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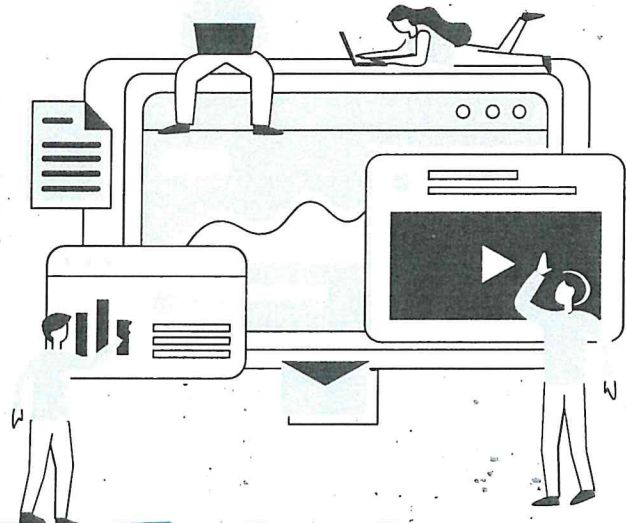
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FREE ONLINE SEMINAR!

MARKETING

YOUR



BUSINESS

MARCH 27TH

6:00 - 8:00 PM



For more information
or to register visit
bit.ly/sbc-events



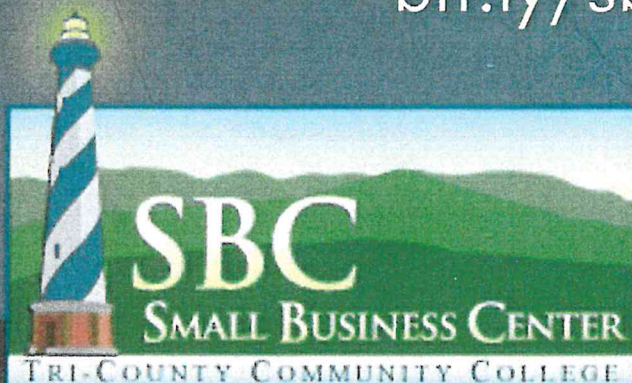
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6:00-8:00PM

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Online Class

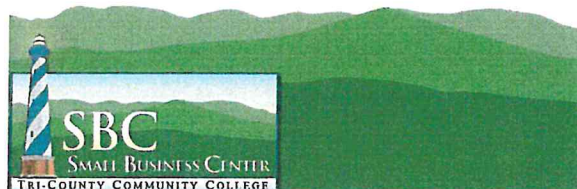
Tuesday, April 8 | 12:00 - 1:00 PM

- ✓ Learn simple techniques to improve your photos
- ✓ Enhance your business's online presence
- ✓ No professional camera required



Hosted by the **Small Business Center at Tri-County Community College**

Visit us: www.tricountycc.edu



Cherokee County

myFutureNC 2025 Attainment Profiles



Waynesville-Franklin Prosperity Zone Sub-Region
Peer County Type: Rural - Non-Metro

Educational Attainment

Cherokee County residents ages 25-44, 2023

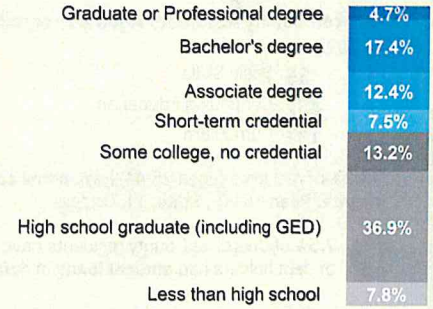


Educational Attainment Trend



Note: 2020 data not shown due to inconsistency

Educational Level Breakdown, 2023



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

2030 Proposed Cherokee County Attainment Goal: 4,455 (Stretch Goal: 4,492)

2030 State Attainment Goal: 2 million

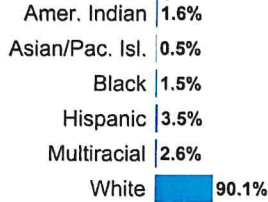
Population Spotlight

2020 Census: 28,769
2023 Estimate: 29,959
Change: 1,190

Growth Rate

4.1% vs. 3.8%
County State

Race/Ethnicity



\$53,926
Median Household Income (2023)
State: \$70,838



83.6%
Home Owners (2023)
State: 66.3%



60.5%
Households with Broadband (2023)
State: 77.1%



22.9%
Child Poverty Rate (2023)
State: 17.6%



6.0%
Single Parent Households (2023)
State: 7.1%



1.9%
Foreign Born (2023)
State: 9.2%

Top Opportunities for Growth



Family Sustaining Wage

41% of Cherokee County adults 25-44 earn a family sustaining wage, below the state average of 58%.

In Waynesville-Franklin Prosperity Zone Sub-Region:

75.6%

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

Top Misalignments

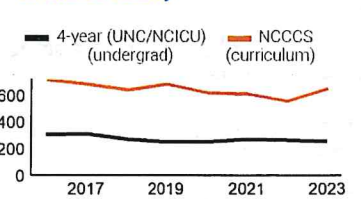
Job Openings vs. Degrees/Credentials

- Health Science Jobs > Creds
- Education & Training Jobs > Creds
- Transportation, Distribution & Logistics Jobs < Creds

Top 3 Five-Star Jobs in Waynesville-Franklin Prosperity Zone Sub-Region

Job Title	Annual Growth
Nurse Practitioners	3.67%
Logisticians	3.54%
Medical and Health Services Managers	2.83%

Postsecondary Enrollment in Cherokee County



LABOR MARKET ALIGNMENT



1 Individuals served in an ApprenticeshipNC program in 2023

UNC and NC Community College Outcomes:

3,111 graduates in 2020
69.4% 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), 2021



41.2% of adults (ages 25-44) in Cherokee County earned a family sustaining wage. Peer: 40.5% | State: 57.6%, 2023



5.3% of youth (ages 16-24) in Cherokee County were Opportunity Youth. Peer: 14.5% | State: 10.9%, 2022



79.6% of adults (ages 25-44) in Cherokee County participated in the labor force. Peer: 78.3% | State: 84.2%, 2023

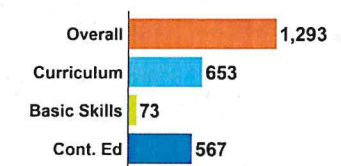
Top 3 Employers in Cherokee County

Employer	Employment Range
Murphy Medical Center Inc	250-499
Cherokee County Board of Education	250-499
Cherokee County	250-499

Top 3 industries in Cherokee County

Industry	Jobs Percent
Retail Trade	1,460 18.2%
Health Care and Social Assistance	1,383 17.3%
Accommodation and Food Services	1,000 12.5%

NC Community College Enrollment for Cherokee County, Fall 2023



Cherokee County is served by:

- Southwestern Workforce Development Board
- Southwestern Commission

POSTSECONDARY COMPLETION

Top Opportunities for Growth



Postsecondary Completion

50% of Cherokee County high school graduates who enroll in postsecondary education earn a degree or credential within 6 years, below the rural - non-metro county average of 56%.

Degree Credentials Awarded in PZ Sub-Region, 2023

710 certificate | 819 associate | 2,609 bachelor's

Adult Learners

Cherokee County Residents Aged 25+ enrolled in NC Community Colleges, Fall 2023

- 35 Basic Skills
- 452 Continuing Education
- 137 Curriculum

13.2% of residents (aged 25-44) have some college but no degree. Peer: 15.9% | State: 11.7%, 2023



7.5% of Cherokee County residents have student loan debt; 1.4% of debt holders had student loans in default. 2024

Success of Cherokee County High School Graduates

76.8% of students who enroll persist to their second year.

Peer: 79.6% | State: 83.8%, 2023

81.0% UNC | 67.3% NCCCS | NA NCICU

50.0% of students who enroll earn a degree or certificate within 6 years. Peer: 55.5% | State: 60.0%, 2023

26.2% UNC | 16.5% NCCCS | <5% NCICU

Top destinations of all college-goers, 2023

- 1,154 of all college-goers attended Tri-County CC
- 120 of all college-goers attended Western Carolina University
- 68 of all college-goers attended Southwestern CC

COLLEGE & CAREER ACCESS

Top Opportunities for Growth

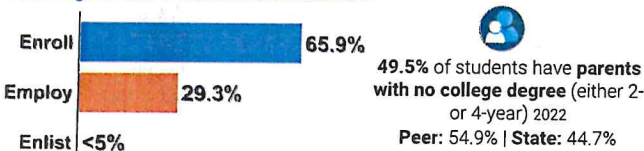


FAFSA Completion

44% of Cherokee County high school seniors complete the FAFSA, below the rural - non-metro county average of 54%.

44.1% of 2024 high school class completed the FAFSA as of Sept. 27, 2024. 80 more need to complete in 2024 to meet state goal of 80%. Peer: 54.0% | State: 55.0%

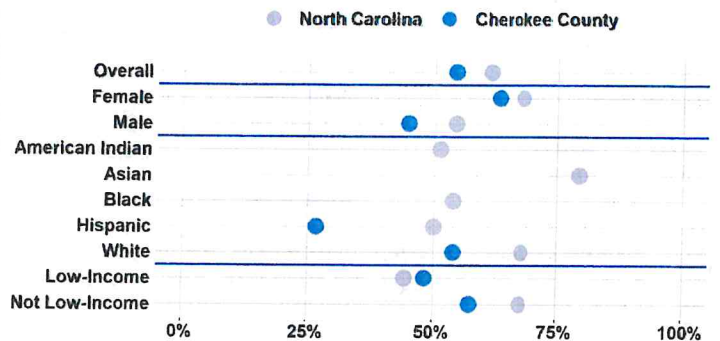
Post High School Graduation Intentions



92.5% of 9th graders graduated within four years. 7 more needed to meet state goal of 95%. Peer: 85.7% | State: 87.3% 2024

52.4% of graduates enrolled in a postsecondary institution within 12 months. Peer: 52.6% | State: 59.3% 2023

Postsecondary Enrollment Rates for Select Groups in Cherokee County, 2023



Note: Outcomes for groups with less than 10 students, <5% or >95% are not displayed.

ACADEMIC READINESS

Top Opportunities for Growth



NC Pre-K Enrollment

61% of Cherokee County eligible 4-year-olds are enrolled in NC Pre-K, below the rural - non-metro county average of 71%.

60.6% of eligible 4-year-olds enrolled in NC Pre-K program in 2024. 14 more needed to meet state goal of 75%. Peer: 71.0% | State: 57.2%

Note: Enrollment numbers only include students served by the NC Pre-K Program and may not represent all Pre-K offerings available.

Cherokee County Traditional Public Schools students:

28.3% of 3-8 graders earned college-and-career-ready scores in reading in 2024. 587 more needed to meet state goal of 73%. Peer: 24.5% | State: 29.8%

30.7% of 3-8 graders earned college-and-career-ready scores in math in 2024. 726 more needed to meet state goal of 86%. Peer: 30.3% | State: 36.5%

36.5% of students were chronically absent from school in 2023. 805 less needed to meet state goal of 11%. Peer: 29.3% | State: 27.5%



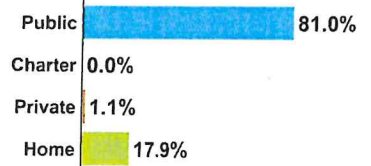
Cherokee County has a student-to-school counselor ratio of 207:1 compared to 332:1 in peer counties. 2024



1.0% of students drop out of high school (10 total students), compared to 2.1% statewide. 2023

School & Student Overview (2024 school year)

Traditional Public School District(s): 1
 Traditional Public School(s): 13
 Charter School(s): 0
 Private School(s): 2
 Home School(s): 399



3,646 total K-12 students enrolled in schools.

Pathways to College and Career

Students in traditional public schools completed 1,217 Career & Technical Education (CTE) credentials and 143 concentrations. 338 (27.8%) of credentials were industry-valued in 2023. The top three CTE concentrations: Human Services; Business Management & Administration; and Health Science.



33 (<5%) high school students took at least one AP, IB, or CIE exam. State: 16.8% (2023).



156 (63.7%) high school graduates participated in Career & College Promise programs. State: 35.5% (2023).

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

dashboard.myfuturenc.org/county-data-and-resources/

Cherokee Center

GET ACCESS

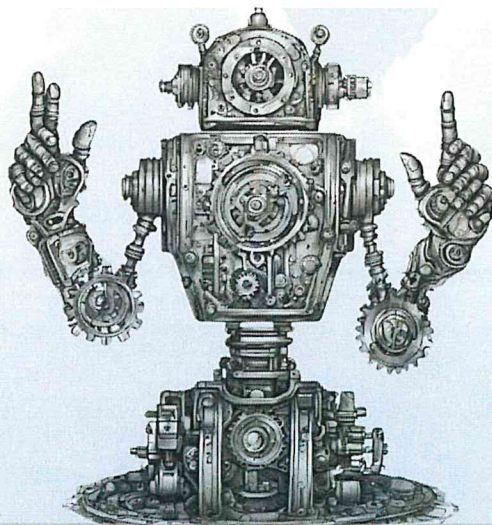
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WORKSHOP

TUESDAY MARCH 4

11 AM

Social Media and Small Business



EDUCATION ANNEX

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2025

Save the Dates

May 14, 2025:

Golf Classic, Mountain Harbour

June 5, 2025:


Forks & Corks, The Hackney Warehouse

September 9, 2025:


56th Annual Dinner, Hawkesdene

Thank you for a great 2024,
we look forward to another year!

MORE DETAILS TO FOLLOW
cherokeecountychamber.com



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About Us

HIGHTS offers young adults aged 16–25 paid work experiences and support to earn industry and college credentials. Our goal is to increase access to opportunities in postsecondary education and employment. **HIGHTS Career Connect** project offers paid work experiences in the following high-demand industries: **HealthCare, Automotive, Construction, and Technology.**



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Benefits for Employers

- Facilitates collaboration between educators and employers to prepare students for workplace success
- Connects businesses with emerging local talent
- Engages our future workforce and strengthens our workforce talent pipeline
- Supports regional workforce demands
- Helps employers reduce recruitment costs when seeking new talent

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Learn more

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Participant Outcomes

We have successfully paired multiple participants with their prospective job preferences based on interests or educational experience. We offer career exploration for those who are undecided.

By offering case manager support, our team increased access to allow participants to complete a post-secondary degree and/or credential.

At **HIGHTS**, our commitment is to ensure that participants and employers engage in a positive work-based learning experience and strengthen the regional workforce pipeline.

**MAKING A
DIFFERENCE
ONE WORK
EXPERIENCE AT A
TIME**



What We Offer



Work-based learning experiences

6 to 8 week paid internships



Postsecondary education and industry credentialing

Support in completing college applications, FAFSA, industry and academic credentials or degrees



Career Portfolio Creation

Employability skill development: Workplace communication, critical thinking, resume creation, interviewing, and career mentorship



Support Services

Financial support for workforce and education engagement, mileage reimbursement, childcare coverage, and exam fees for eligible participants

Career Connect Team

Career Coach

Monica Holley
monica@hights.org
(828) 399-9481

Workforce Director

Caroline Williamson
carolinewilliamson@hights.org
(828) 734-1183

Workforce Administrator

Savannah Sutton
savannah@hights.org
(828) 506-3320

**For Ages
16-25**

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and Service*

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- Connect with employers and community resources.
- Explore your Career Aspirations
- Try on a Career through an internship before pursuing a degree.
- Financial Support for Textbook Fees, Work Attire, Transportation.

Participant Benefits:

- Paid Internships
- Career Exploration
- Workplace Soft Skills Development
- Work-based Learning Experiences
- Post Secondary Support



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[https://www.hights.org/
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HIGHTS Workforce Director
Caroline Williamson
carolinewilliamson@hights.org
(828) 734-1183

HIGHTS Career Coach
Monica Holley
monica@hights.org
(828) 399-9481

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savannah@hights.org
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**APRIL
26**
11AM - 5 PM

SPRING FLING

A celebration of Earth Day and Our Beautiful Mountain Community! A Street Fair and Nature Expo with educational presentations, vendors, food, kids activities, & live music.

**SEP
27**
11AM - 5 PM

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**OCT
25**
3PM - 5PM

TRUNK OR TREAT

Happy Halloween! Come to downtown Andrews and decorate your vehicle to give out candy. It's so much fun to see all of the kids' costumes and creative decorations!

**NOV
22**
10AM - 5 PM

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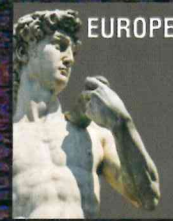
Travel far. Travel wide.
The world is a Beautiful Place



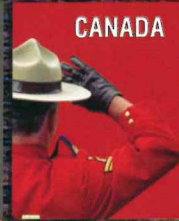
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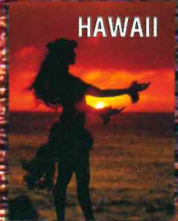
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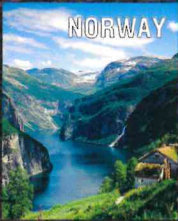
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CANADA



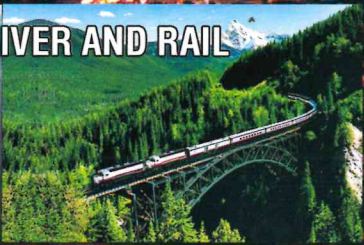
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 Franchise Partner of the Year - Norwegian Cruise Line
 Earmarked from Walt Disney World Travel Company
 Platinum Apple Award from Apple Vacations
 Globus Family of Brands Premier Agency Partner
 Uniworld Boutique River Cruise Collection Top Producer
 Outstanding Top Producer from Insight Vacations
 Outstanding Partnership from Walt Disney World Travel Company
 Platinum Member of the Mark Travel Corporation 500 Club for Sales Excellence
 Four Top Producers Awards from Sandals Resorts International
 Franchise Partner of the Year from Norwegian Cruise Line
 Best of the Best Globe Award from American Express Vacations
 Home-Based Account of the Year from Celebrity Cruises



LEADERSHIP AWARDS



Bronze Level for Best Travel Franchise Agency - Travvy Awards
 South Florida Top Workplaces from Sun Sentinel
 Top Women-Owned Business - South Florida Business Journal
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 Vicky Garcia named Viking Magni Godmother from Viking Cruises
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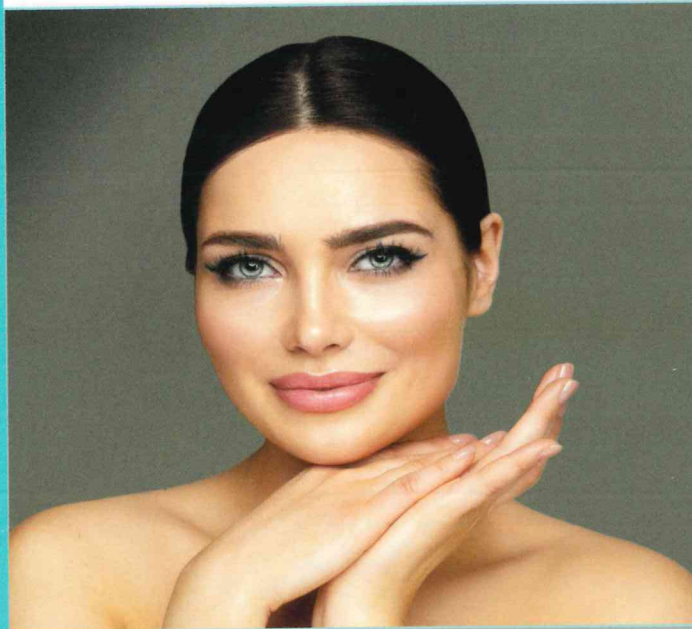


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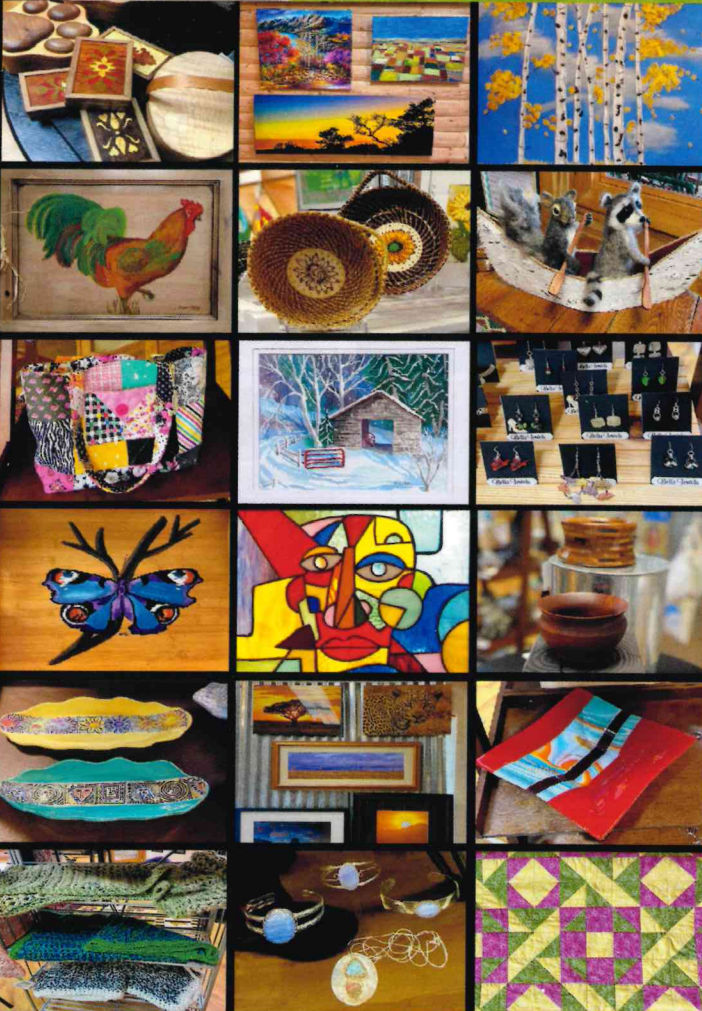
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leave room for dessert!! **mun, mun. Yum!**



Map not drawn to scale
The light at Harrah's Casino, make a left and take it to the 5th light and turn right. Go through the downtown light and 2 blocks down on your left is the Red Brick Deli. Approx. 3.8 miles each way.



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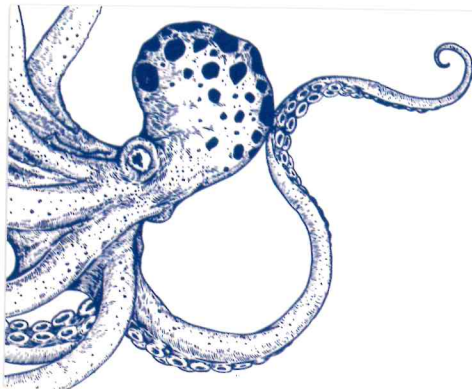
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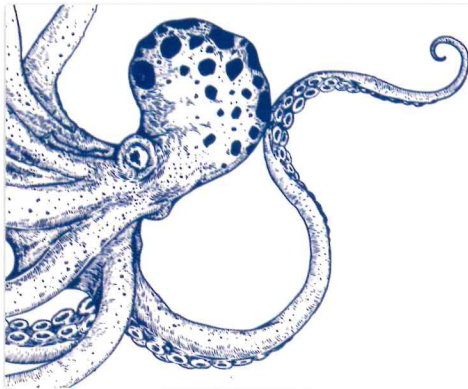
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