



**Facts!**

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*An Accountability and Institutional Effectiveness Publication*

This month, *Chipola Facts* will analyze the traits and views of students who registered at Chipola College for the first time in either the 2022 or 2023 fall semester. Data for this edition of *Chipola Facts* was gathered from students in orientation classes who completed the entering student survey (n = 150 in fall 2022; n = 110 in fall 2023).

**General Characteristics**

Seventy-six percent of new students at Chipola College are under 21 years old and reside with their parents. Sixty-eight percent of them are female, 75% are white, and 20% are African-American. Sixty-four percent of the students live within a 30-mile radius of the college, while 75% live within a 40-mile radius. Ninety-one percent of individuals own a personal computer at home equipped with high-speed internet. Sixty-three percent of first-time students work part-time, and 45% have a parent who previously attended Chipola College. Fifty-eight percent of students have a parent with a college degree at the associate or certificate level. Eighty-three percent indicated that they had a high school grade point average of 3.0 or above.

**Paying for College**

New students stated that they heavily depend on educational assistance to cover their college costs. Additional notable sources of funds include scholarships, parental or familial support, employment, and personal savings. Table 1 displays the students' indicated sources of funds for paying their college expenditures.

**Table 1:** Extent to Which Fall 2022 and Fall 2023 Entering Students Depend on Sources of Funds to Pay College Expenses

| Source              | Major Source<br>Fall 22/ Fall 23 | Minor Source<br>Fall 22/ Fall 23 | Not a Source<br>Fall 22/ Fall 23 |
|---------------------|----------------------------------|----------------------------------|----------------------------------|
| Grants (Pell, etc.) | 50% / 52%                        | 10% / 14%                        | 40% / 34%                        |
| Scholarships        | 40% / 46%                        | 16% / 22%                        | 44% / 31%                        |
| Parents or Family   | 30% / 38%                        | 25% / 22%                        | 45% / 40%                        |
| Employment          | 20% / 32%                        | 8% / 23%                         | 78% / 45%                        |
| Personal Savings    | 20% / 25%                        | 29% / 39%                        | 51% / 36%                        |
| Bright Futures      | 20% / 30%                        | 8% / 9%                          | 72% / 61%                        |
| Other               | 13% / 9%                         | 8% / 8%                          | 94% / 91%                        |
| Student Loans       | 4% / 6%                          | 3% / 14%                         | 93% / 80%                        |
| Other Loans         | 1% / 6%                          | 1% / 0%                          | 98% / 98%                        |

### **Factors Influencing Students to Choose Chipola**

The primary factor that persuaded new students to choose Chipola College is its location. Other variables to consider before entering Chipola College are the cost, availability of financial aid, availability of courses in your major, and availability of scholarships (Table 2).

**Table 2:** Factors Reported by Fall 2022 and Fall 2023 Entering Students as Influencing Them to Choose Chipola College

| <b>Factor</b>                    | <b>Fall 2022 Entering Students</b> | <b>Fall 2023 Entering Students</b> |
|----------------------------------|------------------------------------|------------------------------------|
| Campus Location                  | 63%                                | 61%                                |
| Cost                             | 51%                                | 53%                                |
| Availability of Financial Aid    | 50%                                | 41%                                |
| Availability of Courses in Major | 48%                                | 39%                                |
| Availability of Scholarships     | 48%                                | 42%                                |
| Reputation of College            | 45%                                | 40%                                |
| Advice of Parents                | 38%                                | 32%                                |
| Family Circumstances             | 38%                                | 40%                                |
| Friends or Classmates at Chipola | 30%                                | 30%                                |
| Advice of HS Guidance Counselor  | 25%                                | 22%                                |
| College Website                  | 24%                                | 14%                                |
| Senior Day Tour or Presentation  | 20%                                | 18%                                |
| College Brochure                 | 19%                                | 14%                                |
| Career Fair                      | 18%                                | 14%                                |
| Other                            | 16%                                | 15%                                |

### **Satisfaction with College Services**

Seventy-nine percent of new students at Chipola reported being satisfied or very satisfied with their initial registration process. The students expressed a high degree of satisfaction with the additional college services they utilized, as seen in Table 3. (Note: The students who responded to the poll had been enrolled for less than six weeks at that time.)

**Table 3:** Degree of Satisfaction with College Services Reported by Fall 2022 and Fall 2023 Entering Students

| <b>Service</b>       | <b>Satisfied or Very Satisfied<br/>Fall 22/ Fall 23</b> | <b>Dissatisfied or Very Dissatisfied<br/>Fall 22/ Fall 23</b> | <b>Had Not Used Service<br/>Fall 22/ Fall 23</b> |
|----------------------|---|---|--|
| Academic Advising    | 79% / 87%   | 1% / 3%   | 4% / 5%  |
| Financial Aid Office | 60% / 57%   | 5% / 3%   | 17% / 24%  |
| Foundation Office    | 52% / 53%   | 2% / 5%   | 35% / 20%  |

### **Communication Preferences**

When asked how they preferred to learn about student activities, the students indicated a clear desire for some form of electronic media. Table 4 shows the level of preference for several communication formats.

**Table 4:** Preferred Means of Learning About Student Activities Reported by Fall 2022 and Fall 2023 Entering Students

| Communication Format     | Percentage of Students Indicating as a Preferred Communication Format |           |
|--------------------------|---|-----------|
|                          | Fall 2022   | Fall 2023 |
| E-mail                   | 55%   | 58%       |
| Text Message             | 53%   | 56%       |
| Chipola Webpage          | 48%   | 50%       |
| Social Media             | 47%   | 47%       |
| Posters/Bulletin Boards  | 33%   | 31%       |
| Fliers                   | 24%   | 16%       |
| <i>Chipola This Week</i> | 20%   | 15%       |
| Display/Exhibit Tables   | 15%   | 11%       |
| TV Monitors              | 17%   | 15%       |

**Perceived Areas in Which Help is Needed**

The students were most commonly recognized as needing particular support in mathematics, study skills/test taking, public speaking, writing, and resume preparation. Table 5 displays the students' responses regarding the areas in which they required assistance.

**Table 5:** Areas in Which Fall 2022 and Fall 2023 Entering Students Reported Needing Special Help

| Area                            | Much or Some<br>Fall 22/ Fall 23 | None<br>Fall 22/ Fall 23 |
|---------------------------------|----------------------------------|--------------------------|
| Mathematics                     | 68% / 79%                        | 14% / 21%                |
| Study Skills/Test-Taking Skills | 67% / 69%                        | 14% / 21%                |
| Public Speaking                 | 67% / 66%                        | 15% / 16%                |
| Writing                         | 69% / 56%                        | 17% / 21%                |
| Preparing Resume                | 59% / 54%                        | 21% / 33%                |
| Securing Finances               | 65% / 53%                        | 22% / 28%                |
| Computer                        | 53% / 48%                        | 28% / 27%                |
| Reading                         | 43% / 43%                        | 32% / 35%                |
| Identifying a college major     | 43% / 42%                        | 43% / 41%                |

**General Comments**

Entering students provided numerous remarks on their preferences and dislikes surrounding the registration procedure. Most pupils frequently mentioned that the speed of the process was their favorite aspect. Overall, the students praised Chipola College, including its academic advisers, financial assistance staff, and registration personnel. As one of the respondents wrote, "It was so simple and the person I spoke with was very helpful and understanding. They helped me choose the best classes for me."

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*Chipola Facts* is a monthly accountability and institutional effectiveness factsheet published jointly by the Chipola College Offices of Development/Planning and Information Systems/Technology. Its purpose is to facilitate good decision-making by publishing college-related data at regular intervals throughout the year. For more information contact Brent Shelton at (850) 718-2344, Chipola College, 3094 Indian Circle, Marianna, FL 32446, [sheltonb@chipola.edu](mailto:sheltonb@chipola.edu).

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