Rutherford County

myFutureNC 2024 Attainment Profiles

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

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%

14.0%  
Opportunity Youth Rate (2021)  
State: 12.1%

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

4.7%  
Unemployment Rate (2022)  
State: 3.7%

Educational Attainment
Rutherford County residents ages 25-44, 2022

<table>
<thead>
<tr>
<th>Have Degree or Credential</th>
<th>No Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,338</td>
<td>9,153</td>
</tr>
<tr>
<td>36.8%</td>
<td>63.2%</td>
</tr>
</tbody>
</table>

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

Chronic Absenteeism
47% of Rutherford County students are chronically absent from school, above the rural - non-metro county average of 35%.

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

NC Pre-K Enrollment
63% of Rutherford County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 68%.

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

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

Top areas of misalignment:
Health Science all levels
Transportation, Distribution & Logistics below bachelor’s
Business Management & Administration below bachelor’s

In Asheville Prosperity Zone Sub-Region:

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

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse Practitioners</td>
<td>5%</td>
</tr>
<tr>
<td>Logisticians</td>
<td>4%</td>
</tr>
<tr>
<td>Physician Assistants</td>
<td>3%</td>
</tr>
</tbody>
</table>

Top 3 Employers in Rutherford County

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rutherford County Board Of Educatio</td>
<td>1000+</td>
</tr>
<tr>
<td>County Of Rutherford</td>
<td>500-999</td>
</tr>
<tr>
<td>Wal-Mart Associates Inc.</td>
<td>250-499</td>
</tr>
</tbody>
</table>

First-time Curriculum Enrollments

Basic Skills

Continuing Education

Carolina Demography
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:

• 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% in 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% in 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% in 2023.
• 89% of 9th graders graduate within four years, compared to 87% statewide; 36 more needed to meet state goal of 95% in 2023.
• 47% of students are chronically absent from school, compared to 32% statewide; 2,799 less needed to meet state goal of 11% in 2022.

Rutherford County has a student-to-school counselor ratio of 276:1 versus 325:1 in peer counties. 2022

3% of students drop out of high school (69 total students), compared to 2% statewide. 2022

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