

West Virginia



West Virginia has a medium-sized rural high school student population; these students make up the strong majority of the state's total high school population.

Nearly all of WV's rural high schools students are white (89.3%), and the largest minority population is black (5.6%).

WV's rural median family income (\$38,800) is below the overall state median income (\$43,500). However, rural WV falls in the fourth quintile for economic mobility, meaning the current generation is likely to out earn their parents.

High school graduation as well as AP and SAT/ACT participation rates are a useful college preparedness gauge. The rural population has an average graduation rate, doing slightly better than the national average but underperforming compared to the state average.

Rural students participate in AP exams at rates similar to their peers across the state but take the ACT/SAT with less frequency.

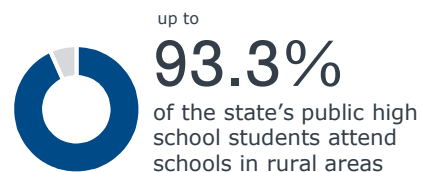
The unemployment rate in rural WV is high, and demonstrates a weak job market across the state as well as in the rural parts.

Looking at the top industries in rural parts of the state, only the *healthcare and tech operations* category necessarily requires a college degree or certification, at least for the majority of reported roles held. Select roles in other categories (i.e., accounting) may also require a degree.

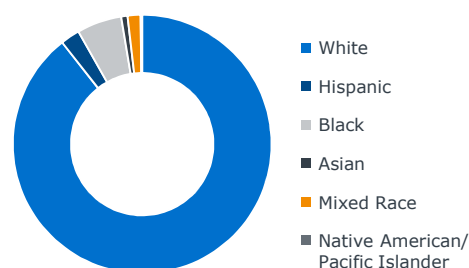
Size of the Rural Market

74,000+

rural students in grades 9-12¹ throughout the state



Statewide Rural Diversity Measures



\$38,800

median family income in rural parts of the state

20 of 50

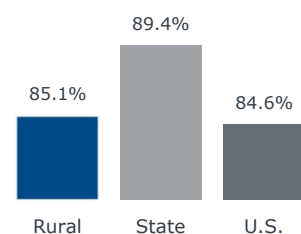
economic mobility ranking (fourth quintile)



Academic Preparedness

High School Graduation Rates

Rural, state, and national averages



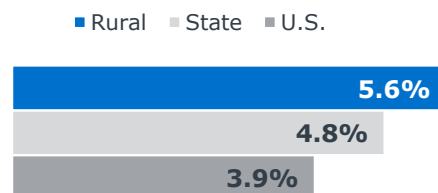
College Readiness Indicators

	Rural	State
Share of junior and senior students who take ACT/SAT per year	35.1%	37.8%
Share of rural HS students taking 1+ AP exams per year	7.9%	7.7%

Employment and Industry Context

Unemployment Rates[†]

Unemployment in rural WV is higher than the state and national rates.



[†] Data as of December 2018

Main Industries in Rural WV

The main industries in the nonmetro areas of the state, excluding retail and food service occupations, are:

- **Office and administrative**
Secretaries; office assistants; bookkeeping and accounting; store clerks; order fillers
- **Transportation/material moving**
Truck and tractor trailer drivers; hand freight and stock movers; packing workers
- **Healthcare and tech operations**
Registered nurses; EMTs and paramedics; all other nurses; pharmacy technicians

1) 2015-16 NCES private school data shows about 2,100 additional rural students in private schools in the state.

Source: See "Data and Methodology" for a full explanation of resources accessed and analyses conducted.