Disruptive Demographics and North Carolina’s Education Challenges

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6 DISRUPTIVE TRENDS

• The South Rises – Again
• The Browning of America
• Marrying Out is “In”
• The Silver Tsunami is About to Hit
• The End of Men?
• Cooling Water from Grandma’s Well... and Grandpa’s Too!
OVERVIEW

• Two colorful demographic processes
• The Triple Whammy of Geographic Disadvantage
• Responding to the Crisis
The Triple Whammy of Geographic Disadvantage

Limiting educational and economic opportunities of mainly America’s & NC’s non-white youth
Two ‘colorful’ demographic processes are drivers of change

Browning & Graying of America
The “Browning” of America & NC

 Immigration-driven population change
U.S. Immigrant Population, 1900-2011

Number of Immigrants (in millions)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Immigrants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>10.3</td>
</tr>
<tr>
<td>1910</td>
<td>13.5</td>
</tr>
<tr>
<td>1920</td>
<td>13.9</td>
</tr>
<tr>
<td>1930</td>
<td>14.2</td>
</tr>
<tr>
<td>1940</td>
<td>11.6</td>
</tr>
<tr>
<td>1950</td>
<td>10.3</td>
</tr>
<tr>
<td>1960</td>
<td>9.7</td>
</tr>
<tr>
<td>1970</td>
<td>9.6</td>
</tr>
<tr>
<td>1980</td>
<td>14.1</td>
</tr>
<tr>
<td>1990</td>
<td>31.1</td>
</tr>
<tr>
<td>2000</td>
<td>35.2</td>
</tr>
<tr>
<td>2005</td>
<td>19.8</td>
</tr>
<tr>
<td>2011</td>
<td>40.4</td>
</tr>
</tbody>
</table>
## U.S. Foreign Born Population by Race/Ethnicity, 2011

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Foreign Population</th>
<th>Share of Total (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>40,381,574</td>
<td>100.0</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18,788,300</td>
<td>46.5</td>
</tr>
<tr>
<td>White Alone, not Hispanic</td>
<td>7,608,236</td>
<td>18.8</td>
</tr>
<tr>
<td>Black Alone, not Hispanic</td>
<td>3,130,348</td>
<td>7.8</td>
</tr>
<tr>
<td>Asian Alone, not Hispanic</td>
<td>9,988,159</td>
<td>24.7</td>
</tr>
<tr>
<td>Other Alone, not Hispanic</td>
<td>866,531</td>
<td>2.1</td>
</tr>
</tbody>
</table>
INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity

- Newly married
  - 1980: 3.2%
  - 1990: 4.5%
  - 2000: 6.8%
  - 2010: 14.6%

- Currently married
  - 1980: 6.7%
  - 1990: 7.6%
  - 2000: 8.0%

April 2015
INTERMARRIAGE TYPES
Newly Married Couples in 2008

- Hispanic / White: 41%
- Asian / White: 15%
- Other: 17%
- Both non-white: 16%
- Black / White: 11%
<table>
<thead>
<tr>
<th>Area</th>
<th>Absolute Population Change</th>
<th>Non-White Share</th>
<th>Hispanic Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>27,323,632</td>
<td>91.7</td>
<td>55.5</td>
</tr>
<tr>
<td>South</td>
<td>14,318,924</td>
<td>79.6</td>
<td>46.4</td>
</tr>
<tr>
<td>Texas</td>
<td>4,293,741</td>
<td>89.2</td>
<td>65.0</td>
</tr>
<tr>
<td>Florida</td>
<td>2,818,932</td>
<td>84.9</td>
<td>54.7</td>
</tr>
<tr>
<td>Georgia</td>
<td>1,501,206</td>
<td>81.0</td>
<td>27.9</td>
</tr>
<tr>
<td>NC</td>
<td>1,486,170</td>
<td>61.2</td>
<td>28.3</td>
</tr>
</tbody>
</table>
## Relative Distribution of U.S. Births by Race / Ethnicity

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>1990</th>
<th>2008</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>66%</td>
<td>50%</td>
<td>49.6%</td>
</tr>
<tr>
<td>Blacks</td>
<td>17%</td>
<td>16%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Hispanics</td>
<td>15%</td>
<td>26%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>8%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Source: Johnson and Lichter (2010); Tavernise (2011).
<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2005</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>67%</td>
<td>47%</td>
</tr>
<tr>
<td>Blacks</td>
<td>12.8%</td>
<td>13%</td>
</tr>
<tr>
<td>Hispanics</td>
<td>14%</td>
<td>29%</td>
</tr>
<tr>
<td>Asian</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Source: Pew Research Center, 2008 *projected.
## TOTAL FERTILITY RATES OF U.S. WOMEN BY RACE/ETHNICITY, 2007

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Total Fertility Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic</td>
<td>2.99</td>
</tr>
<tr>
<td>Non-Hispanic White</td>
<td>1.87</td>
</tr>
<tr>
<td>Blacks</td>
<td>2.13</td>
</tr>
<tr>
<td>Asian</td>
<td>2.04</td>
</tr>
<tr>
<td>Native American</td>
<td>1.86</td>
</tr>
</tbody>
</table>

Source: Johnson and Lichter (2010)

- 1960: 21,978 (0.5%)
- 1970: 28,620 (0.6%)
- 1980: 78,356 (1.3%)
- 1990: 115,077 (1.7%)
- 2000: 430,000 (5.3%)
- 2010: 719,137 (7.5%)
- 2012: 748,072 (7.7%)
NORTH CAROLINA POPULATION GROWTH BY NATIVITY, RACE, AND ETHNICITY, 1990-2007

- Native: 129%
- Immigrant: 547%
- White: 127%
- Black: 133%
- Hispanic: 829%
- Asian: 332%
- Pacific Islander: 182%
## Change in the Race/Ethnic Composition of NC Public Schools, 2000-2009

<table>
<thead>
<tr>
<th>Group</th>
<th>2009 Enrollment</th>
<th>2000 Enrollment</th>
<th>Absolute Change</th>
<th>Percent Change</th>
<th>Share of Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,427,960</td>
<td>1,268,422</td>
<td>159,538</td>
<td>12.6</td>
<td>100.0%</td>
</tr>
<tr>
<td>AI/AN</td>
<td>20,378</td>
<td>18,651</td>
<td>1,727</td>
<td>9.6</td>
<td>1.2%</td>
</tr>
<tr>
<td>Black</td>
<td>444,870</td>
<td>393,712</td>
<td>51,158</td>
<td>13.0</td>
<td>32.1%</td>
</tr>
<tr>
<td>Asian</td>
<td>35,140</td>
<td>23,576</td>
<td>11,564</td>
<td>49.0</td>
<td>7.2%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>152,605</td>
<td>56,232</td>
<td>96,373</td>
<td>171.4</td>
<td>60.4%</td>
</tr>
<tr>
<td>White</td>
<td>774,967</td>
<td>776,251</td>
<td>-1,284</td>
<td>-0.2</td>
<td></td>
</tr>
</tbody>
</table>

Source: DPI, The Statistical Profile Online
# Median Age and Fertility Rates for Females in North Carolina, 2007-2011

<table>
<thead>
<tr>
<th>Demographic Group</th>
<th>Median Age</th>
<th>Fertility/1000 women*</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Females</td>
<td>38.7</td>
<td>56</td>
</tr>
<tr>
<td>White, Not Hispanic</td>
<td>42.9</td>
<td>49</td>
</tr>
<tr>
<td>Black</td>
<td>35.8</td>
<td>60</td>
</tr>
<tr>
<td>American Indian &amp; Alaskan Native</td>
<td>34.6</td>
<td>66</td>
</tr>
<tr>
<td>Asian</td>
<td>32.9</td>
<td>63</td>
</tr>
<tr>
<td>Native Hawaiian &amp; Pacific Islander</td>
<td>26.7</td>
<td>103</td>
</tr>
<tr>
<td>Some other race</td>
<td>23.7</td>
<td>97</td>
</tr>
<tr>
<td>Two or more races</td>
<td>16.9</td>
<td>65</td>
</tr>
<tr>
<td>Hispanic</td>
<td>23.8</td>
<td>99</td>
</tr>
<tr>
<td>Native Born</td>
<td>39.0</td>
<td>52</td>
</tr>
<tr>
<td>Foreign Born</td>
<td>36.4</td>
<td>92</td>
</tr>
</tbody>
</table>

Source: [www.census.gov](http://www.census.gov)

*Women 15 to 50 with births in past 12 months.*
NC COUNTIES WITH THE LARGEST ABSOLUTE POPULATION GAINS, 2000-2010
NC COUNTIES EXPERIENCING POPULATION DECLINE, 2000-2010
NC Biologically Declining Counties, 2010-2012
The “Graying” of America & NC

The Silver Tsunami is about to hit
Key Drivers

- Changes in Longevity

- Declining Fertility

- Aging of Boomer Cohort
## U.S. Population Change by Age, 2000-2010

<table>
<thead>
<tr>
<th>Age</th>
<th>2010</th>
<th>Absolute Change 2000 - 2010</th>
<th>Percentage Change 2000 - 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25</td>
<td>104,853,555</td>
<td>5,416,289</td>
<td>5.4%</td>
</tr>
<tr>
<td>25-44</td>
<td>82,134,554</td>
<td>-2,905,697</td>
<td>-3.4%</td>
</tr>
<tr>
<td>45-64</td>
<td>81,489,445</td>
<td>19,536,809</td>
<td>31.5%</td>
</tr>
<tr>
<td>65+</td>
<td>40,267,984</td>
<td>5,276,231</td>
<td>15.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>308,745,538</td>
<td>27,323,632</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age 50</th>
<th>Age 55</th>
<th>Age 62</th>
<th>Age 65</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Number/Day</td>
<td>12,344</td>
<td>11,541</td>
<td>9,221</td>
</tr>
<tr>
<td>Average Number/Minute</td>
<td>8.6</td>
<td>8.0</td>
<td>6.4</td>
</tr>
</tbody>
</table>
### Absolute and Percent Population Change by Age, 2000-2010

<table>
<thead>
<tr>
<th>Age</th>
<th>United States</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All Ages</td>
<td>27,323,632 (9.7%)</td>
<td>1,486,170 (18.5%)</td>
</tr>
<tr>
<td>&lt;25</td>
<td>5,416,292 (5.4%)</td>
<td>449,385 (16.2%)</td>
</tr>
<tr>
<td>25-44</td>
<td>-2,905,697 (-3.4%)</td>
<td>73,209 (2.9%)</td>
</tr>
<tr>
<td>45-64</td>
<td>19,536,809 (31.5%)</td>
<td>698,545 (38.6%)</td>
</tr>
<tr>
<td>65+</td>
<td>5,276,231 (15.1%)</td>
<td>265,031 (27.3%)</td>
</tr>
</tbody>
</table>
## NC Absolute Population Change by Age, 2000-2010

<table>
<thead>
<tr>
<th>Age</th>
<th>All Counties</th>
<th>Tier 3 Counties</th>
<th>Tier 2 Counties</th>
<th>Tier 1 Counties</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Ages</td>
<td>1,486,170</td>
<td>1,088,946</td>
<td>327,859</td>
<td>69,365</td>
</tr>
<tr>
<td>&lt;25</td>
<td>449,385</td>
<td>369,818</td>
<td>85,481</td>
<td>-5,914</td>
</tr>
<tr>
<td>25-44</td>
<td>73,209</td>
<td>159,248</td>
<td>-36,139</td>
<td>-49,900</td>
</tr>
<tr>
<td>45-64</td>
<td>698,545</td>
<td>410,705</td>
<td>199,101</td>
<td>88,739</td>
</tr>
<tr>
<td>65+</td>
<td>265,031</td>
<td>149,175</td>
<td>79,416</td>
<td>36,440</td>
</tr>
</tbody>
</table>
NC’s Triple Whammy of Geographical Disadvantage

The Human Capital Challenge
Racial Typology of North Carolina Counties

Source: U.S. Decennial Census, 2010
Racial Typology of North Carolina Counties

Source: U.S. Decennial Census, 2010
Racial Typology of North Carolina Counties

- **Majority Minority Counties**
- **Racial Generation Gap Counties**

Source: U.S. Decennial Census, 2010
Racial Typology of North Carolina Counties

Majority Majority Counties

Majority Minority Counties

Racial Generation Gap Counties

Source: U.S. Decennial Census, 2010
Distribution of School Age Population by County Typology

**Majority Majority**
- 1,359,596
  - 34% Nonwhite
  - White: 66%
  - Black: 15%
  - Asian: 2%
  - Hispanic: 12%
  - Two or more: 5%

**Majority Minority**
- 59,745
  - 78% Nonwhite
  - White: 22%
  - Black: 33%
  - Asian: 1%
  - Hispanic: 12%
  - Two or more: 5%
  - Other: 27%

**Racial Generation Gap**
- 862,294
  - 61% Nonwhite
  - White: 39%
  - Black: 37%
  - Asian: 3%
  - Hispanic: 15%
  - Two or more: 5%
North Carolina Racial Segregation by Census Tract

Source: U.S. Decennial Census, 2010
North Carolina Racial Segregation by Census Tract

Predominantly White (60%+)

Source: U.S. Decennial Census, 2010
North Carolina Racial Segregation by Census Tract

- Orange: Predominantly Non-White (60%+)
- Red: Predominantly White (60%+)

Source: U.S. Decennial Census, 2010
Distribution of School Age Population by Race and Level of Neighborhood Segregation

**Predominantly White**
1,431,613
- 27% Nonwhite
  - White 73%
  - Black 11%
  - Asian 2%
  - Hispanic 10%
  - Two or more 4%

**Predominantly Nonwhite**
425,771
- 88% Nonwhite
  - White 12%
  - Black 55%
  - Asian 2%
  - Hispanic 21%
  - Two or more 5%
  - Other 5%

**Predominantly Mixed**
424,251
- 63% Nonwhite
  - White 37%
  - Black 35%
  - Asian 3%
  - Hispanic 17%
  - Two or more 6%
  - Other 5%
North Carolina Poverty by Census Tract

Source: U.S. Decennial Census, 2010
North Carolina Poverty by Census Tract

Source: U.S. Decennial Census, 2010

Extreme Poverty (40% >)
North Carolina Poverty by Census Tract

- **High Poverty (25% - 39.9%)**
- **Extreme Poverty (40% >)**

Source: U.S. Decennial Census, 2010
North Carolina Poverty by Census Tract

Low Poverty (< 24.9%)

High Poverty (25% - 39.9%)

Extreme Poverty (40% >)

Source: U.S. Decennial Census, 2010
Distribution of School Age Population by Race and Level of Neighborhood Poverty

**Extreme Poverty Areas**
307,070

- **73% Nonwhite**
  - White: 27%
  - Black: 46%
  - Asian: 1%
  - Hispanic: 18%
  - Two or more: 5%
  - Other: 4%

**High Poverty Areas**
462,780

- **54% Nonwhite**
  - White: 46%
  - Black: 28%
  - Asian: 1%
  - Hispanic: 17%
  - Two or more: 5%
  - Other: 2%

**Low Poverty Areas**
1,511,785

- **38% Nonwhite**
  - White: 62%
  - Black: 18%
  - Asian: 3%
  - Hispanic: 12%
  - Two or more: 5%
  - Other: 1%
The Triple Whammy of Geographic Disadvantage
Percent of High School Graduates Requiring Remedial Course Work

2010: 26.8% None, 19.2% One, 54% Two or more
2009: 24% None, 20.8% One, 55.2% Two or more
2008: 23.8% None, 20.2% One, 55.9% Two or more
2007: 25.6% None, 19.2% One, 55.2% Two or more
2006: 28.7% None, 23.3% One, 48% Two or more

None  One  Two or more
0 10 20 30 40 50 60 70 80 90 100

Numbers: 1,047, 1,261, 1,534, 1,587, 1,725
THE COMPETITIVE TOOL KIT

• Analytical Reasoning
• Entrepreneurial Acumen
• Contextual Intelligence
• Soft Skills/Cultural Elasticity
• Agility and Flexibility
Responding to the Crisis

Leveraging the Power of Collective Ambition!
Collective Ambition

• Supersedes individual goals and aspirations.
• Takes into account the key elements required to achieve and sustain excellence at the organizational & community levels.
• Provides a framework that paves the way for successful organizational & community change.

October 2012
FOUNDATIONS OF COLLECTIVE AMBITION

• Collaborative Engagement (glue)

• Disciplined Execution of Strategy (grease)
Collaborative Engagement

- Making sure everybody is on the bus, in the right seat, headed in the right direction.

- Convincing aging empty nesters that they do have a dog in the K-12 education fight.
BUILDING COLLECTIVE AMBITION

North Carolina

Government

Private Sector

Faith Community

Philanthropic Community
The “Strategy” Challenge

• Most organizations are long on vision and mission and short on strategy—*the road map for change*.  
• Explicit actions are required to achieve vision and mission.  
• Key community stakeholders must understand their specific roles in strategy execution.  
• Key targets & milestones must be established to assess progress toward vision and mission.  
• Leaders must be vigilant in strategy execution and not hesitate to adjust strategy when necessary.  
• Failure is an option
Postscript

• We must view solving The Triple Whammy of Geographic Disadvantage conundrum as a form of enlightened self-interest—a strategic imperative for our communities and our nation in the hyper-competitive global economy of the 21st century.
Dr. Martin Luther King Jr., America’s Non-White Youth, and the Triple Whammy of Geographic Disadvantage

James H. Johnson Jr., Ph.D.
William Rand Kenan, Jr. Distinguished Professor
Kenan-Flagler Business School
University of North Carolina at Chapel Hill
Frank Hawkins Kenan Institute of Private Enterprise

1 Invited Address, Martin Luther King Triangle Interfaith Prayer Breakfast, Sheraton Imperial Hotel, Research Triangle Park, NC, January 19, 2015.

www.kenaninstitute.unc.edu/MLK/GeographicDisadvantage.pdf
THE END
Supplemental Slides
The Nation’s Triple Whammy of Geographical Disadvantage

The Human Capital Challenge
Racial Typology of U.S. Counties

Source: U.S. Decennial Census, 2010
Distribution of School Age Population by County Typology

Majority Majority
41,689,984

Majority Minority
7,714,873

Racial Generation Gap
24,628,247

28% Nonwhite

White 72%
Black 9%
Asian 3%
Hispanic 11%
Two or more 4%

85% Nonwhite

White 17%
Black 18%
Asian 8%
Hispanic 51%
Two or more 5%

67% Nonwhite

White 35%
Black 20%
Asian 6%
Hispanic 35%
Two or more 5%
U.S. Racial Segregation by Census Tract

Source: U.S. Decennial Census, 2010
U.S. Racial Segregation by Census Tract

Predominantly White (60%+)

Predominantly Non-white (60%+)

Source: U.S. Decennial Census, 2010
Distribution of School Age Population by Race and Level of Neighborhood Segregation

**Predominantly White**
44,732,214

- 25% Nonwhite
- White: 76%
- Black: 6%
- Asian: 3%
- Hispanic: 10%
- Two or more: 5%

**Predominantly Nonwhite**
20,480,835

- 93% Nonwhite
- White: 11%
- Black: 30%
- Asian: 6%
- Hispanic: 49%
- Two or more: 6%

**Predominantly Mixed**
8,968,418

- 64% Nonwhite
- White: 38%
- Black: 20%
- Asian: 7%
- Hispanic: 29%
- Two or more: 8%
U.S. School Age Poverty by Census Tract

Source: U.S. Decennial Census, 2010
U.S. School Age Poverty by Census Tract

Source: U.S. Decennial Census, 2010
U.S. School Age Poverty by Census Tract

Source: U.S. Decennial Census, 2010

- Extreme Poverty (40% +)
- High Poverty (25% - 39%)
Distribution of School Age Population by Race and Level of Neighborhood Poverty

**Extreme Poverty Areas**
- Total Population: 9,549,610
- 79% Nonwhite
- White: 24%
- Black: 32%
- Asian: 2%
- Hispanic: 37%
- Two or more races: 6%

**High Poverty Areas**
- Total Population: 12,320,191
- 62% Nonwhite
- White: 40%
- Black: 19%
- Asian: 3%
- Hispanic: 33%
- Two or more races: 6%

**Low Poverty Areas**
- Total Population: 52,311,738
- 40% Nonwhite
- White: 62%
- Black: 10%
- Asian: 5%
- Hispanic: 18%
- Two or more races: 5%
The Triple Whammy of Geographic Disadvantage

Source: U.S. Decennial Census, 2010
## Summary Indicators of Exposure

<table>
<thead>
<tr>
<th>Level of Vulnerability</th>
<th>Number of Youth</th>
<th>Percent Non-White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Triple Whammy</td>
<td>9.8 million</td>
<td>93</td>
</tr>
<tr>
<td>Double Whammy</td>
<td>12.2 million</td>
<td>81</td>
</tr>
<tr>
<td>Single Whammy</td>
<td>20.0 million</td>
<td>39</td>
</tr>
<tr>
<td>No Whammy</td>
<td>32.1 million</td>
<td>24</td>
</tr>
</tbody>
</table>
No Car and No Supermarket Store Within a Mile

SOURCE: Department of Agriculture, Centers for Disease Control