

PEOPLE



Population
144,214 (2025)

Projected to grow by **37,258** in the next five years an increase of **27.2%**

Source: Lightcast Q3 2025 Data

EMPLOYMENT

Labor Participation
66.7%
(2025)

Source: Lightcast Q3 2025 Data

Job Openings
50,897
(2025)

Source: Lightcast Q3 2025 Data

Jobs Growth
+25.8%
(past 5 yrs)

Source: Lightcast Q3 2025 Data

Unemployment Rate
3.5% **3.6%**
Q4 2024 Q2 2025

Source: Texas LMI

EDUCATION

High School Diploma
18.9%

Source: Lightcast Q4 2025 Data

Associate's Degree
9.6%

Bachelor's Degree
27.6%

Graduate Degree or Higher
16%

INCOME

\$124,900
Median Household Income

Source: Lightcast Q4 2025 Data

\$56,700
Living Wage
Single (no children)

Source: MIT Living Wage

6,201
Population Making Less Than the Living Wage

Source: Federal Reserve Data

A.L.I.C.E.

ALICE (Asset Limited, Income Constrained, Employed) households earn more than the Federal Poverty Level, but less than the basic cost of living for the county. While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the rising cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan). Households below the ALICE Threshold – ALICE households plus those in poverty – can't afford the essentials.

Group	Single (no children)	Married (with children)	Single Female-Headed (with children)	Single Male-Headed (with children)
% Below ALICE Threshold	28%	12%	64%	48%

Source: unitedforalice.org/county-reports/texas#11/32.3963/-97.8419

Major Employers

- Pegasus Foods
- EPes Transport
- Channell Commercial
- Bimbo Bakeries
- Karat by Lollicup

Source: Rockwall EDC

In-Demand Industries

- Accommodation and Food Services
- Professional, Scientific, and Technical Services
- Healthcare and Social Assistance
- Construction
- Manufacturing

Source: Lightcast Q4 2025 Data

Fast-Growing Occupations

- Management
- Food Preparation and Serving
- Transportation and Material Moving
- Business and Financial Operations
- Production

Source: Lightcast Q4 2025 Data

Industry and Workforce Engagement

Hiring Events

The WSNCT Greenville Workforce Center partnered with the Greenville Chamber of Commerce for its **Business Showcase Hiring Event** held in May. **Job Seekers from Rockwall and the surrounding area** were able to network with other professionals, **engage with employers, and apply and interview for jobs on-site**. Participating businesses included L3Harris, Legend Healthcare, Quality Care ER, Paris Junior College, Rockwall County, Alliance Bank, Budget Blinds of Greenville, American National Bank, the US Army and Goodwill Industries of North Texas.

WSNCT also hosted a **Second Chance Hiring Event** for justice-involved individuals. **More than 50 job seekers attended** and were able to engage and interview with employers, including DJH Training Express, Bell Concrete, Sodexo, Express Employment Professionals, Staff-Force and Calabri Health.

Grant Awards

WSNCT collaborates regularly with educational partners in Rockwall County to support grant applications to help increase the skills of our North Central Texas workforce. **Recent grant activity includes:**

Entity	Grant Program	Award Amount
Rockwell ISD	Jobs & Education for Texans (JET) Grant	PENDING
If awarded, this JET Grant will be used to purchase and install equipment for career and technical education programs.		
TOTAL		PENDING

Career Pathways

Customized Career Pathways and Career Mobility

WSNCT provides funding for career seekers to receive the training needed to gain employment or excel in their careers, including skills development, job readiness and on-the-job training. In FY25, **the Greenville Workforce Center (also serves Rockwall County) served 5,303 career seekers with 10,411 program services.**

Training Investments in Rockwall County

Training investments for eligible individuals include funding for attaining an associate's degree, upskilling or reskilling for career advancement, training needed to earn an industry-recognized credential, and other skills development opportunities.

- FY25: **\$135,533**

Career Exploration

WSNCT's Summer 2025 Teacher Externship Program included two educators from Rockwall ISD, impacting an estimated 200 K-12 students. This program bridges the gap between education and industry by offering short-term job shadowing experiences, enabling teachers to bring real-world skills and insights back to their classrooms. It also strengthens vital partnerships between schools and local industries, supporting workforce development and talent pipeline growth. **Participating teachers received a \$1000 stipend upon successful completion of the program.**

Child Care

Early Childhood Professional Development

Professional Development opportunities, such as training for Child Development Associate Credentials, scholarships for continuing education and other quality initiatives **are provided throughout the program year** for all Early Learning Providers (ELPs) in the WSNCT region.

WSNCT Early Education Advisory Committee

Each quarter, the Early Education Advisory Committee meets to collaborate on opportunities to better serve our children and communities. Discussion points include investments in quality initiatives and scholarships, Texas Rising Star and quality initiatives, and child care rule changes or updated guidance from TWC. The committee includes stakeholders, early learning programs, state agencies, and parents representing each of our counties.

Child Care Investments

FY25 investments in Rockwall County – Child Care Scholarships and Quality Initiatives

- Child Care Scholarships: **\$2,083,434**
- Child Care Quality Initiatives: **\$162,332**

Expanded Access to Child Care

There are 18 WSNCT-affiliated Early Learning Programs (ELPs) in Rockwall County, 9 Texas Rising Star certified providers, and WSNCT is in the process of onboarding 9 new ELP to become Texas Rising Star certified. **On average, we serve 223 children daily.**

Child Care Deserts in Rockwall County:

A child care desert is an area where the number of children younger than six years of age who have working parents is at least three times greater than the capacity of licensed child care providers in that area.

- There are no child care deserts in Rockwall County

Collaboration

Community Partnerships

Our Greenville Workforce Center supports Helping Hands in Rockwall, which offers shelter, food assistance, clothing and essential medical care. **WSNCT staff is located onsite weekly to provide career services, program enrollment and job search assistance** to Helping Hands clients.

In partnership with Shoes for Kids, WSNCT's Greenville Workforce Center provided **workforce services information, resume writing support and interview preparation** for Rockwall, Hunt and Kaufman Counties. Shoes for Kids distributed **more than 2,600 pairs of shoes to Rockwall County youth and families.** The event was also supported by the North Texas Food Bank, Socks for Kids, HHSC SNAP Nutrition and Helping Hands Health Center.

Workforce Board Representation

The following Board member currently represents Rockwall County:

- Jason Gomez, Farmersville ISD, representing Secondary Education