

*my***FUTURE NC**
2 million by 2030.

North Carolina Economic Development Association

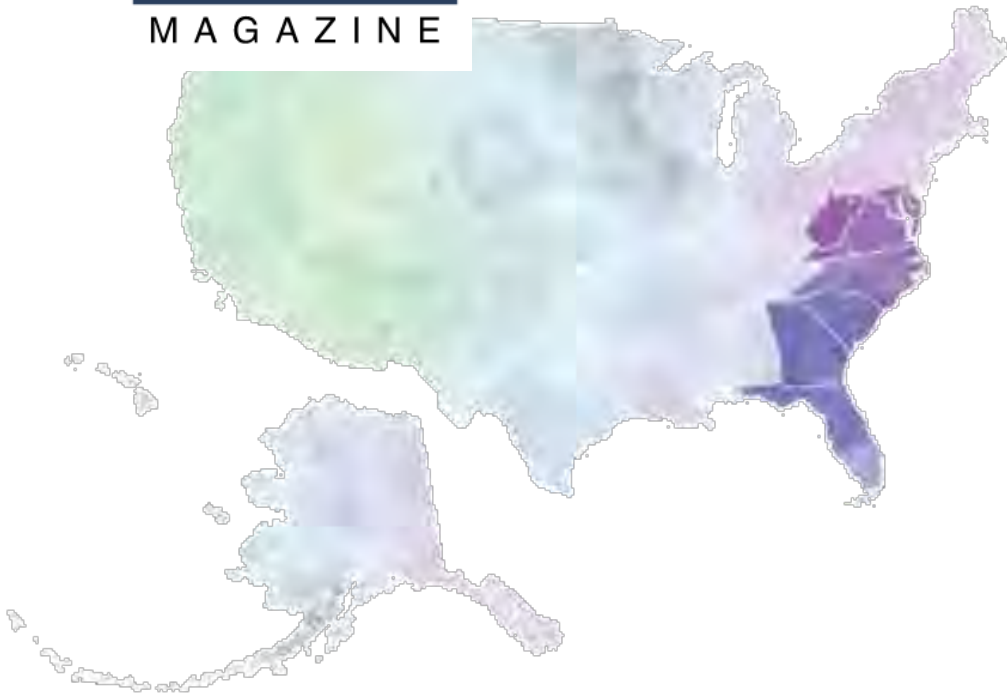
September 28, 2021



2021 Regional Workforce Development Rankings

Key Factors: *Ability to Attract and Retain Top Talent*

SITE
SELECTION
MAGAZINE

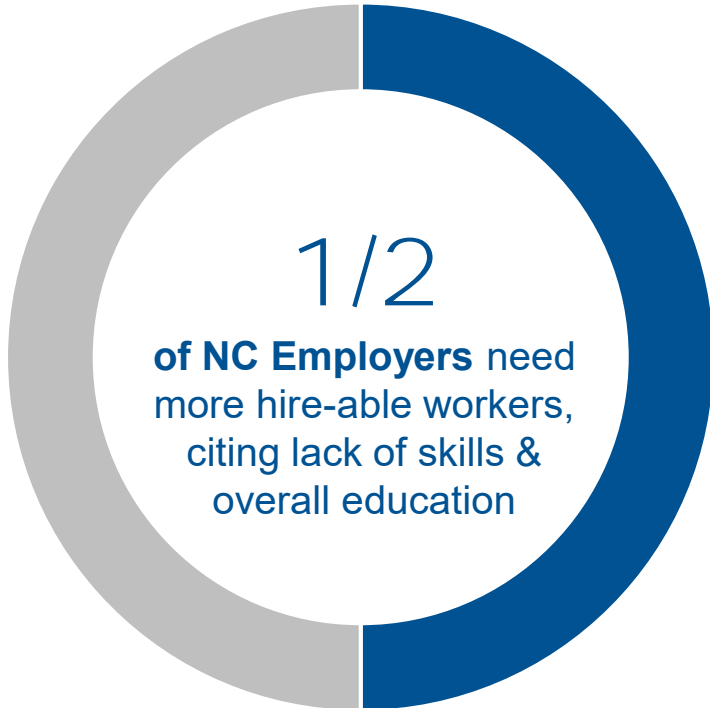
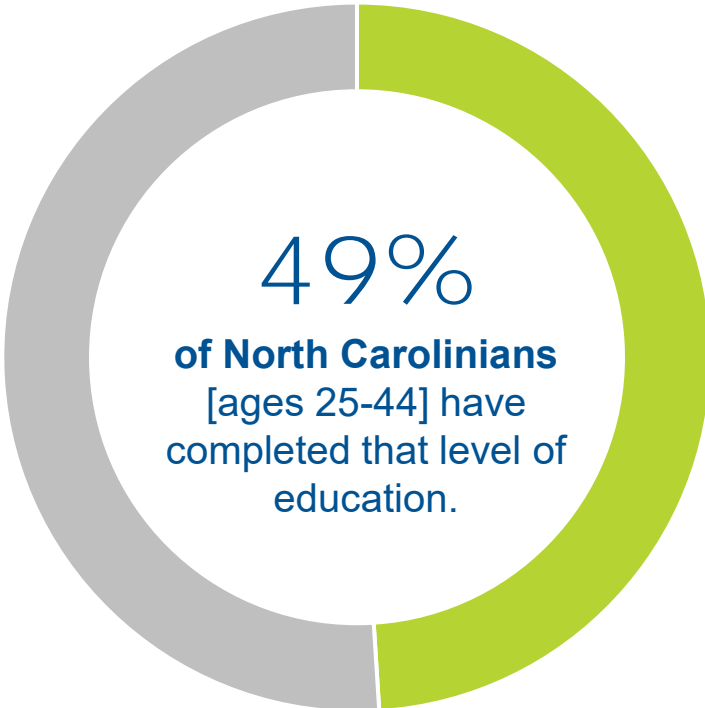
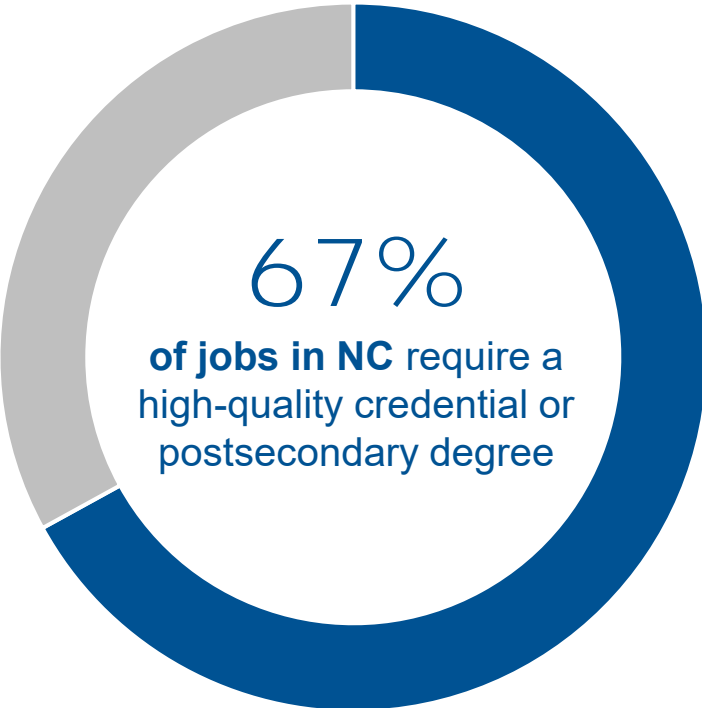


South Atlantic	2020	2019
North Carolina	1	2
Virginia	2	4
Georgia	3	1
Florida	4	3
South Carolina	5	5
Maryland	6	6
Delaware	7	7
West Virginia	8	8

Source: <https://siteselection.com/issues/2021/jan/2021-regional-workforce-development-rankings.cfm>

North Carolina's Skills Gap Problem

Projected growth in NC occupations requiring a postsecondary credential or above is expected to outpace growth in occupations requiring only a High School degree by 2x between 2018 and 2028.





House Bill 664

To ensure that the State remains economically competitive, the State shall ensure that by the year 2030:

2 MILLION

25- to 44-year-olds will have completed a high-quality credential or postsecondary degree



myFutureNC Board of Directors

myFutureNC is governed by a **cross-sector** board of directors composed of North Carolina education sector heads as well as business, philanthropic, legislative and executive branch leadership.

Business & Commerce



Education & Policymakers



Philanthropy



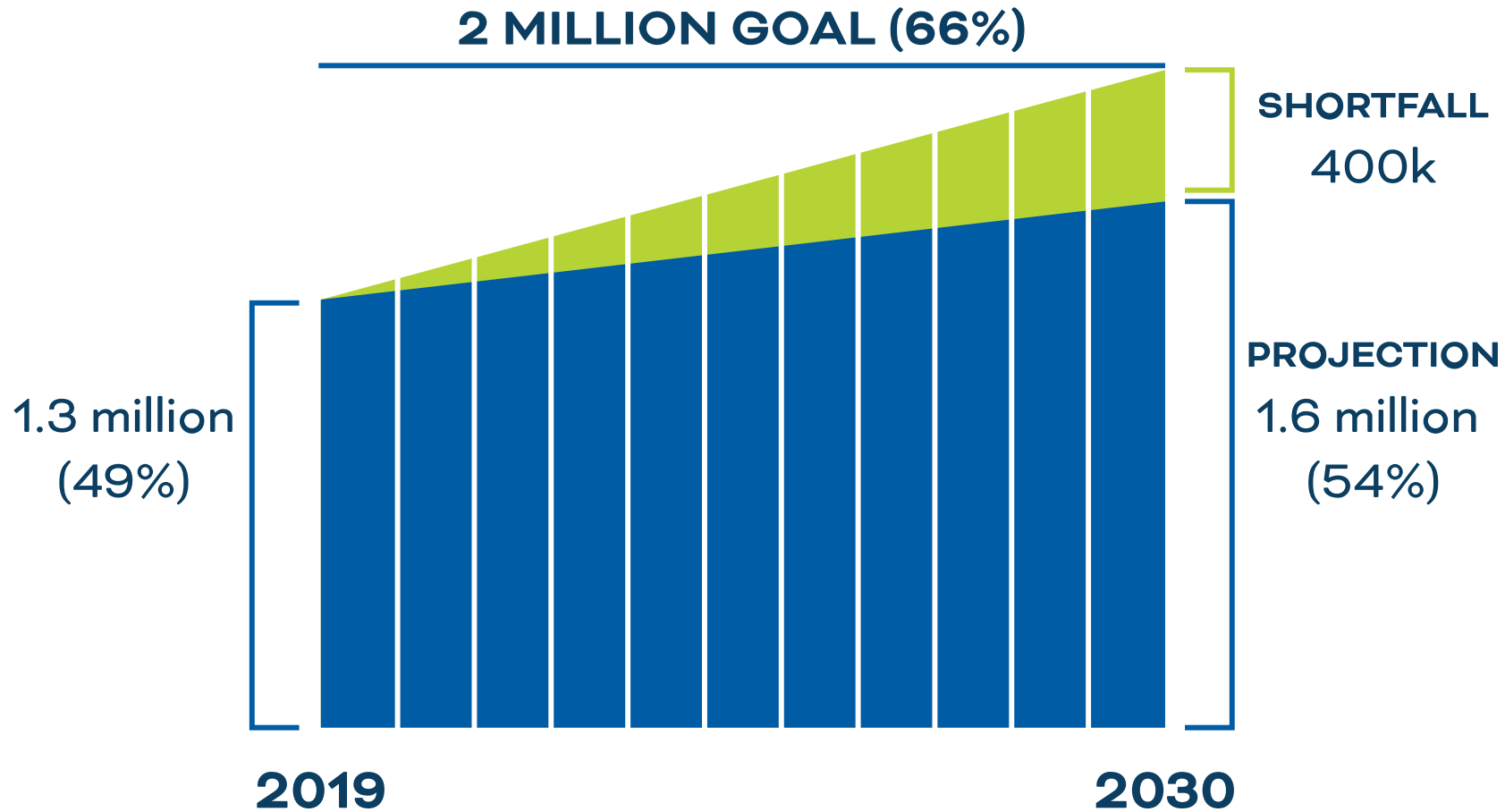
Funders



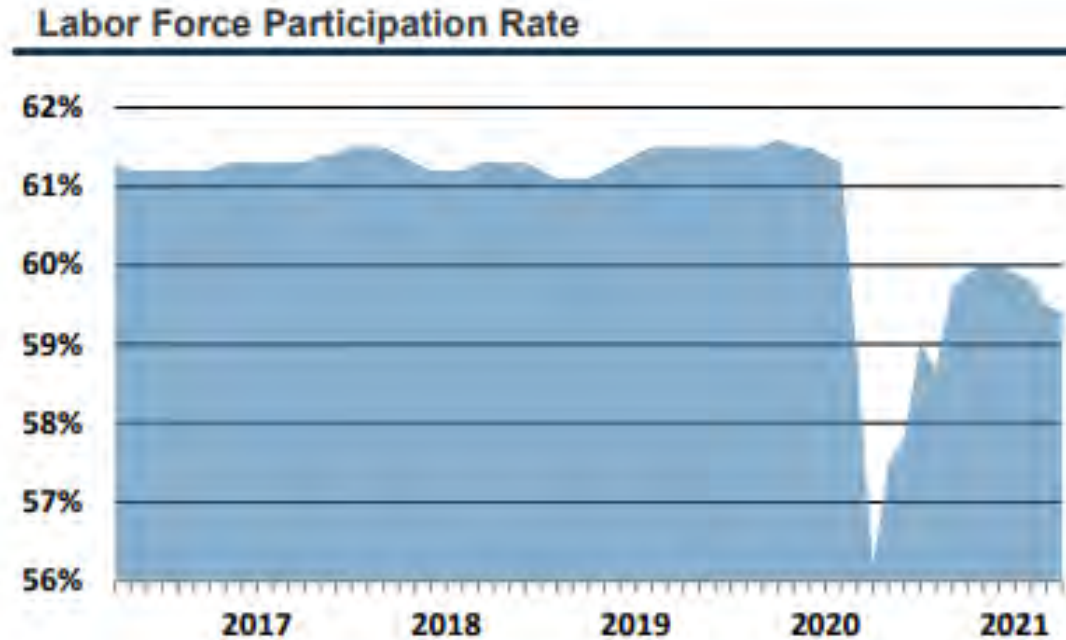
Goodnight Educational Foundation



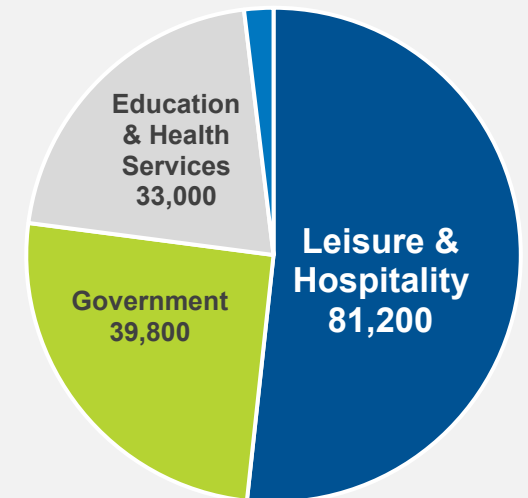
Measuring Our Progress



North Carolina's Labor Market Shows Signs of Rebounding

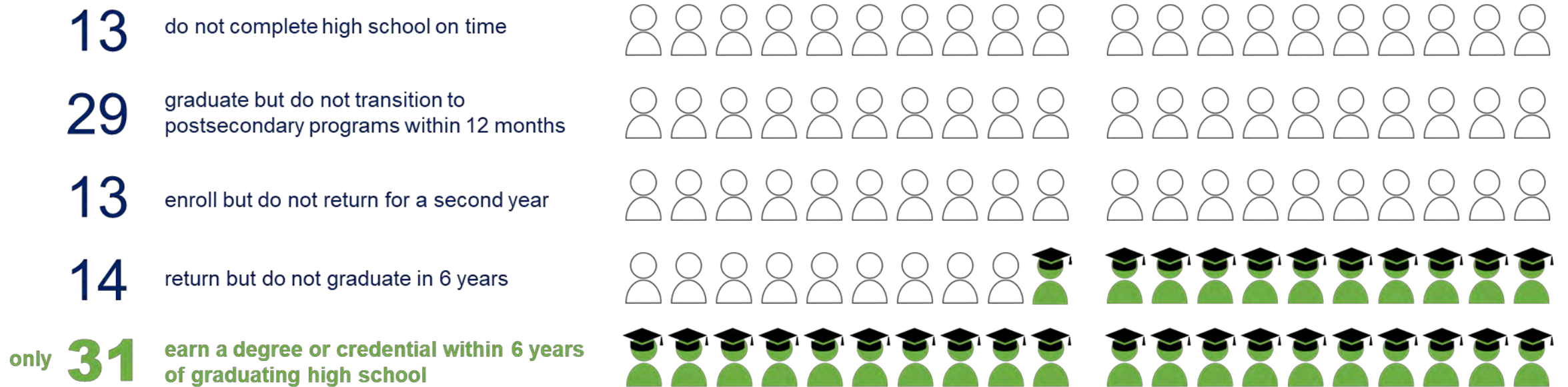


- **157,000 jobs lost** between February 2020 and March 2021
- **81,200** or **51.7%** were in the Leisure & Hospitality Industry

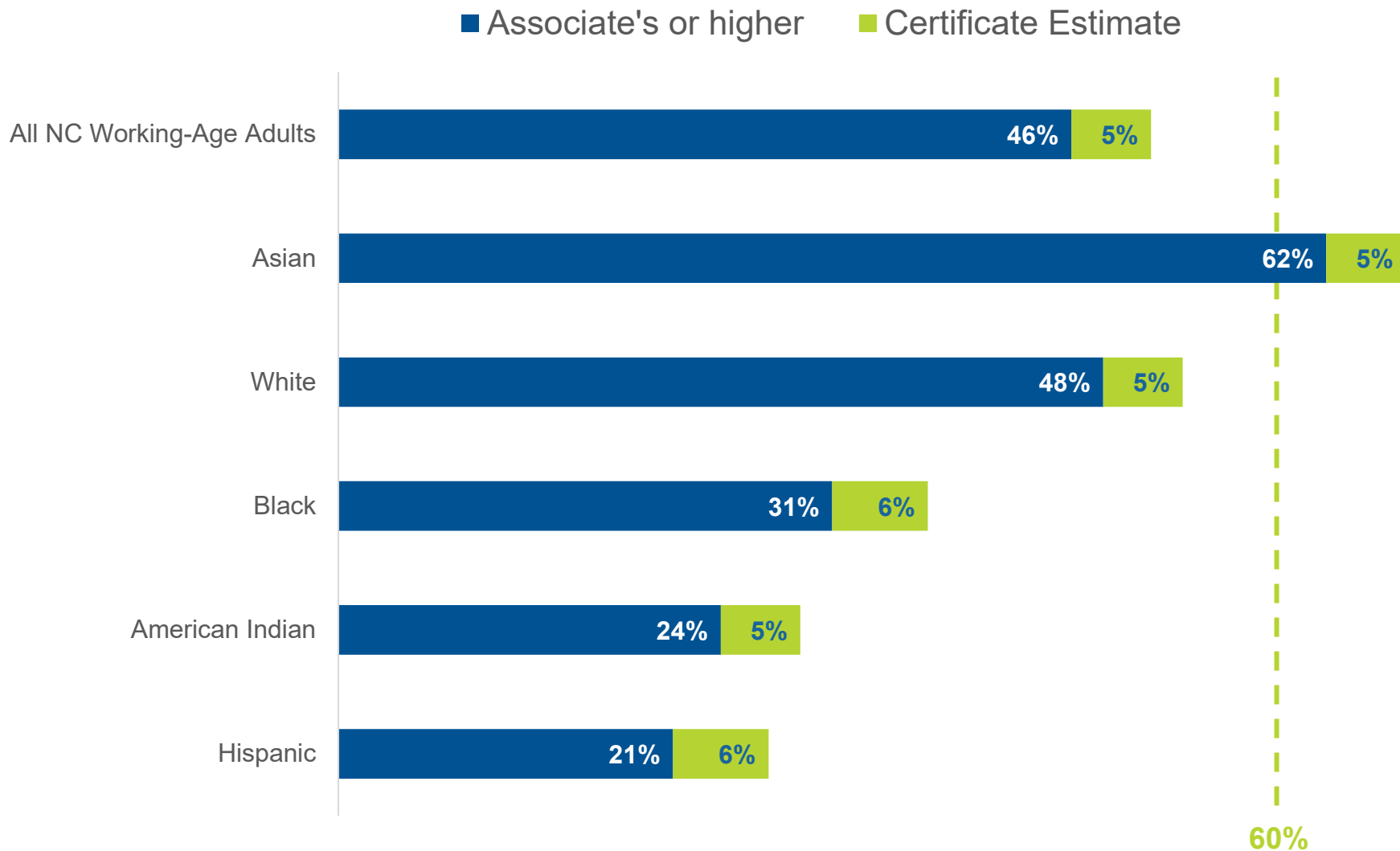


Sources: NC Commerce - Labor and Economic Analysis Division. (March 2021). NC Today. Available from <https://www.nccommerce.com/nc-today/>
 North Carolina Department of Commerce, Current Employment Statistics Program

For every 100 students in North Carolina...



SHARE OF NORTH CAROLINA PRIME WORKING-AGE ADULTS (25-64) WITH POSTSECONDARY EDUCATIONAL ATTAINMENT, BY RACE/ETHNICITY (2016)

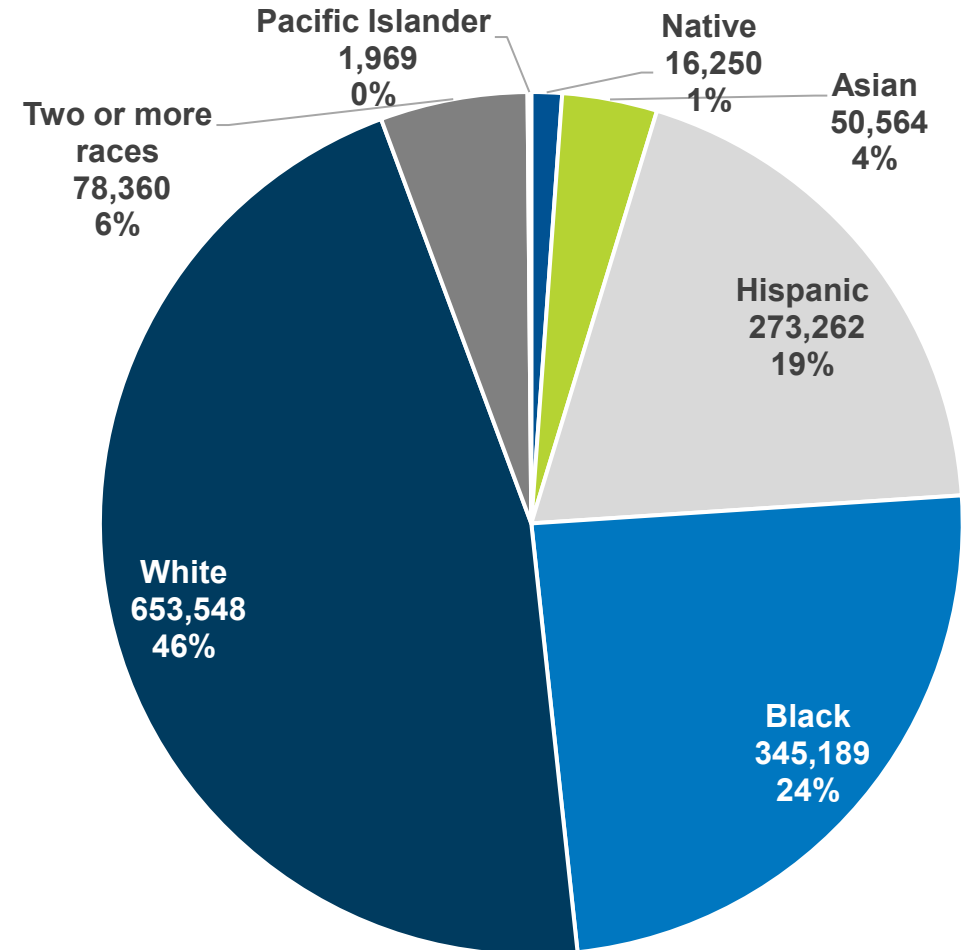
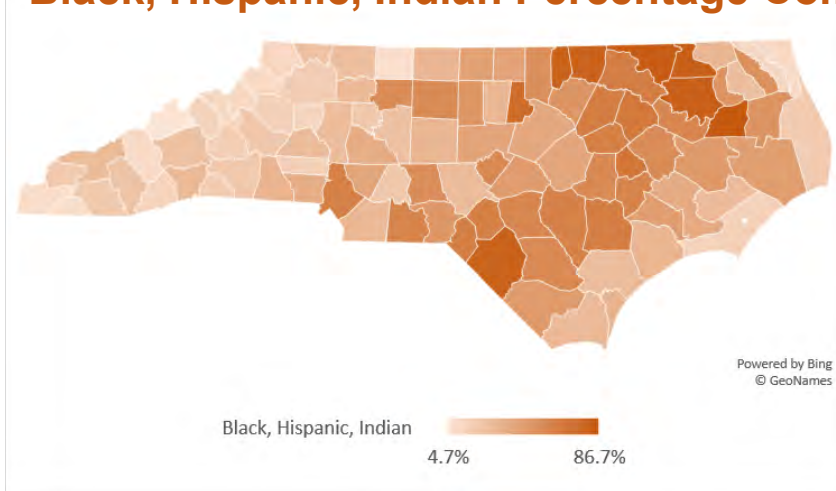


Source: Carolina Demography, myFutureNC, 2018, Slide 13.

Race/Ethnic Composition of Students Enrolled in NC Public Schools (K-12)

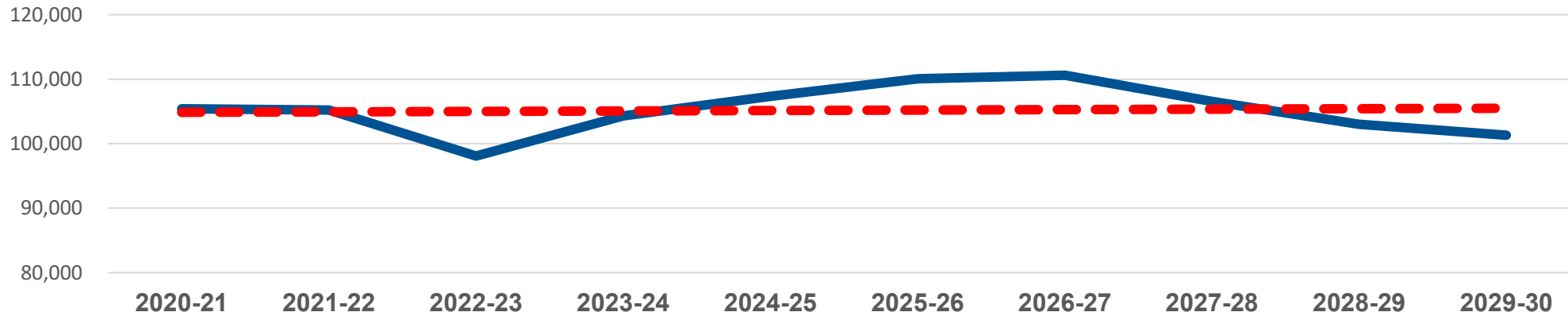
43% of NC Public School Students are Black or Hispanic

Black, Hispanic, Indian Percentage Composition



The Adult Learner Landscape in North Carolina

North Carolina Projected High School Graduates



Source: Peace Bransberger and Demaree K. Michelau. Knocking at the College Door: Projections of High School Graduates, 9th Edition.

Projected Increase in FAFSA Completions, College-Goers based on Target *

Projected Increase in FAFSA Completions thru 2029-30

132,932

Projected Increase in College-Goers thru 2029-30

51,843

* Assumes 80% Completion by 2023-24, 88% college-going rate for completers, 49% college going rate for non-completers.



North Carolina's Education Pipeline During the COVID-19 Pandemic

**K-12
Enrollments¹**
2020 vs. 2019

-4%

50,154 fewer enrollments

**NC FAFSA
Completions²**
2021 vs 2020

-6%

3,138 less completions

College Applications³
2020 vs. 2019

NCCCS

NCICU

UNC

-30%

-30%

**-20%
to
-25%**

**Undergraduate
Enrollments⁴**
Spring 2021 vs.
Spring 2020

-3.6%

**NCCCS
Enrollments⁵**
Fall 2020 vs.
Fall 2019

Curriculum

**Continuing
Ed**

Basic Skills

-5%

-30%

-39%

¹Courtesy of Alexis Schauss, February 2021, North Carolina Department of Public Instruction

²National College Application Network (2021). Form Your Future. Available from <https://formyourfuture.org/fafsa-tracker/>

³College Foundation of North Carolina (2021). NC Countdown to College. Available from <https://www.cfnc.org/apply-to-college/nc-countdown-to-college/>

⁴National Student Clearinghouse Research Center (2021). Stay Informed. Available from <https://nscresearchcenter.org/stay-informed/>

⁵NC Community College System (2021). Data and Analytics Dashboards. Available from <https://www.nccommunitycolleges.edu/analytics/dashboards/>

Efforts to Date

A Shared Vision for Attainment

- Cross-Sector Convenings & Engagement
- State-Level Attainment Dashboard
- **100 County Attainment Profiles**
- **Local Educational Attainment Collaboratives**
- Policy Recommendations

Postsecondary Readiness, Access & Completion

- First in FAFSA Initiatives

Education & Labor Market Alignment

- **NC Workforce Credentials**

Members of the North Carolina A&T State University drumline assist myFutureNC with a drumbeat for the state's educational attainment goal in February 2020.



Governor's Proclamation and a green lit Capitol Building help support FAFSA Frenzy month in June 2020.

County Attainment Profiles

- Data unique to each of NC's 100 counties
- Highlights county and regional performance on key indicators
- Lists specific opportunities for improvement that will ultimately lead to increased attainment
- Facilitates decision-making on LOCAL priorities
- Uses data to identify three actionable opportunity areas to improve future attainment outcomes

Opportunities for Growth



School Counselors
Wake County has a student-to-school counselor ratio of 409:1, above the urban county average of 350:1.



CCP Enrollment
3% of Wake County high school students participated in the Career & College Promise program programs, below the urban county average of 5%.



NC Pre-K Enrollment
38% of Wake County eligible 4-year-olds are enrolled in NC Pre-K, below the state average of 48%.

Wake County

NC goal: 2 million by 2030
2020 County Attainment Profile

Prosperity Zone sub-region
Peer County Type: Urban
Local Education Agencies: 1
Updated: Dec 07 2020

INTRODUCTION

From birth to career, there are many opportunities to develop strategies and interventions to increase attainment and 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.

Wake County has 181 public schools with performance grades. Of these schools, 28 or 15% 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 Wake County at each stage of the postsecondary pipeline.

Wake County has a student-to-school counselor ratio of 409:1.

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.

4% of teens ages 16-19 are not working and not in school versus 5.3% of peer counties.

COUNTY OVERVIEW

Wake County is in the Raleigh-Durham Prosperity Zone sub-region. It's one of 6 urban counties in NC. Overall, 20% of 25-44-year-olds in Wake County have earned a master's degree or higher as their highest degree, 36% have a bachelor's degree, 8% have an associate degree, 16% have some college, no degree, 13% have a high school diploma, and 7% have less than a high school diploma.

How students in Wake County traditional public schools are currently doing:

To meet state goals, Wake County needs:

- 1,585 more eligible 4-year-olds enrolled in NC Pre-K program (goal: 75% vs. 38%).
- 13,575 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in reading (goal: 73% vs. 65%).
- 27,659 more 3-8 graders earning college-and-career-ready scores (level 4 or 5) in math (goal: 86% vs. 49%).

Ready for College & Career

To meet state goals, Wake County needs:

- 655 more 9th graders to graduate within four years (goal: 95% vs. 90%).
- 1,987 more seniors to complete the FAFSA (goal: 80% vs. 62%).
- 1,248 more students to attend school regularly (goal: 11% chronic absenteeism vs. 12%).

Postsecondary Access and Success

Among Wake County high school graduates:

- 72% of graduates enroll in a postsecondary institution within 12 months versus 66% of peer counties.
- 88% of students who enroll persist to their second year versus 81% of peer counties.
- 64% of students who enroll earn a degree or credential within 6 years versus 58% of peer counties.

Labor Market Outcomes

In your Prosperity Zone sub-region: 80% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs. The top 3 in demand jobs with median wages of \$50,000 or more are: 1) Registered Nurses; 2) Software Developers, Applications; 3) General and Operations Managers.

Public postsecondary institutions graduate 22,190 students per year. After 5 years, 59% of 2013 graduates were employed in NC, earning an annual average wage of \$52,133.

2018 Population

1,070,197

2030 Population

1,328,336

K-12 Students (2019)

Traditional Schools: 159,588
Charter/Private/Home: 45,774

Median Household Income

\$80,169

Child Poverty Rate

10%

Households with Broadband

90%

Percent of Wake County schools by academic growth status, 2019

Exceeded: 22%
Met: 41%
Not Met: 37%

15,629 students

took at least one AP course (32%) versus 25% of peer counties.


1,583 students

participated in Career & College Promise programs (3%) versus 5% of peer counties.


Students in Wake County completed 5,017 Career & Technical Education concentrations in 2019. The top three CTE concentrations completed include Hospitality & Tourism; Arts, Audio/Video Technology, & Communications; and Business Management & Administration.

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


2,661 individuals served in an Apprenticeship/NC program.
12,867 Basic Skills enrollments at NC community colleges.
67,583 Continuing Education enrollments at NC community colleges.



School Counselors
Wake County has a student-to-school counselor ratio of 409:1, above the urban county average of 350:1.



CCP Enrollment
3% of Wake County high school students participated in the Career & College Promise program programs, below the urban county average of 5%.

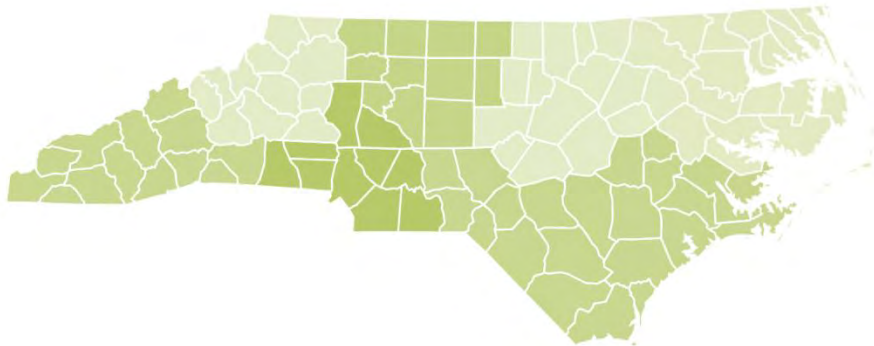


NC Pre-K Enrollment
38% of Wake County eligible 4-year-olds are enrolled in NC Pre-K, below the state average of 48%.

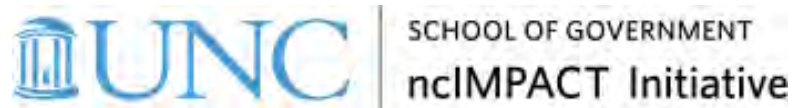
CAROLINA DEMOGRAPHY | myFUTURENC | John M. Bell | UNC CAROLINA POPULATION CENTER

Local Education Attainment Collaboratives

myFutureNC Local Collaboratives



- 15 local educational attainment collaboratives
- 2-year peer learning opportunity
- Setting local attainment goals and strategies to increase attainment
- Develop toolkits to support engagement of additional communities



NC Workforce Credentials

Foundational Credentials

Credentials Demonstrating Standard or Baseline Skillsets

Examples:
First Aid, Soft Skills,
Notary, MS Office
Applications

Essential Credentials

Credentials with Pathways Leading to Sustainable Wage Careers

Examples: Vet Tech,
Nurse Aide I,
Pharmacy
Technician,
Construction Labor

Career Credentials

Credentials Supporting Sustainable Wage Careers

Examples: CDL, Law
Enforcement,
Lineworker, HVAC
Technicians

Advanced Credentials

Credentials Supporting Career Development

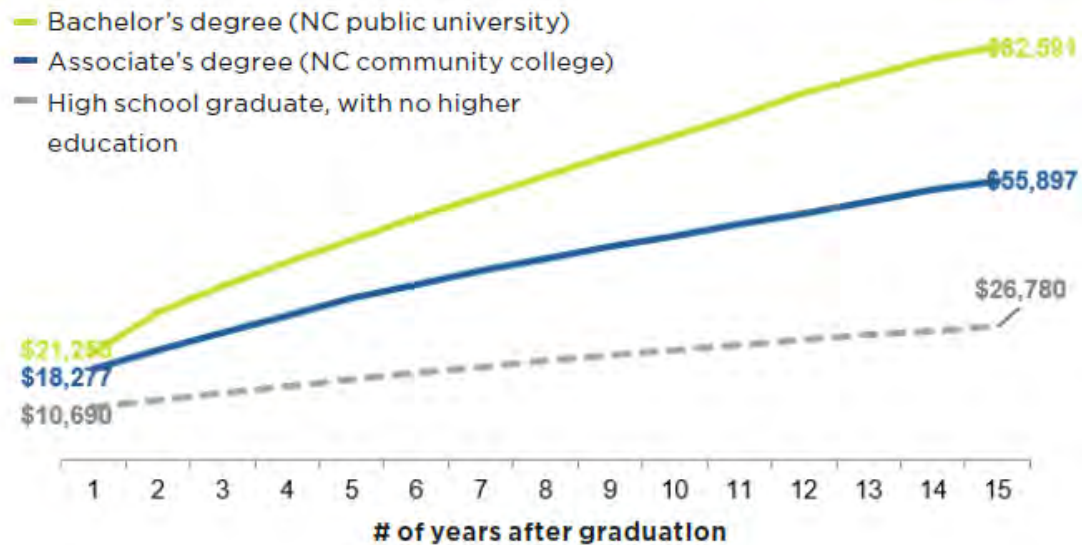
Examples: Marine
Welding, Certified
Cisco Network
Professional,
Computed
Tomography

NC Workforce
Credentials

The Value of Postsecondary Education

Degrees = Dollars: Higher Education is Associated with Higher Earnings

Projected median wage of workers in North Carolina, by educational attainment

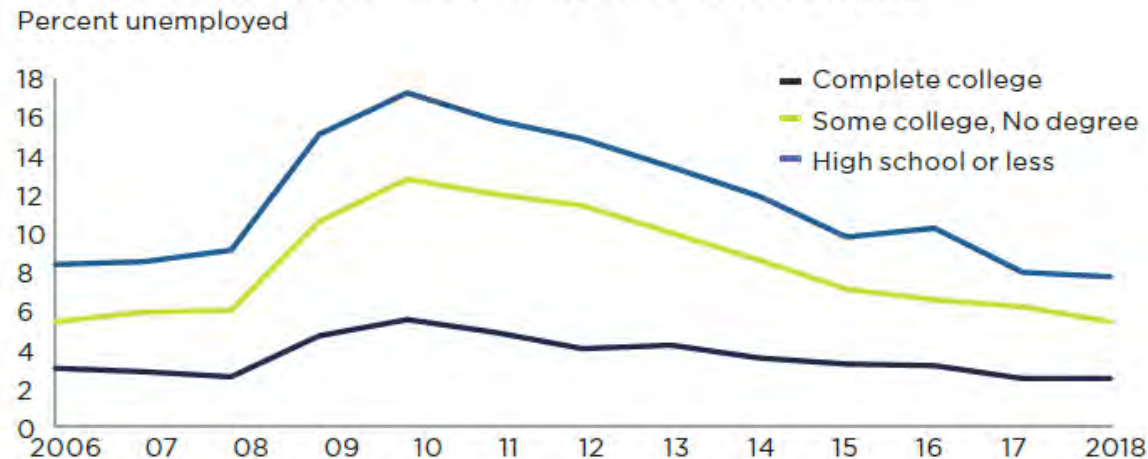


NC Department of Commerce, Labor & Economic Analysis Division (LEAD)
Source: analysis of data from the NC Common Follow-UP System (solid lines) and US Census Bureau

The education-employment gap widened during The Great Recession

North Carolinians ages 25-44 without any college education were more than 3.5x likely to be unemployed during The Great Recession than those with college degrees, (17.3% versus 5.6% in 2010 at the peak of the crisis)

Percent of unemployed North Carolinians ages 25-44, 2006 to 2018



Source: American Community Survey and IPUMS, 2006-19. People with postsecondary certificates but no associate or higher degree are classified as having "some college, no degree" in this figure and source data.

Key Takeaways

- ❑ Educational attainment is the gateway to upward mobility and economic prosperity. It's the short-term *recovery strategy* and the long-term *resiliency plan* for NC's economy.
- ❑ myFutureNC is **state-led** but educational attainment must be **locally owned and driven**.
- ❑ **\$10B in COVID Education Relief Funds** - Focus on targeted and strategic spending.

Call to Action

- ❑ **Endorse** the state's 2 million by 2030
- ❑ Stand up/lift-up cross-sector collaboratives leveraging **County Attainment Profiles**
- ❑ Support **myFutureNC Local Educational Attainment Collaboratives**
- ❑ Encourage businesses to support and implement **work-based learning / "earn while you learn"**



Cecilia Holden: cecilia@myFutureNC.org