



Facts!

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Fall 2025 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 report presents a comprehensive three-year comparison of entering student survey results, highlighting key trends and changes in student characteristics, preferences, and needs.

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, which is the same as last fall's respondents. More than 42% work at least part-time, and 46% have a parent who attended Chipola College. More than 80% reported having a high school grade point average of 3.0 or higher compared to nearly 85% of last fall's respondents.

Factors Influencing Students to Choose Chipola College

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

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

Factor	<i>Fall 2023</i>	<i>Fall 2024</i>	<i>Fall 2025*</i>
Campus Location	61%	68%	60%
Cost	53%	39%	53%
Reputation of College	40%	42%	52%
Availability of Scholarships	42%	49%	50%
Availability of Financial Aid	41%	45%	49%
Availability of Courses in Major	36%	27%	42%
Advice of Parents	32%	43%	39%
Family Circumstances	32%	32%	33%
Friends or Classmates at Chipola	29%	30%	31%
Advice of HS Counselor, Teacher, Administrator	22%	26%	29%
Other	15%	19%	27%
Chipola representative visiting your high school	14%	22%	24%
College Website	14%	17%	21%
Career Fair	14%	17%	20%
Senior Day Tour or Presentation	18%	16%	16%
College Brochure	14%	14%	16%

College Marketing

When asked how advertising influenced their enrollment decision, 54% of the respondents reported in fall of 2023 that they had seen or heard an advertisement about Chipola, which increased as of fall 2024, but showed the same percentage as fall 2025 when 61% reported seeing or hearing an advertisement. When asked which form of advertising has the most influence on them, 61% indicated email and 55% by text messages.

Paying for College

Survey respondents reported heavy reliance on grants and scholarships to pay their college expenses, about the same as previous 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 2023	Fall 2024	Fall 2025*
Scholarships	47%	53%	51%
Grants (Pell, etc.)	52%	45%	46%
Parents or Family	38%	35%	28%
Bright Futures	30%	25%	25%
Personal Savings	25%	20%	25%
Employment	31%	19%	23%
Loans	6%	4%	7%

Satisfaction with College Services

More than 84% of the respondents reported they were satisfied or very satisfied with their registration experience at Chipola; fewer than 2% indicated dissatisfaction. In the fall 2024 survey, 75% of the respondents reported satisfaction with their registration experience and 4% 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 23/ FA 24/ FA 25*	Dissatisfied or Very Dissatisfied FA 23/ FA 24/ FA 25*
Academic Advising	77% / 75% / 81%	3% / 4% / 1.5%
Financial Aid Office	57% / 57% / 67%	3% / 3% / 2%
Foundation Office	53% / 55% / 61%	3% / 5% / 0%

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, contribute to bettering society and peoples’ lives, personal skills related to the major, and it pays well.

Table 4: Decision about Selecting a College Major

Time Period	Fall 2023	Fall 2024	Fall 2025*
Personal interest in the major	71%	63%	77%
Allows me to get a job in which I can contribute to bettering society and peoples’ lives	52%	54%	63%
Personal skills related to the major	49%	41%	49%
It pays well	49%	48%	46%
Job security	43%	37%	41%
Other	16%	22%	26%
Family member’s advice	25%	60%	24%
Allows me to get a job without having to move far away from this area	24%	18%	25%

Family member works in the career field	21%	18%	24%
Results of a self-assessment survey	18%	14%	24%
Allows me to get a job so I can move away from this area	26%	21%	22%
Prior experience working in the career field	13%	16%	16%
Researched the major as part of a class assignment	12%	15%	15%
A high school counselor, teacher or administrator helped make the decision	9%	12%	15%

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		
	<i>Fall 2023</i>	<i>Fall 2024</i>	<i>Fall 2025*</i>
E-mail	58%	58%	60%
Text messages	56%	61%	55%
Chipola Website	50%	46%	43%
Social Media (Facebook, X, Instagram, etc)	47%	53%	42%
Posters/Bulletin Boards	31%	21%	35%
Fliers/Handouts	16%	21%	25%
Display/Exhibit Tables	11%	10%	23%
<i>Chipola This Week</i>	15%	15%	21%
TV bulletin board/monitors in campus lobby areas	15%	16%	19%

Perceived Areas in Which Help is Needed

The four academic-related areas in which the students most often identified as needing special help are mathematics, study skills/test taking, public speaking, writing skills, and financial assistance for education. 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)

Area	Help Is Needed
Mathematics	63%
Study/Test-taking	62%
Public Speaking	59%
Writing Skills	55%
Securing Financial Assistance for Education	55%
Resume Preparation	50%
Computer	46%
Reading	42%
Identifying College Major and Career Field	34%

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.

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Students with disabilities concerning reasonable accommodations should contact Student Disability Services, Ugreenal Ivey, 3094 Indian Circle, Marianna, FL 32446, Building A, Room 114, 850-718-2290, iveyu@chipola.edu