Sampson County

2030 NC Degree Attainment Goal: 2 million (67%)
2030 Proposed Sampson County Attainment Goal: 6,997 (45%)

Population Spotlight
2010 Census: 63,431
2020 Census: 59,036
Change: -4,395

Change: -6.9% vs. 9.5% State

2030 Proposed Sampson County Attainment Goal: 6,997 (45%)

Education continuum.
Transition points along the Covid-19 has affected critical outcomes.

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

Sampson County has a student-to-school counselor ratio of 345:1, above the rural non-metro county average of 318:1.

How students in Sampson County traditional schools are currently doing:

K-12 Enrollment (district schools)
-3.4% 2021-22 vs. 2019-20
Postsecondary Enrollment
-7.4% 2021 vs. 2020

FAFSA Completion
-4.4% 2021-22 vs. 2018-19
Postsecondary Intentions
-12.6% 2020-21 vs. 2018-19

Data Disruptions
• College-and-Career-Ready in Reading
• College-and-Career-Ready in Math
• Chronic Absenteeism

How students in Sampson County traditional schools are currently doing:
To meet state goals, each year Sampson County needs:

• 65% of eligible 4-year-olds enrolled in NC Pre-K program; 55 more needed to meet state goal of 75%. 2022
• 22% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading; 2,500 more needed to meet state goal of 73%. 2022
• 29% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math; 2,840 more needed to meet state goal of 86%. 2022
• 81% of 9th graders graduate within four years; 123 more needed to meet state goal of 95%. 2021
• 30% of students are chronically absent from school; 1,966 less needed to meet state goal of 11%. 2021

Sampson County has a student-to-school counselor ratio of 345:1 versus 318:1 in peer counties. 2021

75% Voter Registration Rate (2021)
4.5% Unemployment Rate (2021)

Postsecondary Enrollment Rates for Select Groups in Sampson County, 2021

Note: Outcomes for demographic groups with fewer than 10 students are not displayed.
Success of Sampson County High School Graduates

Top destinations of graduates, 2016-2020

- 34% of college-goers attended a public 4-year college
- 16% of college-goers attended a private 4-year college
- 50% of college-goers attended a public 2-year college
- <5% of college-goers attended a private 2-year college
- 95% of college-goers attended an in-state college

- 75% of students who enroll persist to their second year versus 73% in peer counties. 2021
- 55% of students who enroll earn a degree or credential within 6 years versus 55% in peer counties. 2021

Adult Learners

Sampson County resident enrollments in NC Community Colleges, 2021

- 288 Basic Skills
- 1,062 Continuing Education
- 1,837 Curriculum

14% of Sampson County residents have student loan debt; 11% of debt holders had student loans in default. 2020

In your Prosperity Zone Sub-Region:

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

Top areas of misalignment:
- Transportation, Distribution & Logistics (below bachelor's)
- Business Management & Administration (bachelor's)
- Information Technology (bachelor's)

In 2021 your Workforce Development Board served:

- 5,511 in Basic Services
- 3,019 in Career Services
- 273 in Education Services

13.6% of young adults ages 16-24 in Sampson County were not working and not in school versus 15.2% in peer counties. 2019

UNC and NC Community College Outcomes:

- 5,664 graduates in 2020
- 56% of 2016 graduates were employed in NC in 2021
- $38,415 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

Impact of Covid-19 on NC Community College Enrollment

Number of Sampson County residents employed, January 2020 to March 2022

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

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