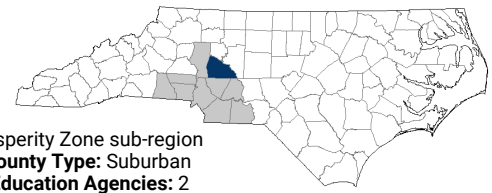


Rowan County

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.

Building the Foundation: Pre-K to 8

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


 Rowan County has 35 public schools with performance grades. Of these schools, 16 or 45% 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.


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 Rowan County at each stage of the postsecondary pipeline.

 Rowan County has a student-to-school counselor ratio of 257:1.

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.

 7.8% of teens ages 16-19 are not working and not in school versus 6.8% of peer counties.

Opportunities for Growth

Compared to suburban counties and the state, these three areas represent the biggest opportunities for Rowan County to improve future attainment outcomes.

COUNTY OVERVIEW

Rowan County is in the **Charlotte** Prosperity Zone sub-region. It's one of 16 suburban counties in NC.

Overall, 5% of 25-44-year-olds in Rowan County have earned a master's degree or higher as their highest degree; 14% have a bachelor's degree; 11% have an associate degree; 26% have some college, no degree; 29% have a high school diploma; and 15% have less than a high school diploma.

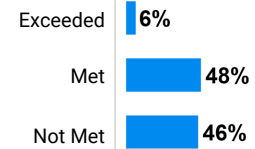
2018 Population	141,802
2030 Population	149,784
K-12 Students (2019)	
Traditional Schools	19,720
Charter/Private/Home	3,811
Median Household Income	\$46,864
Child Poverty Rate	25%
Households with Broadband	77%

How students in Rowan County traditional public schools are currently doing:

To meet state goals, Rowan County needs:

- **283 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 41%).
- **3,694 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 33%).
- **5,834 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 23%).

Percent of Rowan County schools by academic growth status, 2019



To meet state goals, Rowan County needs:

- **165 more 9th graders** to graduate within four years (goal: 95% vs. 85%).
- **392 more seniors** to complete the FAFSA (goal: 80% vs. 52%).
- **1,616 more students** to attend school regularly (goal: 11% chronic absenteeism vs. 19%).

Students in Rowan County completed **734 Career & Technical Education concentrations** in 2019. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Health Science; and Hospitality & Tourism.



858 students took at least one AP course (14%) versus 17% of peer counties.



635 students participated in Career & College Promise programs (10%) versus 12% of peer counties.

Among Rowan County high school graduates:

- **56% of graduates** enroll in a postsecondary institution within 12 months versus 62% of peer counties.
- **72% of students** who enroll persist to their second year versus 78% of peer counties.
- **47% of students** who enroll earn a degree or credential within 6 years versus 54% of peer counties.

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

3,322	individuals served in an ApprenticeshipNC program.
12,019	Basic Skills enrollments at NC community colleges.
64,398	Continuing Education enrollments at NC community colleges.

In your Prosperity Zone sub-region:

Public postsecondary institutions graduate **12,162 students per year**. After 5 years, 74% of 2013 graduates were employed in NC, earning an annual average wage of \$43,374.

79% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top gaps are: **Business Management & Administration** (bachelor's); **Finance** (bachelor's); and **Information Technology** (bachelor's).

There are **1,361,336 job openings** projected between 2017-2026. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) **Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products**; 2) **General and Operations Managers**; 3) **Registered Nurses**.



Low-Performing Schools

46% of Rowan County schools are low-performing, above the suburban county average of 17%.



Math Performance

23% of Rowan County 3-8 graders earn college-and-career-ready scores in Math, below the suburban county average of 42%.



Reading Performance

33% of Rowan County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 46%.

Largest postsecondary institutions in your Prosperity Zone sub-region		
Institution Name	Undergraduate Enrollments 2017-18	Graduate or Transfer in 8 Years
Total Enrollments	107,538	64%
Central Piedmont Community College	29,552	47%
University of North Carolina at Charlotte	27,078	85%
Rowan-Cabarrus Community College	7,939	28%
Gaston College	7,333	69%
Mitchell Community College	4,188	55%
South Piedmont Community College	3,935	54%
Cleveland Community College	3,883	55%
Stanly Community College	3,837	61%
Wingate University	2,729	93%
Gardner-Webb University	2,454	71%
Johnson & Wales University-Charlotte	2,080	79%
Queens University of Charlotte	2,010	91%

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: Rowan-Salisbury School’s Renewal School System

As the state’s only Renewal School System, Rowan-Salisbury is committed to redesigning education to create authentic and personalized learning experiences for all students through teacher-led flexibility in curriculum, budgeting, hiring, staffing and scheduling. The model is centered around each student’s learning style, interpersonal skills, academic talents and passions.




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.

-  ncdemography.org
-  demography@unc.edu
-  [@ncdemography](https://twitter.com/ncdemography)

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.

-  myfuturenc.org
-  facebook.com/myfuturenc
-  [@myFutureNC](https://twitter.com/myFutureNC)