Wilson County
myFutureNC 2024 Attainment Profiles

2030 Proposed Wilson County Attainment Goal: 11,532 (Stretch Goal: 11,723)
2030 State Attainment Goal: 2 million

Population Spotlight
2020 Census: 78,786
2022 Estimate: 78,449
Change: -337

Growth Rate
-0.4% County vs. 2.5% State

- $51,535 Median Household Income (2022)
- 59% Home Owners (2022)
- 30.5% Child Poverty Rate (2022)
- 16.8% Opportunity Youth Rate (2022)
- 67% Households with Broadband (2022)
- 5.1% Unemployment Rate (2022)

Educational Attainment
Wilson County residents ages 25-44, 2022

- No Degree: 11,247 (60.5%)
- Have Degree or Credential: 7,356 (39.5%)

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

- NC Pre-K Enrollment: 27% of Wilson County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 68%.
- High School Graduation: 83% of Wilson County 9th graders complete high school in 4 years or less, below the rural - non-metro county average of 85%.
- Transition to Postsecondary: 49% of Wilson County seniors enroll in postsecondary within 12 months of graduation, below the state average of 58%.

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

In Rocky Mount-Wilson Prosperity Zone Sub-Region:
79.0% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

- 297 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
- 1,229 graduates in 2020
- 79% of 2016 graduates were employed in NC in 2021
- $41,742 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

42% of adults (ages 25-44) in Wilson County earned a family sustaining wage, 2022

Wilson County is served by:
- Turning Point Workforce Development Board
- Upper Coastal Plain Council of Governments

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

Top 3 Five-Star Jobs in Rocky Mount-Wilson Prosperity Zone Sub-Region

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Scientists</td>
<td>4%</td>
</tr>
<tr>
<td>Information Security Analysts</td>
<td>4%</td>
</tr>
<tr>
<td>Nurse Practitioners</td>
<td>3%</td>
</tr>
</tbody>
</table>

Top 3 Employers in Wilson County

<table>
<thead>
<tr>
<th>Employer</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bridgestone Americas Tire Operation</td>
<td>1000+</td>
</tr>
<tr>
<td>BB&amp;T</td>
<td>1000+</td>
</tr>
<tr>
<td>Wilson County Schools</td>
<td>1000+</td>
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</tbody>
</table>

First-time Curriculum Enrollments

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>650</td>
<td>560</td>
<td>510</td>
<td></td>
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</table>

Basic Skills

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>400</td>
<td>350</td>
<td>300</td>
<td>250</td>
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</tbody>
</table>

Continuing Education

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2020</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,700</td>
<td>2,500</td>
<td>2,300</td>
<td>2,100</td>
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</table>

Note: Numbers may not add up to 100% due to rounding
Wilson County 2024 Attainment Profile

Updated: Jul 22 2024

Adult Learners
Rocky Mount-Wilson Sub-Prosperity Zone post-secondary enrollments in NC Community Colleges, Fall 2022

<table>
<thead>
<tr>
<th>Basic Skills</th>
<th>Continuing Education</th>
<th>Curriculum</th>
</tr>
</thead>
<tbody>
<tr>
<td>322</td>
<td>5,226</td>
<td>1,537</td>
</tr>
</tbody>
</table>

14% of Wilson County residents have student loan debt; 13% of debt holders had student loans in default. 2022

Success of Wilson County High School Graduates
• 77% of students who enroll persist to their second year versus 78% in peer counties. 2022
• 53% 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
• 2,119 of all college-goers attended Wilson CC
• 336 of all college-goers attended Nash CC
• 178 of all college-goers attended Pitt CC

° 67% of seniors completed the FAFSA in 2023, compared to 62% statewide; 83 more need to complete in 2023 to meet state goal of 80%. 2023
° 69% of graduates reported intentions to enroll in a postsecondary institution versus 68% in peer counties. 2022
° 49% of graduates enrolled in a postsecondary institution within 12 months versus 52% in peer counties. 2022

57% of Wilson County students have parents with no college degree (either 2- or 4-year) versus 55% in peer counties.

How students in Wilson County traditional schools are doing:
• 27% of eligible 4-year-olds enrolled in NC Pre-K program, compared to 53% statewide; 269 more needed to meet state goal of 75%. 2023
• 28% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading, compared to 30% statewide; 2,615 more needed to meet state goal of 73%. 2023
• 30% of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math, compared to 35% statewide; 2,552 more needed to meet state goal of 86%. 2023
• 83% of 9th graders graduate within four years, compared to 87% statewide; 104 more needed to meet state goal of 95%. 2023
• 24% of students are chronically absent from school, compared to 27% statewide; 1,436 less needed to meet state goal of 11%. 2023

Wilson County has a student-to-school counselor ratio of 294:1 versus 325:1 in peer counties. 2023

1% of students drop out of high school (30 total students), compared to 2% statewide. 2023

Access to Postsecondary Credits
Students in Wilson County completed 3,103 Career & Technical Education (CTE) credentials (347 (11%) were industry-valued credentials) and 471 concentrations in 2023. The top three CTE concentrations completed include Human Services; Health Science; and Agricultural, Food, & Natural Resources.

School Choice
14,463 total students were enrolled in K-12 in Wilson County in the 2022-23 school year.

Note: This profile focuses on outcomes of students enrolled in district schools.

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