomes:

**7,374** graduates in 2020

**71%** of 2016 graduates were employed in NC in 2021

**\$46,194** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

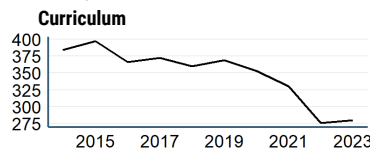


**34%** of adults (ages 25-44) in Martin County earned a family sustaining wage, 2022

### Martin County is served by:

**Rivers East Workforce Development Board**  
**Mid-East Commission**

### UNC System College Enrollment



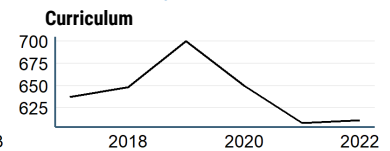
### Top 3 Five-Star Jobs in Greenville Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	4%
Data Scientists	3%
Logisticians	3%

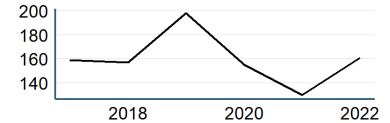
### Top 3 Employers in Martin County

Employer	Employment Range
Martin County Board Of Education	500-999
Snacks Holdings	250-499
Wal-Mart Associates Inc.	250-499

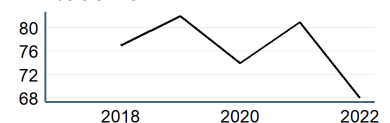
### NC Community College Enrollment



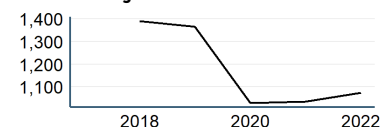
### First-time Curriculum Enrollments



### Basic Skills



### Continuing Education



## Adult Learners

## Martin County resident enrollments in NC Community Colleges, Fall 2022

68	Basic Skills
1,073	Continuing Education
611	Curriculum



12% of Martin County residents have **student loan debt**; 10% of debt holders had **student loans in default**. 2022

## Success of Martin County High School Graduates

- 72% of students who enroll **persist to their second year** versus 78% in peer counties. 2022
- 55% 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

- 704 of all college-goers attended **Martin CC**
- 200 of all college-goers attended **Pitt CC**
- 163 of all college-goers attended **Beaufort County CC**

- 79% of seniors **completed the FAFSA** in 2023, compared to 62% statewide; 1 more need to complete in 2023 to meet state goal of 80%. 2023
- 74% of graduates reported **intentions to enroll** in a postsecondary institution versus 68% in peer counties. 2022
- 42% of graduates **enrolled in a postsecondary institution** within 12 months versus 52% in peer counties. 2022



46% of Martin County students have **parents with no college degree** (either 2- or 4-year) versus 55% in peer counties.

## How students in Martin County traditional schools are doing:

- Martin County has met the goal for **Pre-K enrollment**. (Goal: 75%). 2023
- 18% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to 30% statewide; 800 more needed to meet state goal of 73%. 2023
- 17% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to 35% statewide; 807 more needed to meet state goal of 86%. 2023
- 69% of 9th graders **graduate within four years**, compared to 87% statewide; 45 more needed to meet state goal of 95%. 2023
- 34% of students are **chronically absent from school**, compared to 27% statewide; 615 less needed to meet state goal of 11%. 2023



Martin County has a **student-to-school counselor ratio** of 312:1 versus 325:1 in peer counties. 2023



0% of students **drop out of high school** (0 total students), compared to 2% statewide. 2023

## Degree Credentials Awarded, 2022

1,509 certificate | 1,805 associate | 4,867 bachelor's

## Postsecondary assets in Greenville Prosperity Zone sub-region

## Public, 4-year or above

East Carolina University

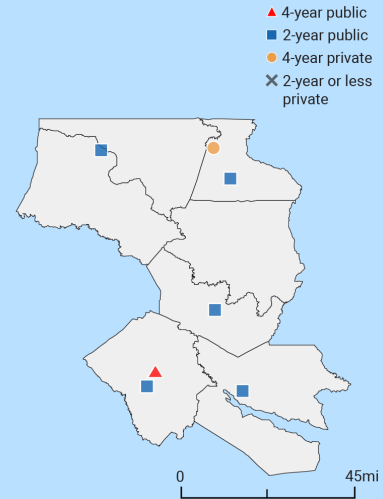
## Public, 2-year

Beaufort County Community College, Halifax Community College, Martin Community College, Pitt Community College, Roanoke-Chowan Community College

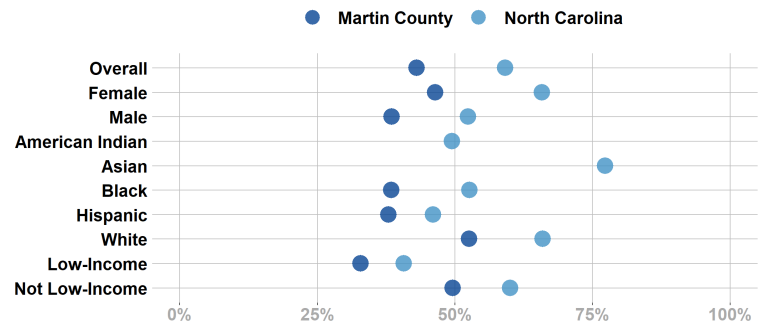
## Private not-for-profit, 4-year or above

Chowan University

## Private not-for-profit, 2-year



## Postsecondary Enrollment Rates for Select Groups in Martin County, 2022

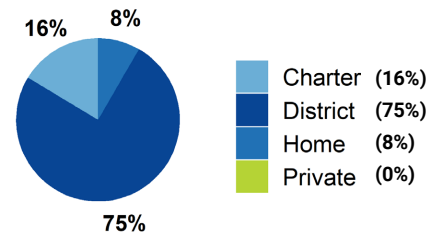


Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

## School Choice

3,310 total students were enrolled in K-12 in Martin 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 Martin County completed 274 Career & Technical Education (CTE) credentials (154 (56%) were industry-valued credentials) and 95 concentrations in 2023. The top three CTE concentrations completed include Human Services; Agricultural, Food, & Natural Resources; and Health Science.



Less than 10 high school students took at least one AP test (NA) versus 8% in peer counties (2023).



54 high school students participated in Career & College Promise programs (40%) 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/](https://dashboard.myfuturenc.org/county-data-and-resources/)