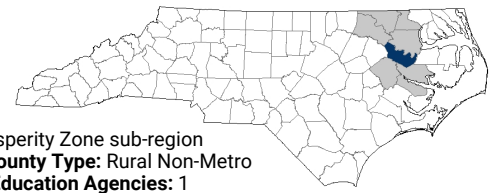


# Martin County

NC goal: 2 million by 2030  
2020 County Attainment Profile



Updated: Aug 12 2020

## 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

Martin County is in the **Greenville** Prosperity Zone sub-region. It's one of 50 rural non-metro counties in NC.

Overall, 8% of 25-44-year-olds in Martin County have earned a master's degree or higher as their highest degree; 13% have a bachelor's degree; 14% have an associate degree; 28% have some college, no degree; 26% have a high school diploma; and 12% have less than a high school diploma.

<b>2018 Population</b>	23,264
<b>2030 Population</b>	21,914
<b>K-12 Students (2019)</b>	
Traditional Schools	2,898
Charter/Private/Home	639
<b>Median Household Income</b>	\$43,569
<b>Child Poverty Rate</b>	31%
<b>Households with Broadband</b>	62%

## Building the Foundation: Pre-K to 8

High-quality early learning and strong academic progress in early years helps prepare children for future success.



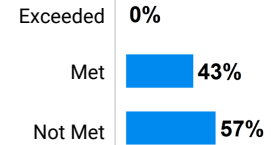
Martin County has 7 public schools with performance grades. Of these schools, 4 or 57% were classified as low performing in 2019.

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

To meet state goals, Martin County needs:

- **Martin County has met the goal for eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 88%).
- **594 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 32%).
- **884 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 25%).

## Percent of Martin County schools by academic growth status, 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.

To meet state goals, Martin County needs:

- **54 more 9th graders** to graduate within four years (goal: 95% vs. 72%).
- **9 more seniors** to complete the FAFSA (goal: 80% vs. 74%).
- **199 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 18%).



**3 students** took at least one AP course (0%) versus 9% of peer counties.



**121 students** participated in Career & College Promise programs (16%) versus 22% of peer counties.

Students in Martin County completed **140 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Hospitality & Tourism; and Health Science.

## 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 Martin County at each stage of the postsecondary pipeline.



Martin County has a student-to-school counselor ratio of 290:1.

Among Martin County high school graduates:

- **63% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **74% of students** who enroll persist to their second year versus 73% of peer counties.
- **47% of students** who enroll earn a degree or credential within 6 years versus 49% of peer counties.

## In your Prosperity Zone sub-region, 2018-19:

<b>347</b>	individuals served in an ApprenticeshipNC program.
<b>2,779</b>	Basic Skills enrollments at NC community colleges.
<b>19,098</b>	Continuing Education enrollments at NC community colleges.

## 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.



3.9% of teens ages 16-19 are not working and not in school versus 8.9% of peer counties.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **8,237 students per year**. After 5 years, 70% of 2013 graduates were employed in NC, earning an annual average wage of \$47,838.

84% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Agriculture, Food & Natural Resources** (bachelor's) and **Transportation, Distribution & Logistics** (bachelor's).

There are **154,964 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Registered Nurses**; 2) **General and Operations Managers**; 3) **First-Line Supervisors of Construction Trades and Extraction Workers**.

## Opportunities for Growth

Compared to rural non-metro counties and the state, these three areas represent the biggest opportunities for Martin County to improve future attainment outcomes.



### Low-Performing Schools

57% of Martin County schools are low-performing, above the rural non-metro county average of 19%.



### High School Graduation

72% of Martin County 9th graders complete high school in 4 years or less, below the rural non-metro county average of 86%.



### Math Performance

25% of Martin County 3-8 graders earn college-and-career-ready scores in Math, below the rural non-metro county average of 36%.

Largest postsecondary institutions in your Prosperity Zone sub-region		
Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
<b>Total Enrollments</b>	<b>44,903</b>	<b>70%</b>
East Carolina University	25,427	90%
Pitt Community College	12,206	65%
Beaufort County Community College	1,994	41%
Halifax Community College	1,626	38%
Chowan University	1,582	81%
Roanoke-Chowan Community College	1,067	52%
Martin Community College	1,001	55%

**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>

### Local Cross-Sector Promising Practice: Northeast NC Career Pathways

Northeast NC Career Pathways follows the Pathways to Prosperity (PTP) model, which enhances the development of academically and technically rigorous and robust career pathways. NENC now represents 20 counties and 22 local education agencies (LEAs), 4 charter schools, 1 regional high school, 9 community colleges, 11 NCWorks Career Centers, and 3 universities. A variety of employers and economic development agencies have also been a part of this process.

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/](https://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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