Rowan 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.

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.

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.

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.

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%).

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.

In your Prosperity Zone sub-region, 2018-19:
- 3,322 individuals served in an Apprenticeship program.
- 12,019 Basic Skills enrollments at NC community colleges.
- 64,398 Continuing Education enrollments at NC community colleges.

In 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

<table>
<thead>
<tr>
<th>Institution Name</th>
<th>Undergraduate Enrollments 2017-18</th>
<th>Graduate or Transfer in 8 Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollments</td>
<td>107,538</td>
<td>68%</td>
</tr>
<tr>
<td>Central Piedmont Community College</td>
<td>29,552</td>
<td>47%</td>
</tr>
<tr>
<td>University of North Carolina at Charlotte</td>
<td>27,078</td>
<td>85%</td>
</tr>
<tr>
<td>Rowan-Cabarrus Community College</td>
<td>7,939</td>
<td>59%</td>
</tr>
<tr>
<td>Gaston College</td>
<td>7,333</td>
<td>69%</td>
</tr>
<tr>
<td>Mitchell Community College</td>
<td>4,188</td>
<td>55%</td>
</tr>
<tr>
<td>South Piedmont Community College</td>
<td>3,935</td>
<td>54%</td>
</tr>
<tr>
<td>Cleveland Community College</td>
<td>3,883</td>
<td>55%</td>
</tr>
<tr>
<td>Stanly Community College</td>
<td>3,837</td>
<td>61%</td>
</tr>
<tr>
<td>Wingate University</td>
<td>2,729</td>
<td>93%</td>
</tr>
<tr>
<td>Gardner-Webb University</td>
<td>2,454</td>
<td>71%</td>
</tr>
<tr>
<td>Johnson &amp; Wales University-Charlotte</td>
<td>2,080</td>
<td>79%</td>
</tr>
<tr>
<td>Queens University of Charlotte</td>
<td>2,010</td>
<td>91%</td>
</tr>
</tbody>
</table>

**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:


### 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](http://ncdemography.org)
- [demography@unc.edu](mailto: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.

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