


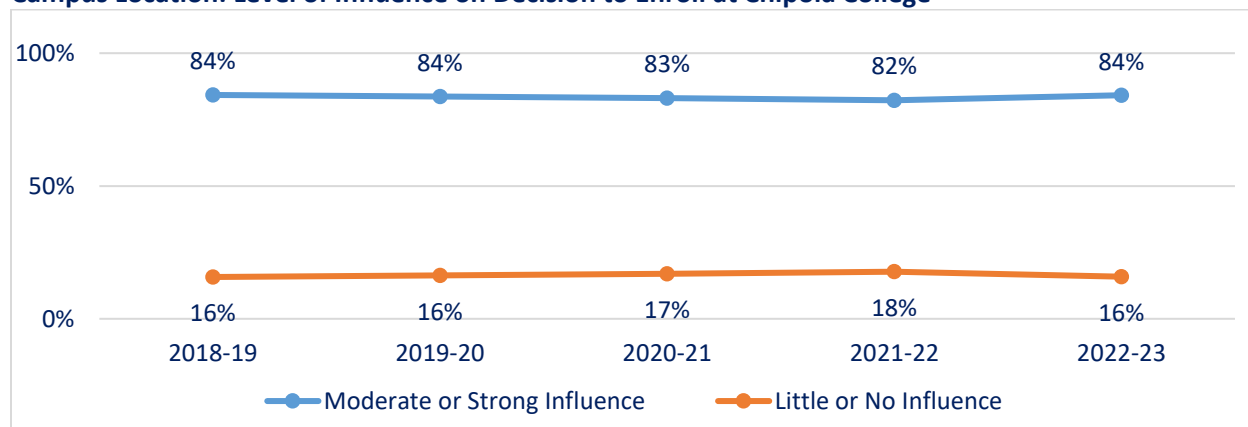
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|  | <p style="text-align: center;"><b>May 2023</b></p> <hr style="width: 20%; margin: auto;"/> <p style="text-align: center;"><i>An Accountability and Institutional Effectiveness Publication</i></p> |
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### A Longitudinal Report of Factors Influencing Entering Students to Enroll at Chipola College

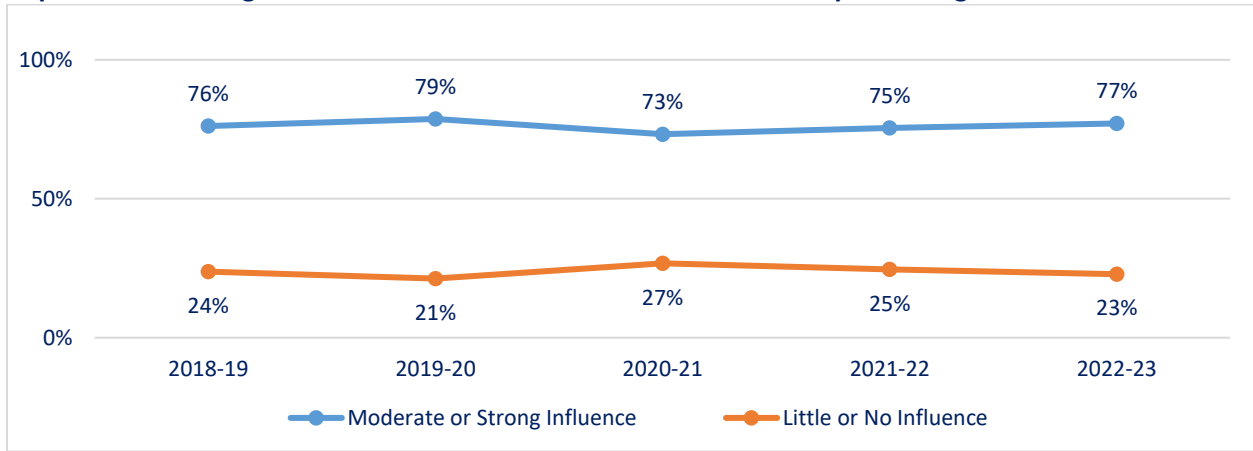
This month's issue of *Chipola College Facts!* focuses on factors reported by entering students over the past five years as influencing them to enroll at Chipola. These factors were identified in entering student surveys from each semester. Survey results are used to develop strategies for improving student recruitment and increasing enrollment.

On the entering student survey, students were asked to rate the level of influence that sixteen factors had on their decision to enroll at Chipola College. Campus location was the most influencing factor identified by students. Other major factors included reputation of the college, cost of attendance, availability of courses in chosen field of study, and family circumstances. Of lesser influence, but still positive factors were availability of scholarships, advice of parents, availability of financial aid, and friends/classmates attending Chipola. Of little to marginal influence were advice of high school guidance counselor, teacher, or administrator, high school visits by college representatives, the college website, college brochure, career fair, limited admission to a university or other institution, and senior day tour or presentation. Following are survey results from academic years 2018-19, 2019-20, 2020-21, 2021-22, and 2022-23.

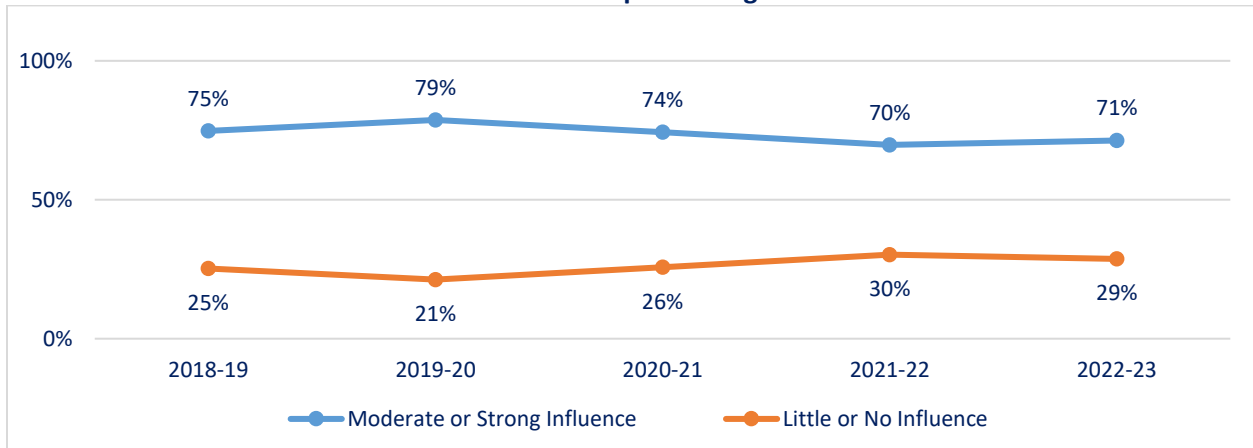
**Campus Location: Level of Influence on Decision to Enroll at Chipola College**



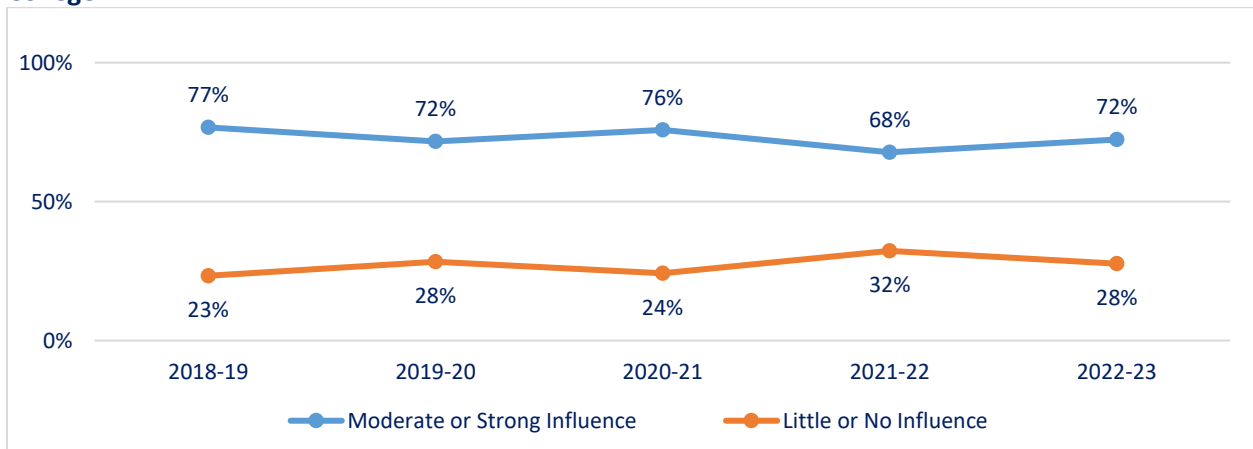
**Reputation of College: Level of Influence on Decision to Enroll at Chipola College**



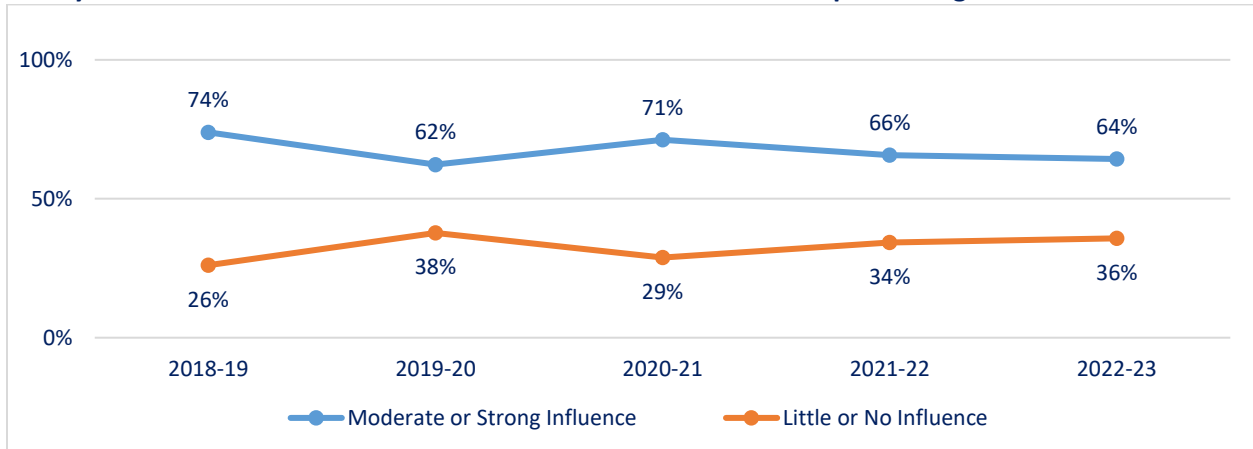
**Cost: Level of Influence on Decision to Enroll at Chipola College**



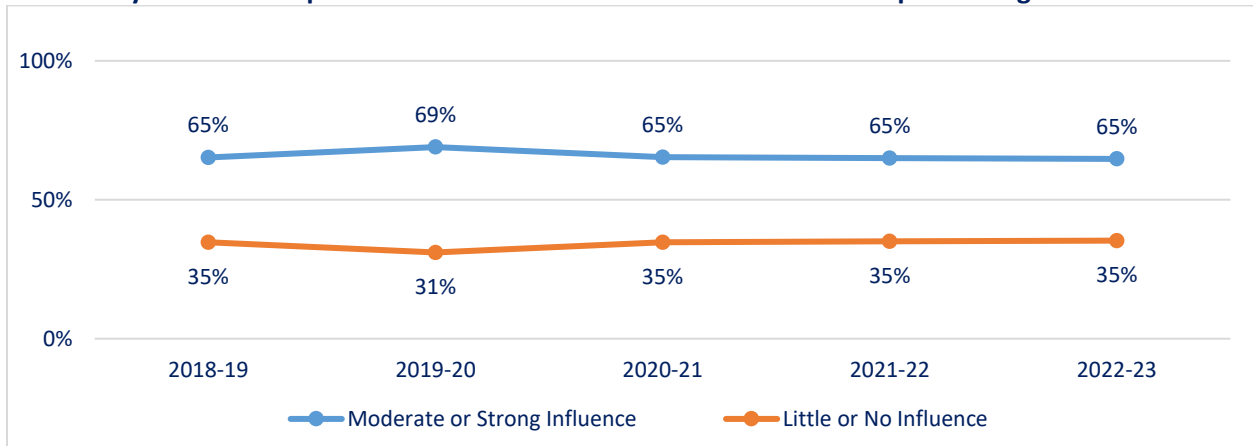
**Availability of Courses in Major Field of Study: Level of Influence on Decision to Enroll at Chipola College**



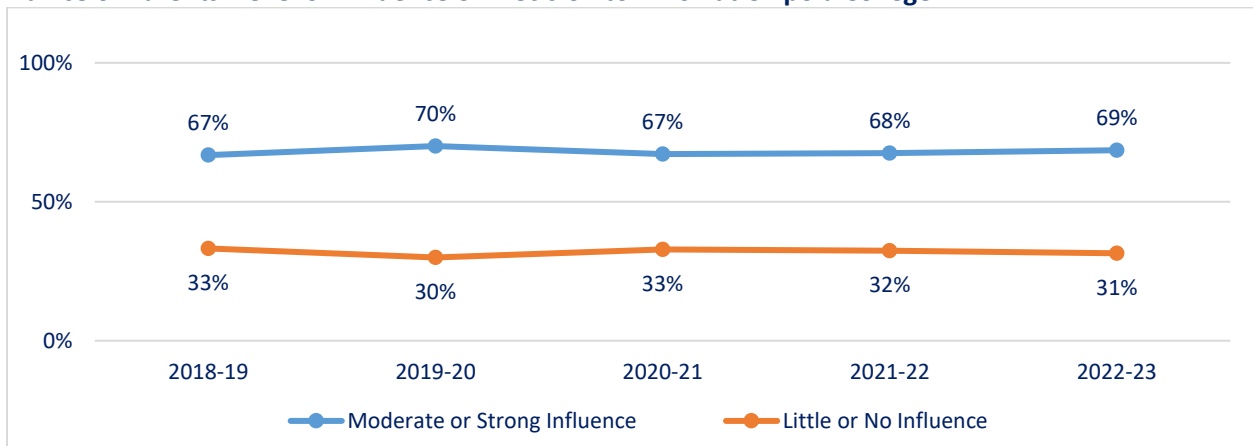
### Family Circumstances: Level of Influence on Decision to Enroll at Chipola College



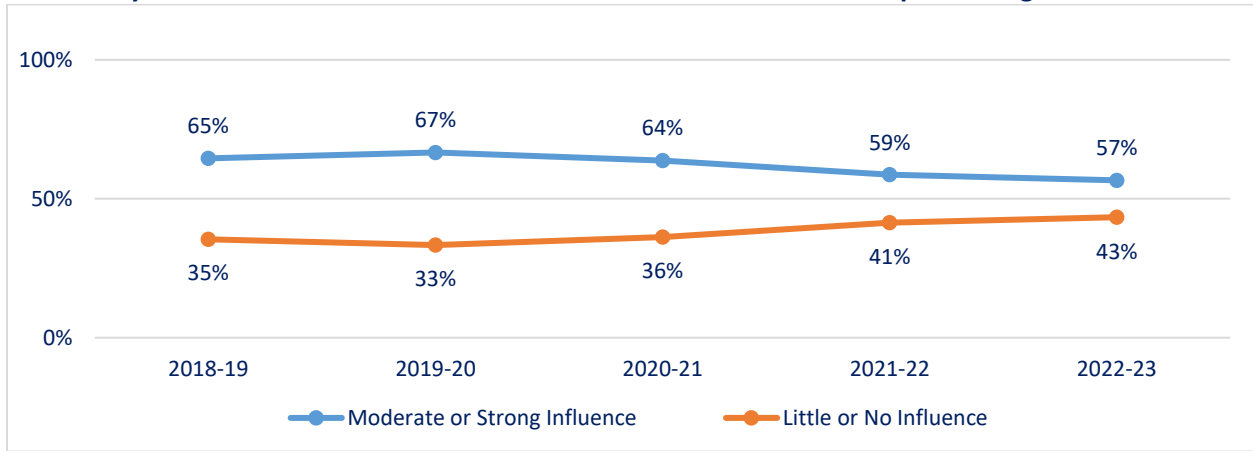
### Availability of Scholarships: Level of Influence on Decision to Enroll at Chipola College



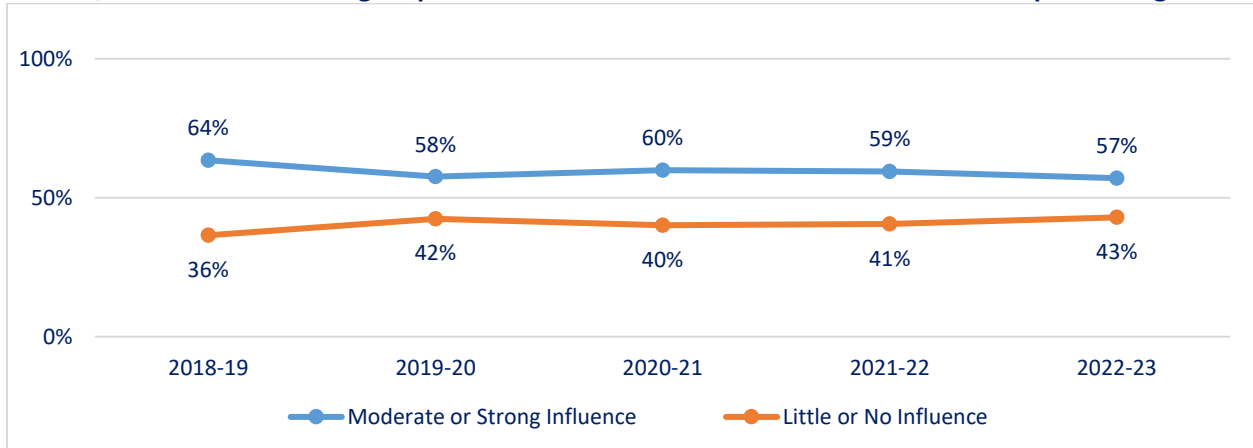
### Advice of Parents: Level of Influence on Decision to Enroll at Chipola College



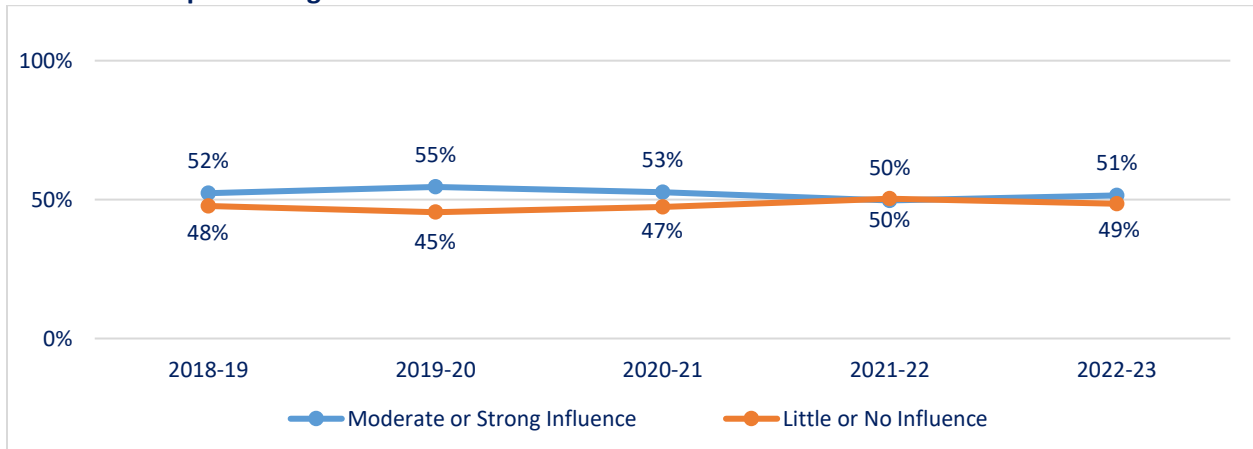
**Availability of Financial Aid: Level of Influence on Decision to Enroll at Chipola College**



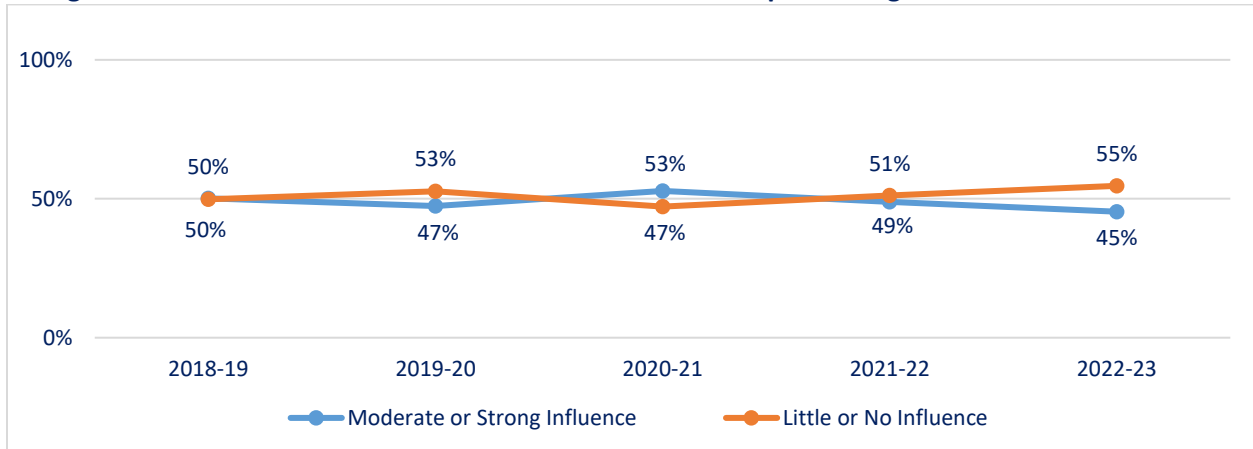
**Friends/Classmates Attending Chipola: Level of Influence on Decision to Enroll at Chipola College**



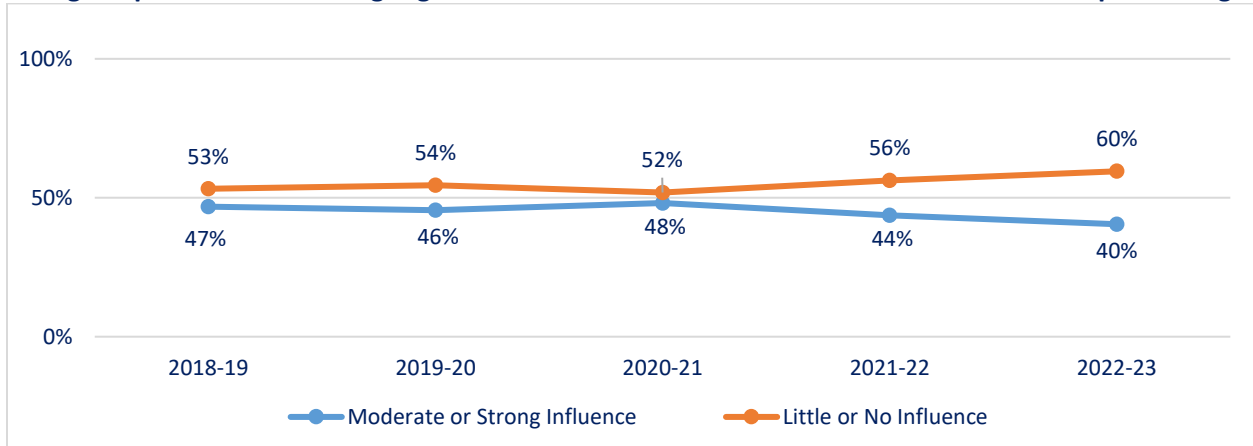
**Advice of High School Guidance Counselor, Teacher, or Administrator: Level of Influence on Decision to Enroll at Chipola College**



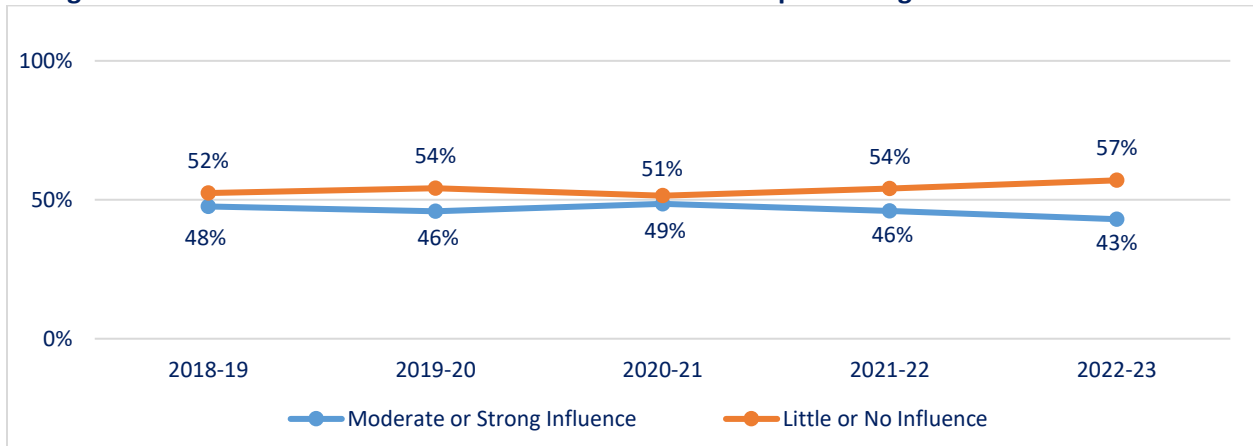
**College Website: Level of Influence on Decision to Enroll at Chipola College**



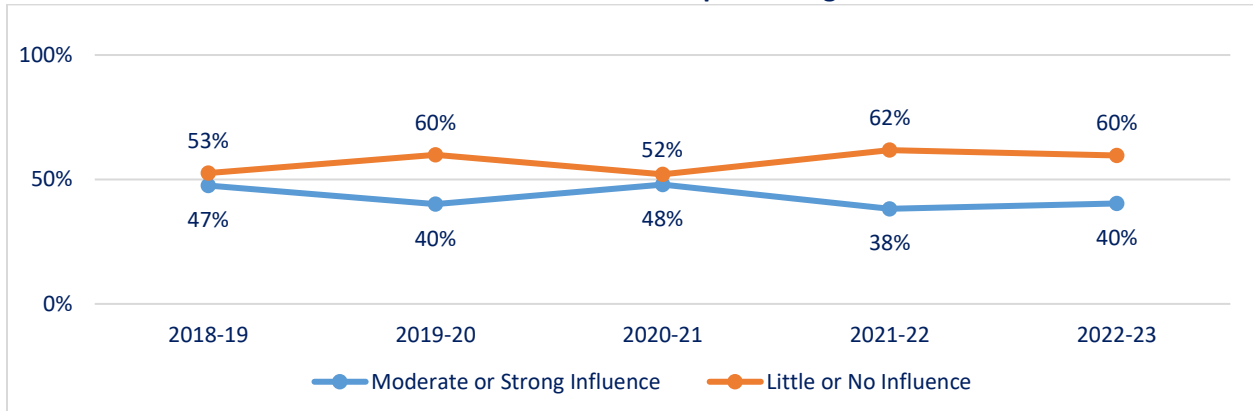
**College Representative Visiting High School: Level of Influence on Decision to Enroll at Chipola College**



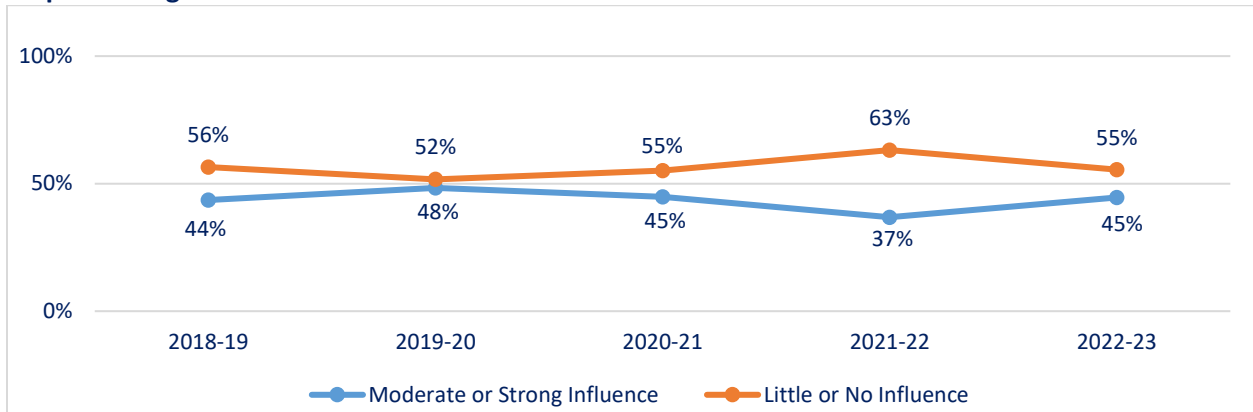
**College Brochure: Level of Influence on Decision to Enroll at Chipola College**



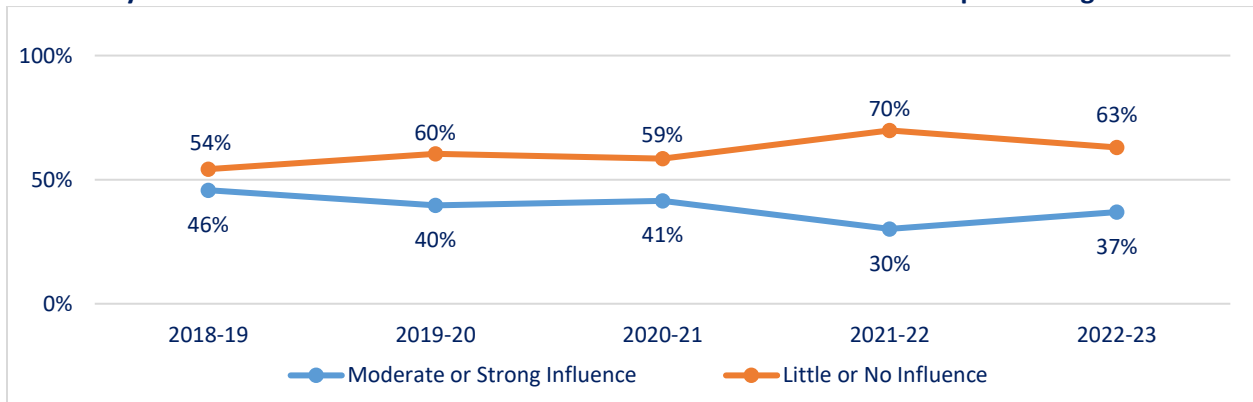
### Career Fair: Level of Influence on Decision to Enroll at Chipola College



### Limited Admission to University or Other Institution: Level of Influence on Decision to Enroll at Chipola College



### Senior Day Tour or Presentation: Level of Influence on Decision to Enroll at Chipola College



*Chipola College Facts!* is a monthly accountability and institutional effectiveness fact sheet published jointly by the Chipola College Assessment, Compliance, and Grants Office and the Office of Information Systems. Its purpose is to facilitate informed decision-making by publishing relevant information throughout the year. For more information, contact Dr. Matthew Hughes at Chipola College, 3094 Indian Circle, Marianna, FL 32446 or at [hughesm@chipola.edu](mailto:hughesm@chipola.edu).

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