



## ***Facts!***

## **October 2024**

***An Accountability and Institutional Effectiveness Publication***

### **Fall 2024 Entering Student Survey Results**

Each fall and spring semester, Chipola College conducts a survey of its entering students. Survey results help the college identify ways to improve students' experiences as they begin their education at Chipola. This month's *Chipola College Facts!* presents the fall 2024 entering student survey results and some comparisons with past survey results.

#### **General Characteristics**

Most of the respondents are under 21 years of age and live with their parents within 30 miles of campus. More than 98% have a personal computer at their place of residence compared to 97% of last fall's respondents. More than 44% work at least part-time, and 45% have a parent who attended Chipola College. More than 85% reported having a high school grade point average of 3.0 or higher compared to nearly 80% of last fall's respondents.

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

By far, the most significant factor that influenced the respondents to choose Chipola College is its location. Other factors include availability of scholarships and financial aid, advice of parents, reputation of the college, and the cost of attendance.

**Table 1: Factors Reported by Entering Student Respondents as Influencing Them to Choose Chipola College**

<b>Factor</b>	<b><i>Fall 2022</i></b>	<b><i>Fall 2023</i></b>	<b><i>Fall 2024</i></b>
Campus Location	63%	61%	68%
Availability of Scholarships	48%	42%	49%
Availability of Financial Aid	50%	41%	45%
Advice of Parents	36%	32%	43%
Reputation of College	45%	40%	42%
Cost	50%	53%	39%
Family Circumstances	36%	32%	32%
Friends or Classmates at Chipola	30%	29%	30%
Availability of Courses in Major	47%	36%	27%
Advice of HS Counselor, Teacher, Administrator	24%	22%	26%
Chipola representative visiting your high school	27%	14%	22%
Other	16%	15%	19%
Career Fair	18%	14%	17%
College Website	24%	14%	17%
Senior Day Tour or Presentation	20%	18%	16%
College Brochure	19%	14%	14%

### College Marketing

When asked how advertising influenced their enrollment decision, 54% of the respondents reported that they had seen or heard an advertisement about Chipola, which is the same percentage as fall of 2022, but an increase from fall 2023 and fall 2024 when 61% reported seeing or hearing an advertisement. When asked which form of advertising has the most influence on them, 60% indicated text messages and 54% by the social media.

### Paying for College

Survey respondents reported heavy reliance on grants and scholarships to pay their college expenses, even more so than in past semesters.

**Table 2: Extent to Which Respondents Depend on Sources of Funds to Pay for College (% Responses for Each Source)**

Source	Major Source to Pay College Expenses		
	Fall 2022	Fall 2023	Fall 2024
Grants (Pell, etc.)	50%	52%	45%
Scholarships	40%	47%	53%
Bright Futures	20%	30%	25%
Parents or Family	30%	38%	35%
Employment	20%	31%	19%
Personal Savings	20%	25%	20%
Loans	5%	6%	4%

### Satisfaction with College Services

More than 75% of the respondents reported they were satisfied or very satisfied with their registration experience at Chipola; fewer than 4% indicated dissatisfaction. In the fall 2023 survey, 77% of the respondents reported satisfaction with their registration experience and 3% reported dissatisfaction. The students also reported high levels of satisfaction with the other college services they had used (Table 3). (Note: At the time of the survey, the students responding had been enrolled fewer than eight weeks.)

**Table 3: Level of Satisfaction with College Services**

Service	Satisfied or Very Satisfied FA 22/ FA 23/ FA 24	Dissatisfied or Very Dissatisfied FA 22/ FA 23/ FA 24
Academic Advising	79% / 77% / 75%	1% / 3% / 4%
Financial Aid Office	61% / 57% / 57%	6% / 3% / 3%
Foundation Office	52% / 53% / 55%	2% / 3% / .5%

### Influencing the decision about selecting a college major

Majority of the students showed that the biggest influences on selecting a major is that they had personal interest in the major, family member's advice, contribute to bettering society and peoples' lives, the job pays well and providing job security.

**Table 4: Decision about Selecting a College Major**

Time Period	Fall 2022	Fall 2023	Fall 2024
Personal interest in the major	70%	71%	63%
Family member's advice	34%	25%	60%
Allows me to get a job in which I can contribute to bettering society and peoples' lives	57%	52%	54%
It pays well	49%	49%	48%
Personal skills related to the major	41%	49%	41%
Job security	43%	43%	37%
Other	23%	16%	22%
Allows me to get a job so I can move away from this area	27%	26%	21%
Family member works in the career field	31%	21%	18%
Allows me to get a job without having to move far away from this area	25%	24%	18%
Prior experience working in the career field	12%	13%	16%
Researched the major as part of a class assignment	13%	12%	15%
Results of a self-assessment survey	15%	18%	14%
A high school counselor, teacher or administrator helped make the decision	9%	9%	12%

**Communication Preferences**

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

**Table 5: Preferred Means of Learning about Student Activities**

Communication Format	Percentage of Students Indicating as a Preferred Communication Format		
	Fall 2022	Fall 2023	Fall 2024
Text messages	53%	56%	61%
E mail	55%	58%	58%
Social Media (Facebook, Twitter, etc.)	47%	47%	53%
Chipola Website	48%	50%	46%
Posters/Bulletin Boards	33%	31%	21%
Fliers/Handouts	24%	16%	21%
TV bulletin board/monitors in campus lobby areas	17%	15%	16%
<i>Chipola This Week</i>	19%	15%	15%
Display/Exhibit Tables	15%	11%	10%

**Perceived Areas in Which Help is Needed**

The four academic-related areas in which the students most often identified as needing special help are study skills/test taking, public speaking, writing skills, and financial assistance for education. The majority of students also indicated they need help preparing a resume. Table 6 shows how the students responded when asked in what areas they needed help.

**Table 6: Areas in Which Entering Students Reported Needing Special Help (Percentage Respondents in Each Source Category)**

<b>Area</b>	<b>Help Is Needed</b>
Study/Test-taking	70%
Public Speaking	68%
Writing Skills	57%
Securing Financial Assistance for Education	55%
Resume Preparation	54%
Computer	49%
Mathematics	44%
Identifying College Major and Career Field	42%
Reading	42%

*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 Brent Shelton at Chipola College, 3094 Indian Circle, Marianna, FL 32446 or at sheltonb@chipola.edu.

Chipola College does not discriminate against any persons, employees, students, applicants or others affiliated with the college with regard to race, color, religion, ethnicity, national origin, age, veteran's status, disability, gender, genetic information, marital status, pregnancy or any other protected class under applicable federal and state laws, in any college program, activity or employment. Questions or complaints regarding harassment or discrimination, including sexual harassment and sexual violence, should be directed to the College's Equity Officer and Title IX Coordinator: Wendy Phippen, Associate Vice President of Human Resources, Equity Officer and Title IX Coordinator, 3094 Indian Circle, Marianna, FL 32446, Building A, Room 183A, 850-718-2205, phippenw@chipola.edu