Rutherford County

myFutureNC 2024 Attainment Profiles

Population Spotlight
2020 Census: 64,444
2022 Estimate: 64,963
Change: 519

Growth Rate
0.8% vs. 2.5%
County State

$53,485
Median Household Income (2022)
State: $67,516

73%
Home Owners (2022)
State: 67%

24.9%
Child Poverty Rate (2022)
State: 17.2%

16.6%
Opportunity Youth Rate (2022)
State: 10.9%

53%
Households with Broadband (2022)
State: 77%

4.7%
Unemployment Rate (2022)
State: 3.7%

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2022 Estimate: 64,963
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2030 Proposed Rutherford County Attainment Goal: 9,547 (Stretch Goal: 9,683)
2030 State Attainment Goal: 2 million

Educational Attainment
Rutherford County residents ages 25-44, 2022

No Degree
9,153
63.2%

Have Degree or Credential
5,338
36.8%

Top Opportunities for Growth
These three areas represent the biggest opportunities for Rutherford County to improve future attainment outcomes.

Chronic Absenteeism
38% of Rutherford County students are chronically absent from school, above the rural - non-metro county average of 29%.

Adult Learners
22% of Rutherford County adults 25-44 have some college, no degree, above the rural - non-metro county average of 16%.

Earning College Credit in High School
45% of Rutherford County graduates participated in Career & College Promise programs, below the rural - non-metro county average of 51%. Also, 7% of high school students took at least one AP exam, below the peer county average of 8%.

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

In Asheville Prosperity Zone Sub-Region:
72.1%
of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

636
Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
3,023 graduates in 2020
69% of 2016 graduates were employed in NC in 2021
$35,824 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

37% of adults (ages 25-44) in Rutherford County earned a family sustaining wage, 2022

Labor Market Alignment
Rutherford County is served by:
Foothills Workforce Development Board
Foothills Regional Commission

Top 3 Five-Star Jobs in Asheville Prosperity Zone Sub-Region
Job Title
Annual Growth
Nurse Practitioners
5%
Logisticians
4%
Physician Assistants
3%

Top 3 Employers in Rutherford County
Employer Employment Range
Rutherford County Board Of Education
1000+
County Of Rutherford
500-999
Wal-Mart Associates Inc.
250-499

First-time Curriculum Enrollments
Basic Skills
2018 2020 2022
175 160 125 100

Continuing Education
2018 2020 2022
3,250 3,000 2,750 2,500 2,250

In Asheville Prosperity Zone Sub-Region:
72.1%
of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.
### Degree Credentials Awarded, 2022

<table>
<thead>
<tr>
<th>Type</th>
<th>Rutherford County</th>
<th>Peer Counties</th>
</tr>
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<tbody>
<tr>
<td>1,477</td>
<td>certificate</td>
<td>1,310</td>
</tr>
<tr>
<td>1,451</td>
<td>bachelor's</td>
<td></td>
</tr>
</tbody>
</table>

### Postsecondary assets in Asheville Prosperity Zone sub-region

- Public, 4-year or above
  - University of North Carolina at Asheville
- Public, 2-year
  - Asheville-Buncombe Technical Community College, Blue Ridge Community College, Isothermal Community College
- Private not-for-profit, 4-year or above
  - Brevard College, Mars Hill University, Montreat College, Warren Wilson College
- Private not-for-profit, 2-year

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

- Overall: 66%
- Female: 64%
- Male: 68%
- American Indian: 30%
- Asian: 37%
- Black: 58%
- Hispanic: 71%
- White: 75%
- Low-Income: 62%
- Not Low-Income: 74%

#### School Choice

- 10,828 total students were enrolled in K-12 in Rutherford County in the 2022-23 school year.

### Access to Postsecondary Credits

- Students in Rutherford County completed 2,795 Career & Technical Education (CTE) credentials (166 (6%) were industry-valued credentials) and 475 concentrations in 2023. The top three CTE concentrations completed include Human Services; Agricultural, Food, & Natural Resources; and Hospitality & Tourism.

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

- 63% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 48 more needed to meet state goal of 75%. 2023
- 30% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 1,817 more needed to meet state goal of 73%. 2023
- 33% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 1,703 more needed to meet state goal of 86%. 2023
- 89% of 9th graders graduate within four years, compared to 87% statewide; 56 more needed to meet state goal of 95%. 2023
- 38% of students are chronically absent from school, compared to 27% statewide; 2,083 less needed to meet state goal of 11%. 2023
- Rutherford County has a student-to-school counselor ratio of 276:1 versus 325:1 in peer counties. 2023
- 1% of students drop out of high school (18 total students), compared to 2% statewide. 2023

### Degree Credentials Awarded, 2022

- 1,477 certificate
- 1,310 associate
- 1,451 bachelor's

### Adult Learners

- Asheville Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022
  - 733 Basic Skills
  - 8,927 Continuing Education
  - 2,725 Curriculum

- 10% of Rutherford County residents have student loan debt; 8% of debt holders had student loans in default. 2022

### Success of Rutherford County High School Graduates

- 76% of students who enroll persist to their second year versus 78% in peer counties. 2022
- 62% 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

- 2,356 of all college-goers attended Isothermal CC
- 327 of all college-goers attended Cleveland CC
- 82 of all college-goers attended Blue Ridge CC

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

- 69% of seniors completed the FAFSA in 2023, compared to 62% statewide; 54 more need to complete in 2023 to meet state goal of 80%. 2023
- 78% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022
- 52% of graduates enrolled in a postsecondary institution within 12 months versus 52% in peer counties. 2022

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