## Wilson 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 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.

Wilson County has 25 public schools with performance grades. Of these schools, 4 or 16% 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 Wilson County at each stage of the postsecondary pipeline.

Wilson County has a student-to-school counselor ratio of 298:1.

#### 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.

13.5% of teens ages 16-19 are not working and not in school versus 8.9% of peer counties.

#### Opportunities for Growth

Compared to rural non-metro counties and the state, these three areas represent the biggest opportunities for Wilson County to improve future attainment outcomes.

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### COUNTY OVERVIEW

Wilson County is in the Rocky Mount-Wilson Prosperity Zone sub-region. It’s one of 50 rural non-metro counties in NC.

Overall, 6% of 25-44-year-olds in Wilson County have earned a master’s degree or higher as their highest degree; 15% have a bachelor’s degree; 11% have an associate degree; 23% have some college, no degree; 28% have a high school diploma; and 18% have less than a high school diploma.

Lack of technical skills and lack of education are some key areas and indicators that highlight where interventions may be possible to improve overall educational attainment outcomes.

#### How students in Wilson County traditional public schools are currently doing:

To meet state goals, Wilson County needs:

- **330 more eligible 4-year-olds** enrolled in NC Pre-K program (goal: 75% vs. 21%).
- **1,704 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 40%).
- **2,608 more 3-8 graders** earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 36%).

To meet state goals, Wilson County needs:

- **179 more 9th graders** to graduate within four years (goal: 95% vs. 77%).
- **172 more seniors** to complete the FAFSA (goal: 80% vs. 58%).
- **364 more students** ready scores (level 4 or 5) in math (goal: 11% chronic absenteeism vs. 14%).

Students in Wilson County completed 439 Career & Technical Education concentrations in 2019. The top three CTE concentrations completed include Agricultural, Food, & Natural Resources; Hospitality & Tourism; and Health Science.

Among Wilson County high school graduates:

- **56% of graduates** enroll in a postsecondary institution within 12 months versus 57% of peer counties.
- **76% of students** who enroll persist to their second year versus 73% of peer counties.
- **51% of students** who enroll earn a degree or credential within 6 years versus 49% of peer counties.

In your Prosperity Zone sub-region, 2018-19:

- **327** individuals served in an ApprenticeshipNC program.
- **1,711** Basic Skills enrollments at NC community colleges.
- **13,104** Continuing Education enrollments at NC community colleges.

There are 99,203 job openings projected between 2017-2026. The top 3 in demand jobs with median wages of $50,000 or more are: 1) Registered Nurses; 2) General and Operations Managers; 3) First-Line Supervisors of Production and Operating Workers.

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### 2018 Population

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson County</td>
<td>81,949</td>
</tr>
</tbody>
</table>

### 2030 Population

<table>
<thead>
<tr>
<th>Location</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson County</td>
<td>87,939</td>
</tr>
</tbody>
</table>

### K-12 Students (2019)

<table>
<thead>
<tr>
<th>Location</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Wilson County</td>
<td>11,024</td>
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</table>

### Child Poverty Rate

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson County</td>
<td>31%</td>
</tr>
</tbody>
</table>

### Households with Broadband

<table>
<thead>
<tr>
<th>Location</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilson County</td>
<td>74%</td>
</tr>
</tbody>
</table>
### 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>13,632</td>
<td>43%</td>
</tr>
<tr>
<td>Nash Community College</td>
<td>4,549</td>
<td>27%</td>
</tr>
<tr>
<td>Edgecombe Community College</td>
<td>2,967</td>
<td>15%</td>
</tr>
<tr>
<td>Wilson Community College</td>
<td>2,687</td>
<td>39%</td>
</tr>
<tr>
<td>North Carolina Wesleyan College</td>
<td>2,459</td>
<td>80%</td>
</tr>
<tr>
<td>Barton College</td>
<td>970</td>
<td>87%</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](http://go.unc.edu/countydata).

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**Local Cross-Sector Promising Practice: Wilson Forward**

Wilson Forward is a collaborative effort between government agencies, businesses and community leaders. The effort improves educational opportunities, health and wellness, and workforce development within Wilson County.

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](https://myfuturenc.org/shortsurvey).

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**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)

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**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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For more information about each indicator, including data sources and methodology, visit: