Making Jobs Matter –
North Carolinians Need
Family-Sustaining Wages

April 2, 2024

Join the Conversation on Social:
#2Millionby2030
myFutureNC
Cory Biggs
Director of Policy & Advocacy

myFutureNC’s bite-sized webinar series
Making Jobs Matter—North Carolinians Need Family Sustaining Wages

#2Millionby2030
1. COUNTY ATTAINMENT PROFILES

2. SUPPLEMENTAL PROFILES

- City/District school profiles
- Charter school profiles
- Regional profiles
  - Prosperity Zone
  - Workforce Development Board
  - Council of Government
FAMILY-SUSTAINING WAGE

In North Carolina:
82.3% of postsecondary degrees and credentials conferred by regional institutions are aligned with labor market needs.

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

15,898 individuals served in an ApprenticeshipNC program in 2020

UNC and NC Community College Outcomes:
- 84,346 graduates in 2020
- 69% of 2016 graduates were employed in NC in 2021
- $43,833 annual average earnings of graduates employed in NC (includes both part-time and full-time jobs)

54% of adults (ages 25-44) in North Carolina earned a family sustaining wage, 2022

Top 3 Five-Star Jobs
- Nurse Practitioners: 4%
- Statisticians: 4%
- Data Scientists: 4%

Top 3 Employers in North Carolina
- Wal-Mart Associates Inc.: 1000+
- Duke University: 1000+
- Food Lion: 1000+
In 2022, 54% of North Carolina adults ages 25-44 had a family income greater than 300% of the federal poverty line, the latest available data.

A “family-sustaining” or “living wage” is defined by the MIT Living Wage Calculator as earning enough to cover necessary expenses—such as food, medical care, childcare, housing, and transportation—without having to rely on financial assistance from other sources.

In 2024, two working adults with one child living in North Carolina would need to earn an annual income of $85,416 to meet the living wage threshold.
myFutureNC’s bite-sized webinar series
Making Jobs Matter-
North Carolinians Need Family Sustaining Wages

Dr. Annie Izod
NC Department of Commerce
NCWorks Commission
Defining and Counting Non-degree Credentials for North Carolina

Since 2021, the NC Workforce Credentials Council has been reviewing and updating the NC Workforce Credentials list on a regular basis, conducting outreach activities to enhance knowledge of the NC Workforce Credentials list, and recommending funding and policy ideas as they relate to the credentials.

Focusing on these high demand, Non-degree credentials can help to increase the amount of North Carolinians who will earn family sustaining wages.
NC Commerce helps to create jobs that pay family-sustaining wages through the Job Development and Investment Grant (JDIG) program.

Companies that receive JDIG awards commit to creating full-time jobs with benefits. The projected wages of these jobs compared to the country average is one of the factors in the formula used to determine the company’s incentive package.

In several recent incidences, the average wage for the jobs created well exceeds the county average.

This aligns with the NC Workforce Credential Advisory Council work to increase labor market alignment and help more people prepare for the good jobs coming to North Carolina.
Dr. Lisa Chapman
Central Carolina Community College President

myFutureNC’s bite-sized webinar series
Making Jobs Matter-
North Carolinians Need Family Sustaining Wages
Career Pathways that lead to family-sustaining wages

- Entry-level jobs that immediately provide family-sustaining wages
- Necessary jobs that need to be the beginning of the career pathway to family-sustaining wages
Outreach, Engagement, and Consistent Support

- Outreach targeting our adult-learners (family) and community champions
- Engagement that includes college champions
- Consistent Support that addresses needs of students who have several priorities
Family-Sustaining-Wage

Percentage of working North Carolina residents aged 25-44 earning a living wage

Filter by Demographic Group: Total

54%

VA (64%)

2030 Goal 66%

Last updated: 2022

= Top southern state: only available for totals, not available for all indicators

What does Family-Sustaining-Wage mean?

https://qrco.de/familywage
THANK YOU

Stay Connected

Keep up-to-date with myFutureNC news and partner initiatives with our newsletter & future webinars.

https://qrco.de/news2024