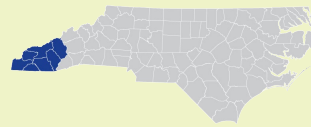


# Southwestern

## Workforce Development Board

myFutureNC 2024 Attainment Profiles

2030 Proposed Southwestern Attainment Goal: 32,575



### Counties in WDB:

Cherokee, Clay, Graham, Haywood, Jackson, Macon, Swain

## Population Spotlight

Growth Rate: WDB: 1.2% vs. State: 2.5%

County	2020	2022	Change
North Carolina	10,439,414	10,698,973	259,559
Cherokee County	28,769	29,512	743
Clay County	11,085	11,614	529
Graham County	8,029	7,980	-49
Haywood County	62,097	62,609	512
Jackson County	43,107	42,955	-152
Macon County	37,016	38,065	1,049
Swain County	14,115	13,967	-148



**21.5%**  
Child Poverty Rate (2022)  
State: 17.2%



**9.0%**  
Opportunity Youth Rate (2021)  
State: 12.1%

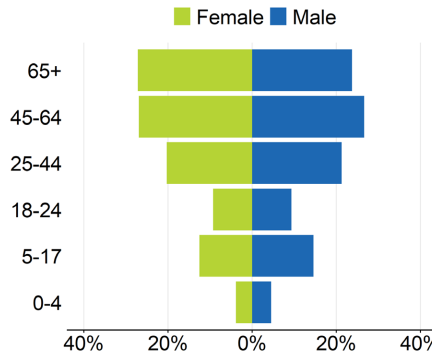


**56%**  
Households with Broadband (2022)  
State: 77%

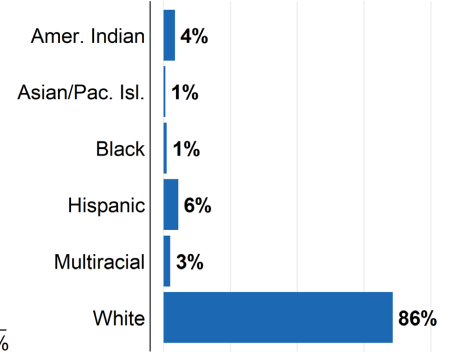


**3%**  
Foreign Born (2022)  
State: 9%

### Age Structure, 2022



### Race/Ethnicity, 2022



## Educational Attainment

Southwestern residents ages 25-44, 2022

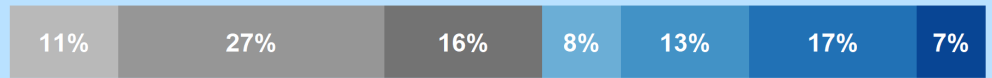
■ Less than high school  
 ■ High school graduate (including GED)  
 ■ Some college, no credential  
 ■ Short-term credential  
 ■ Associate degree  
 ■ Bachelor's degree  
 ■ Graduate or professional degree



**No Degree**  
23,115  
54.6%



**Have Degree or Credential**  
19,199  
45.4%



Note: Numbers may not add up to 100% due to rounding

LABOR MARKET ALIGNMENT

### In Southwestern WDB:

**15** Individuals served in an ApprenticeshipNC program in 2020

#### UNC and NC Community College Outcomes:

**3,111** graduates in 2020

**69%** of 2016 graduates were employed in NC in 2021

**\$41,526** annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)



**45%** of adults (ages 25-44) in Southwestern earned a family sustaining wage, 2022

### Labor Force Snapshot - 2023 Q2

Total Jobs	68,009
Business Establishments	6,724
Employed	88,071
Unemployed	3,276
Avg. Weekly Wage	\$876
Median Household Income	\$57,709

### Top Industries in Southwestern WDB:

Industry Name	Average Employment	Average Weekly Wages
Retail Trade	10,161	\$635
Accommodation and Food Services	9,426	\$493
Health Care and Social Assistance	8,302	\$952
Educational Services	6,658	\$907
Public Administration	6,481	\$1,016

### Top Job Sectors in Southwestern WDB:

Job Sector	Average Employment	Average Weekly Wages
Private	50,667	\$843
Local Government	13,055	\$941
State Government	3,661	\$1,016
Federal Government	625	\$1,324

### Success of Southwestern High School Graduates

- **78%** of students who enroll **persist to their second year** versus **83%** for the state. 2022
- **59%** of students who enroll **earn a degree or certificate** within 6 years versus **59%** for the state. 2022

### Top destinations of all college-goers, Fall 2023

- **3,459** of all college-goers attended **Southwestern CC**
- **1,859** of all college-goers attended **Haywood CC**
- **1,656** of all college-goers attended **Tri-County CC**

### Adult Learners

#### Southwestern resident enrollments in NC Community Colleges, Fall 2022

- 148** Basic Skills
- 3,797** Continuing Education
- 1,037** Curriculum

- **58%** of seniors **completed the FAFSA** in 2023, compared to **62%** statewide; 328 more need to complete in 2023 to meet state goal of **80%**. 2023
- **75%** of graduates reported **intentions to enroll** in a postsecondary institution versus **74%** in the state. 2022
- **54%** of graduates **enrolled in a postsecondary institution** within 12 months versus **58%** in the state. 2022

### Degree Credentials Awarded, 2022

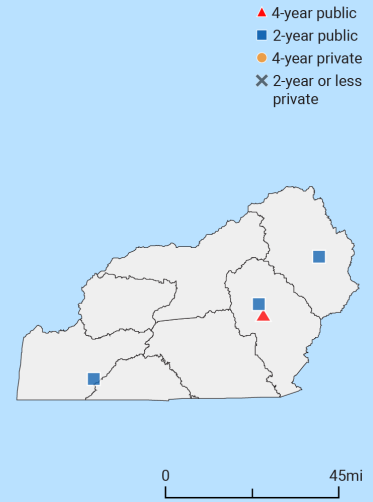
711 certificate | 823 associate | 2,570 bachelor's

### Postsecondary assets in Southwestern Workforce Dev Board:

**Public, 4-year or above**  
Western Carolina University

**Public, 2-year**  
Haywood Community College, Southwestern Community College, Tri-County Community College

**Private not-for-profit, 4-year or above**  
**Private not-for-profit, 2-year**

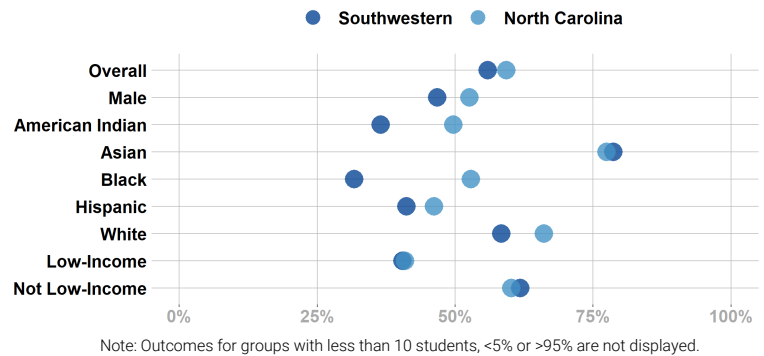


### How students in Southwestern traditional schools are currently doing:

To meet state goals, each year Southwestern needs:

- **62%** of eligible 4-year-olds **enrolled in NC Pre-K program**, compared to **53%** statewide; 117 more needed to meet state goal of **75%**. 2023
- **30%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **reading**, compared to **30%** statewide; 4,094 more needed to meet state goal of **73%**. 2023
- **35%** of 3-8 graders are earning college-and-career-ready scores (level 4 or 5) in **math**, compared to **35%** statewide; 4,889 more needed to meet state goal of **86%**. 2023
- **91%** of 9th graders **graduate within four years**, compared to **87%** statewide; 80 more needed to meet state goal of **95%**. 2023
- **34%** of students are **chronically absent from school**, compared to **32%** statewide; 5,132 less needed to meet state goal of **11%**. 2022
- **2%** of students **drop out of high school** (106 total students), compared to **2%** statewide. 2022

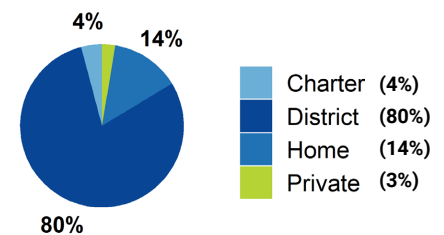
### Postsecondary Enrollment Rates in Southwestern WDB, 2022



### School Choice

26,756 total students were enrolled in K-12 in Southwestern in the 2022-23 school year.

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



### Access to Postsecondary Credits

Students in Southwestern completed **4,384 Career & Technical Education (CTE) credentials (industry-valued credential data available in Spring 2024)** and **1,072 concentrations** in 2022. The top three CTE concentrations completed include Health Science; Human Services; and Agricultural, Food, & Natural Resources.

**387 high school students** took at least one **AP course (6%)** versus **15%** in the state (2022).

**1,395 high school students** participated in **Career & College Promise programs (45%)** versus **23%** in the state (2022).

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

[dashboard.myfuturenc.org/county-data-and-resources/](https://dashboard.myfuturenc.org/county-data-and-resources/)