Rowan County
Rowan County residents ages 25-44, 2022

Educational Attainment

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<thead>
<tr>
<th>Have Degree or Credential</th>
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<tr>
<td>14,562 41.0%</td>
<td>20,921 59.0%</td>
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Population Spotlight

2020 Census: 146,878
2022 Estimate: 149,645
Change: 2,767

Growth Rate

1.9% County vs. 2.5% State

$61,105 Median Household Income (2022)
State: $67,516

71% Home Owners (2022)
State: 67%

25.3% Child Poverty Rate (2022)
State: 17.2%

11.2% Opportunity Youth Rate (2021)
State: 12.1%

73% Households with Broadband (2022)
State: 77%

3.6% Unemployment Rate (2022)
State: 3.7%

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Top Opportunities for Growth

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

Math Performance
18% of Rowan County 3-8 graders earn college-and-career-ready scores in Math, below the suburban county average of 36%.

Reading Performance
19% of Rowan County 3-8 graders earn college-and-career-ready scores in Reading, below the suburban county average of 31%.

NC Pre-K Enrollment
34% of Rowan County eligible 4-year-olds are enrolled in NC Pre-K, below the suburban county average of 45%.

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 Rowan County has been meeting local needs:
https://dashboard.myfuturenc.org/promising-attainment-practices/?wdt_search=Rowan

In Charlotte Prosperity Zone Sub-Region:

80.4% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

4,230 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

12,495 graduates in 2020
74% of 2016 graduates were employed in NC in 2021
$45,387 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

47% of adults (ages 25-44) in Rowan County earned a family sustaining wage, 2022

Rowan County is served by:

Centralina Workforce Development Board
Centralina Regional Council

Top 3 Five-Star Jobs in Charlotte Prosperity Zone Sub-Region

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<th>Job Title</th>
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Top 3 Employers in Rowan County

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Rowan County 2024 Attainment Profile

Adult Learners
Rowan County resident enrollments in NC Community Colleges, Fall 2022

- 102 Basic Skills
- 4,692 Continuing Education
- 2,601 Curriculum

13% of Rowan County residents have student loan debt; 12% of debt holders had student loans in default, 2022

Success of Rowan County High School Graduates
- 76% of students who enroll persist to their second year versus 82% in peer counties, 2022
- 57% of students who enroll earn a degree or certificate within 6 years versus 60% in peer counties, 2022

Top destinations of all college-goers, Fall 2023
- 3,844 of all college-goers attended Rowan-Cabarrus CC
- 180 of all college-goers attended Catawba College
- 180 of all college-goers attended Davidson-Davie CC

- 55% of seniors completed the FAFSA in 2023, compared to 62% statewide; 320 more need to complete in 2023 to meet state goal of 80%. 2023
- 59% of graduates reported intentions to enroll in a postsecondary institution versus 73% in peer counties, 2022
- 48% of graduates enrolled in a postsecondary institution within 12 months versus 57% in peer counties, 2022

59% of Rowan County students have parents with no college degree (either 2- or 4-year) versus 48% in peer counties.

How students in Rowan County traditional schools are doing:
- 34% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 354 more needed to meet state goal of 75%. 2023
- 19% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 5,349 more needed to meet state goal of 73%. 2023
- 18% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 5,382 more needed to meet state goal of 86%. 2023
- 88% of 9th graders graduate within four years, compared to 87% statewide; 99 more needed to meet state goal of 95%. 2023
- 34% of students are chronically absent from school, compared to 32% statewide; 4,384 less needed to meet state goal of 11%. 2022

Rowan County has a student-to-school counselor ratio of 260:1 versus 327:1 in peer counties, 2022

2% of students drop out of high school (109 total students), compared to 2% statewide. 2022

Degree Credentials Awarded, 2022

- 6,906 certificate
- 6,066 associate
- 9,125 bachelor's

Postsecondary assets in Charlotte Prosperity Zone sub-region
- Public, 4-year or above
  - Carolinas College of Health Sciences, University of North Carolina at Charlotte
- Public, 2-year
  - Central Piedmont Community College, Cleveland Community College, Gaston College, Mitchell Community College, Rowan-Cabarrus Community College, South Piedmont Community College, Stanly Community College
- Private not-for-profit, 4-year or above
  - Belmont Abbey College, Cabarrus College of Health Sciences, Catawba College, Charlotte Christian College and Theological Seminary, Davidson College, Gardner-Webb University, Johnson & Wales University-Charlotte, Johnson C Smith University, Livingstone College, Pfeiffer University, Queens University of Charlotte, Wingate University
- Private not-for-profit, 2-year
  - Charlotte Christian College and Theological Seminary, Davidson College, Gardner-Webb University, Johnson C Smith University, Livingstone College, Pfeiffer University, Queens University of Charlotte, Wingate University

Access to Postsecondary Credits
Students in Rowan County completed 4,166 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024) and 702 concentrations in 2022. The top three CTE concentrations completed included Agricultural, Food, & Natural Resources; Human Services; and Architecture and Construction.

- 601 high school students took at least one AP course (11%) versus 14% in peer counties (2022).
- 576 high school students participated in Career & College Promise programs (22%) versus 23% in peer counties (2022).

Postsecondary Enrollment Rates for Select Groups in Rowan County, 2022

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

For more information about each indicator, including data sources and methodology, visit: dashboard.myfuturenc.org/community-data-and-resources/