**Population Spotlight**

- **2010 Census:** 81,234
- **2020 Census:** 78,784
- **Change:** -2,450

**2030 Proposed Wilson County Attainment Goal:** 11,532 (51%)

**2030 NC Degree Attainment Goal:** 2 million (67%)

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**Educational Attainment**

Wilson County residents ages 25-44, 2021

<table>
<thead>
<tr>
<th>Status</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Degree</td>
<td>11,371</td>
</tr>
<tr>
<td>Have Degree or Credential</td>
<td>61.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than high school</td>
<td>15%</td>
</tr>
<tr>
<td>High school graduate (including GED)</td>
<td>30%</td>
</tr>
<tr>
<td>Some college, no credential</td>
<td>16%</td>
</tr>
<tr>
<td>Short-term credential</td>
<td>8%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>11%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>13%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Note:** Numbers may add to more than 100% due to rounding

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**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:** 79% of Wilson County 9th graders complete high school in 4 years or less, below the rural non-metro county average of 86%.
- **Opportunity Youth:** 21% of Wilson County youth ages 16-24 are not working and not in school, above the rural non-metro county average of 15%.

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**Impact of Covid-19 on Education Pipeline**

Covid-19 has affected critical transition points along the education continuum.

- **K-12 Enrollment (district schools):** -6.1% 2021-22 vs. 2019-20
- **Postsecondary Enrollment:** -4.2% 2021 vs. 2020
- **FAFSA Completion:** -2.7% 2021-22 vs. 2018-19
- **Postsecondary Intentions:** -11.0% 2020-21 vs. 2018-19

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**Data Disruptions**

- College-and-Career-Ready in Reading
- College-and-Career-Ready in Math
- Chronic Absenteeism

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**How students in Wilson County traditional schools are currently doing:**

To meet state goals, each year Wilson County needs:

- **27%** of eligible 4-year-olds entered in NC Pre-K program; 294 more needed to meet state goal of 75% in 2022.
- **23%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in reading; 2,344 more needed to meet state goal of 73% in 2022.
- **25%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in math; 2,872 more needed to meet state goal of 86% in 2022.
- **79%** of 9th graders graduate within four years; 155 more needed to meet state goal of 95% in 2021.
- **31%** of students are chronically absent from school; 2,022 less needed to meet state goal of 11% in 2021.

Wilson County has a **student-to-school counselor ratio** of 265:1 versus 318:1 in peer counties, 2021.

- **59%** of seniors completed the FAFSA in 2022; 144 more need to complete in 2022 to meet state goal of 80% in 2022. [https://www.myfuturenc.org/ourwork/first-in-fafsa/](https://www.myfuturenc.org/ourwork/first-in-fafsa/)
- **66%** of graduates reported intentions to enroll in a postsecondary institution versus 69% in peer counties, 2021.
- **51%** of graduates enrolled in a postsecondary institution within 12 months versus 50% in peer counties, 2021.

64% of Wilson County students have **parents with no college degree** (either 2- or 4-year) versus 59% in peer counties.

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**School Choice**

14,538 total students were enrolled in K-12 in Wilson County in the 2021-22 school year.

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

**Career and College Preparation**

249 high school students took at least one AP course (8%) versus 7% in peer counties in 2021.

341 graduates participated in Career & College Promise programs (46%) versus 49% in peer counties in 2021.

Students in Wilson County completed **375 Career & Technical Education concentrations** in 2021. The top three CTE concentrations completed include Human Services; Health Science; and Agricultural, Food, & Natural Resources.

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**Postsecondary Enrollment Rates for Select Groups in Wilson County, 2021**

<table>
<thead>
<tr>
<th>Category</th>
<th>Wilson County %</th>
<th>North Carolina %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>14%</td>
<td>71%</td>
</tr>
<tr>
<td>Female</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Male</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>White</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Low-Income</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>Not Low-Income</td>
<td>1%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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

Top destinations of graduates, 2016-2020

- 39% of college-goers attended a public 4-year college
- 17% of college-goers attended a private 4-year college
- 43% 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

- 74% of students who enroll persist to their second year versus 73% in peer counties. 2021
- 57% of students who enroll earn a degree or credential within 6 years versus 55% in peer counties. 2021

Adult Learners

Wilson County resident enrollments in NC Community Colleges, 2021

<table>
<thead>
<tr>
<th>Basic Skills</th>
<th>Continuing Education</th>
<th>Curriculum</th>
</tr>
</thead>
<tbody>
<tr>
<td>291</td>
<td>1,027</td>
<td>1,914</td>
</tr>
</tbody>
</table>

15% of Wilson County residents have student loan debt; 16% of debt holders had student loans in default. 2020

Wilson County 2022 Attainment Profile

In your Prosperity Sub-Region:

- 78.6% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

Top areas of misalignment:
- Health Science (all levels)
- Transportation, Distribution & Logistics (below bachelor’s)
- Finance (bachelor’s)

297 Individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:

<table>
<thead>
<tr>
<th>graduates in 2020: 1,229</th>
<th>79% of 2016 graduates were employed in NC in 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>$41,742 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)</td>
<td></td>
</tr>
</tbody>
</table>

In 2021 your Workforce Development Board served:

<table>
<thead>
<tr>
<th>in Basic Services</th>
<th>in Career Services</th>
<th>in Education Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>8,274</td>
<td>4,021</td>
<td>408</td>
</tr>
</tbody>
</table>

21.1% of young adults ages 16-24 in Wilson County were not working and not in school versus 15.2% in peer counties. 2019

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

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