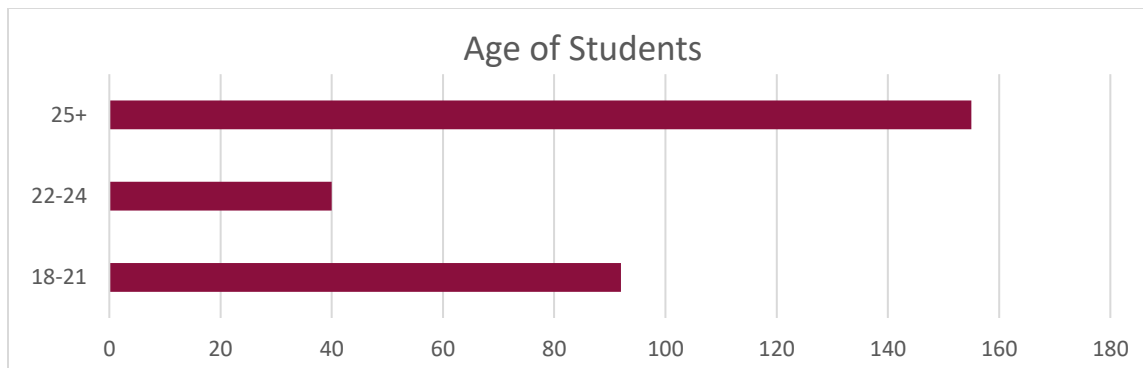


2025 CVTC Student Survey on the Chippewa Valley- Results

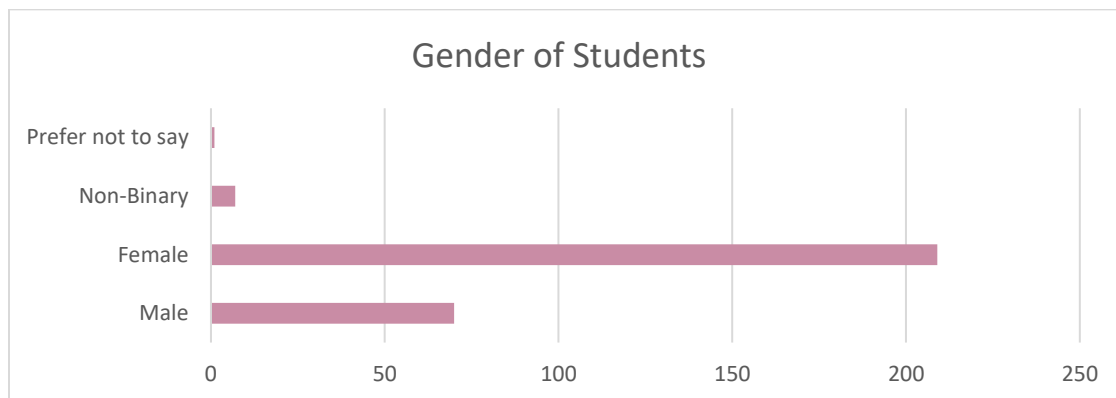
Purpose of the Survey: The 2025 Student Survey on the Chippewa Valley was conducted to gain deeper insights into what students value most in a community as they plan for life after graduation. By identifying key factors that influence students' decisions on where to live and work, this survey aims to provide local businesses with actionable data. Understanding these preferences will help shape initiatives that attract and retain young talent, foster economic growth, and enhance the overall appeal of the Chippewa Valley as a vibrant place to live, work, and thrive. This report contains the results from 299 Chippewa Valley Technical College students.

Demographics:



Age:

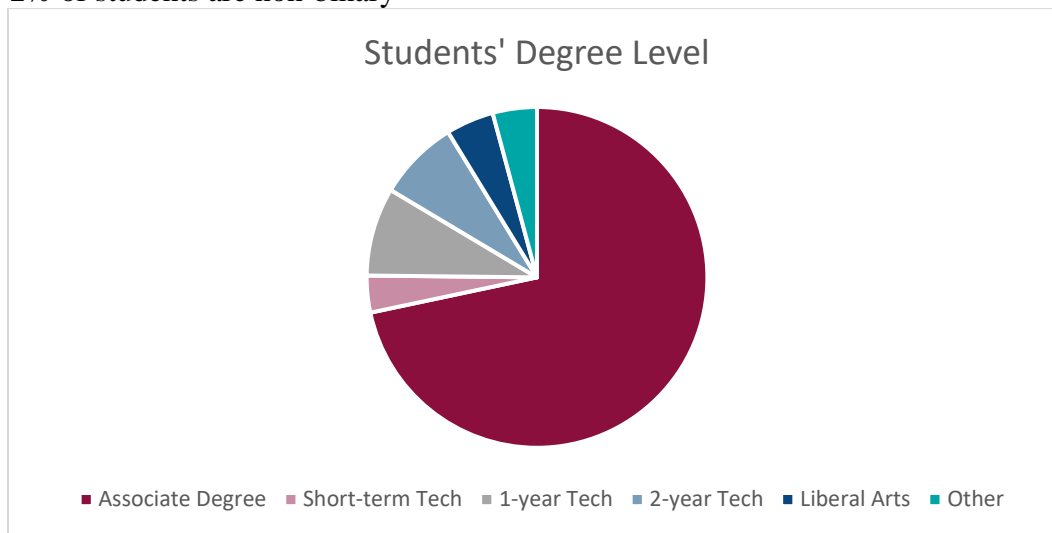
- 32% of students are 18-21
- 14% of students are 22-24
- 54% of students are 25+



Gender:

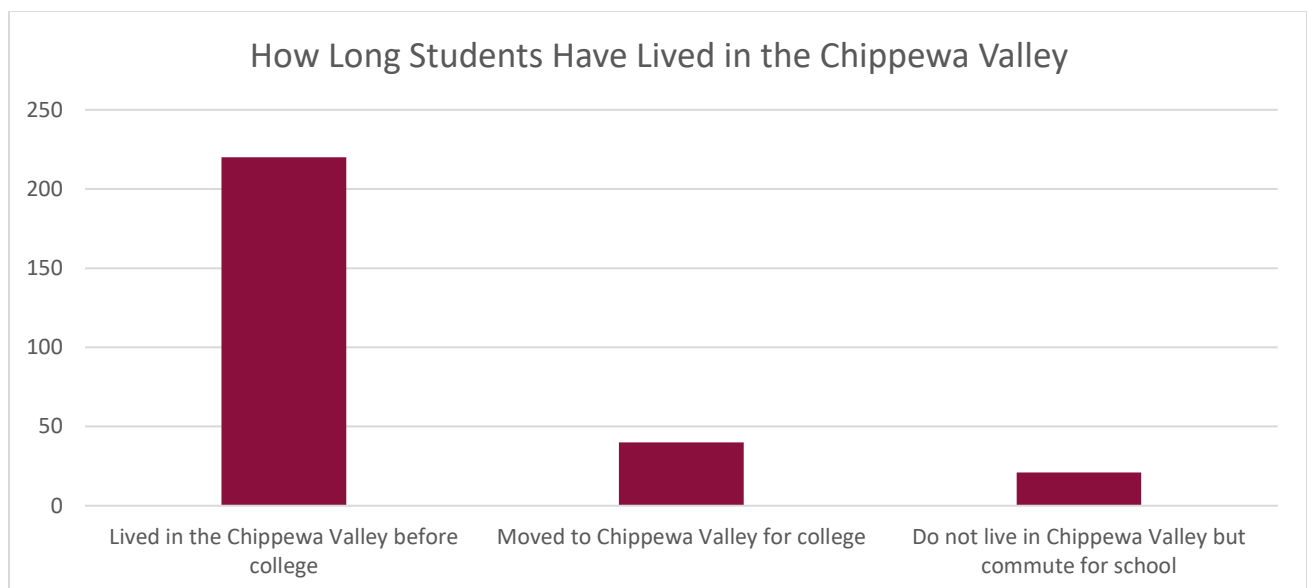
- 24% of students are male
- 73% of students are female

- 2% of students are non-binary



Degree Level:

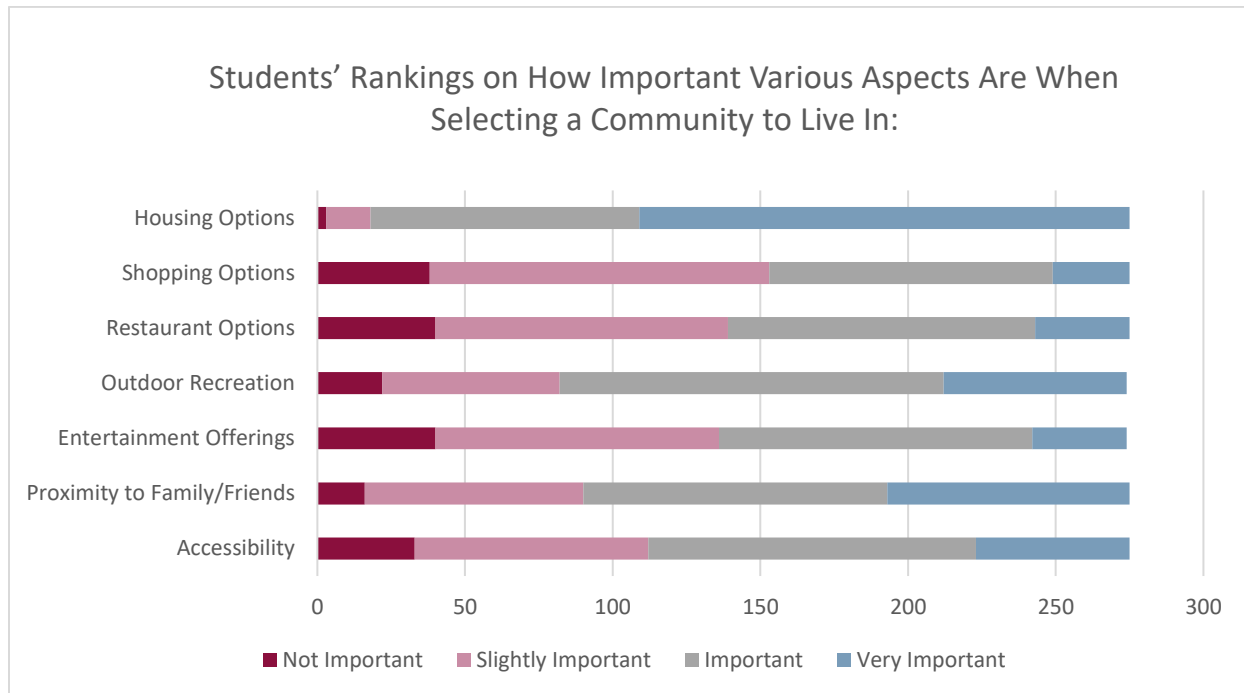
- 71% of students are enrolled in an associate's degree
- 3% of students are enrolled in a short-term technical diploma
- 8% of students are enrolled in a 1-year technical diploma
- 8% of students are enrolled in a 2-year technical diploma
- 5% of students are enrolled in a liberal arts degree
- 4% of students are enrolled in a different degree than listed



How Long Have Students Lived in the Chippewa Valley?

- 77% of students lived in the Chippewa Valley before college
- 14% of students moved to the Chippewa Valley for college
- 7% of students do not live in the Chippewa Valley but commute for school
- 2% of students do not live in the Chippewa Valley

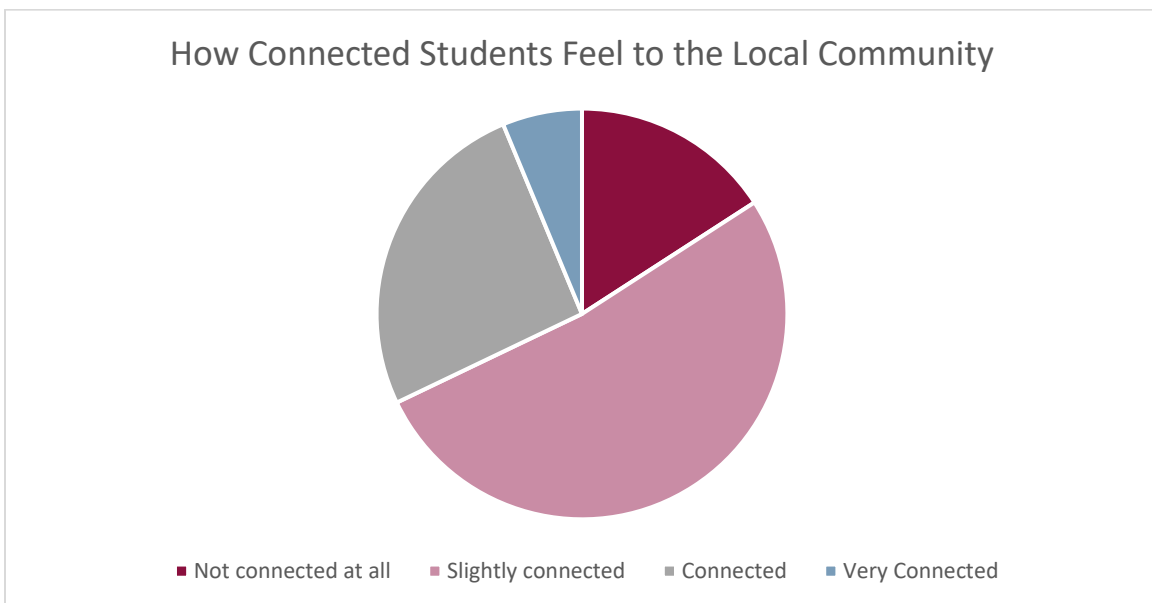
Living in the Chippewa Valley:



Students' Rankings on How Important Various Aspects Are When Selecting a Community to Live In:

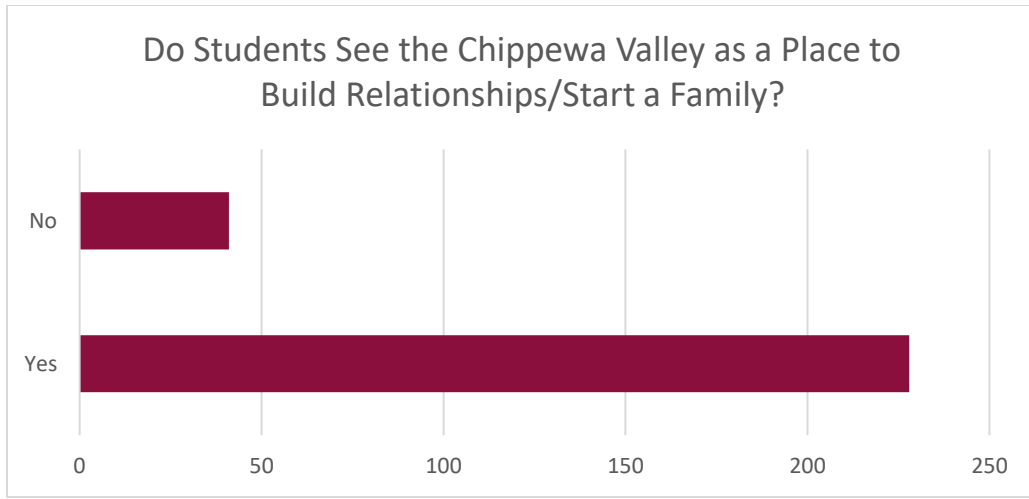
- **Accessibility**
 - 12% said that accessibility is not important
 - 29% said that accessibility is slightly important
 - 40% said that accessibility is important
 - 19% said that accessibility is very important
- **Proximity to Family/Friends**
 - 6% said that proximity to family/friends is not important
 - 27% said that proximity to family/friends is slightly important
 - 37% said that proximity to family/friends is important
 - 30% said that proximity to family/friends is very important
- **Entertainment Options**
 - 15% said that entertainment options are not important
 - 35% said that entertainment options are slightly important
 - 39% said that entertainment options are important
 - 12% said that entertainment options are very important
- **Outdoor Recreation Activities**
 - 8% said that outdoor recreation activities are not important
 - 22% said that outdoor recreation activities are slightly important
 - 47% said that outdoor recreation activities are important
 - 23% said that outdoor recreation activities are very important

- **Restaurant Options**
 - 15% said that restaurant options are not important
 - 36% said that restaurant options are slightly important
 - 38% said that restaurant options are important
 - 12% said that restaurant options are very important
- **Shopping Options**
 - 14% said that shopping options are not important
 - 42% said that shopping options are slightly important
 - 35% said that shopping options are important
 - 9% said that shopping options are very important
- **Housing Options**
 - 2% said that housing options are not important
 - 5% said that housing options are slightly important
 - 33% said that housing options are important
 - 60% said that housing options are very important



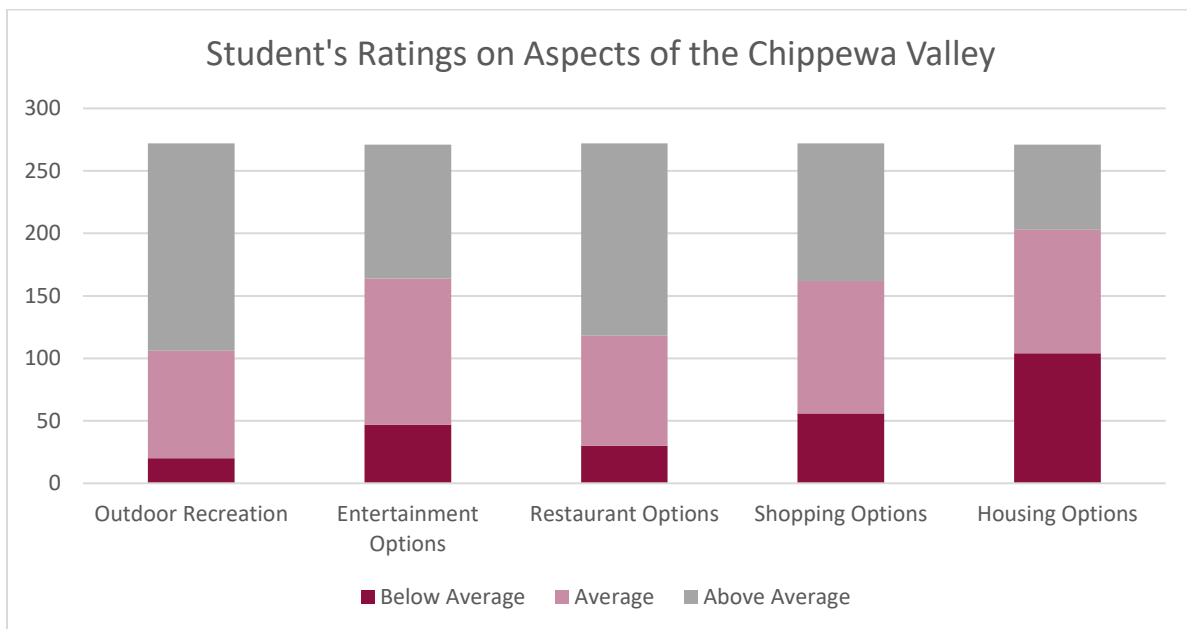
How Connected do CVTC Students Feel to the Local Community?

- 16% of students don't feel connected at all
- 52% of students feel slightly connected
- 26% of students feel connected
- 6% of students feel very connected



Do CVTC Students See the Chippewa Valley as a Place Where They Could Build Long-Term Relationships or Start a Family?

- 85% said yes
- 15% said no

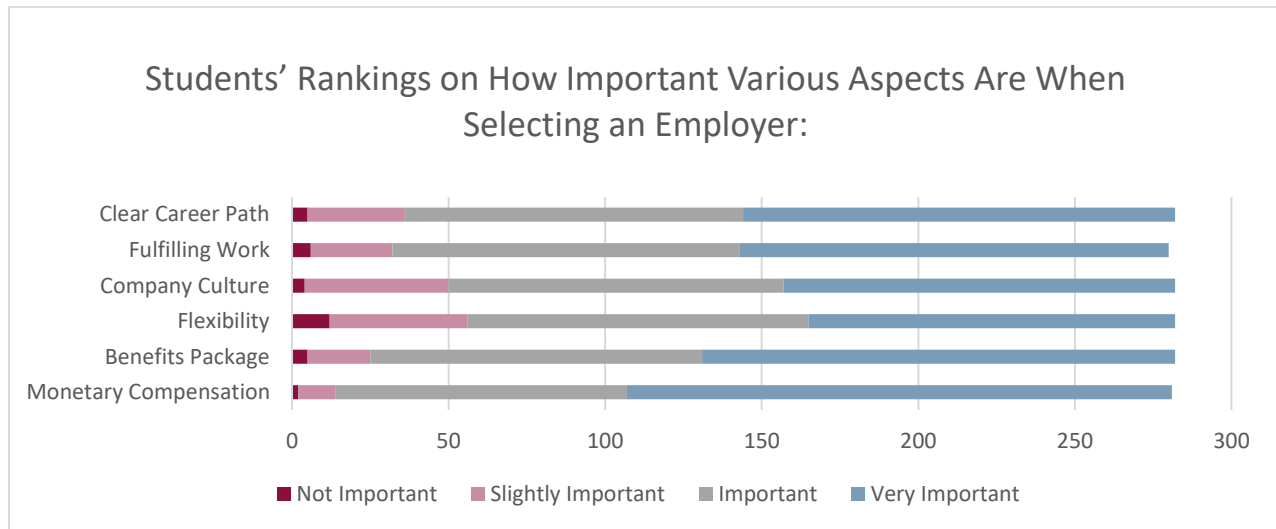


Students' Rankings on Aspects of the Chippewa Valley (1 being the worst and 5 being the best):

- **Outdoor Recreation Activities**
 - 1% of students ranked the outdoor recreation activities a 1
 - 6% of students ranked the outdoor recreation activities a 2
 - 32% of students ranked the outdoor recreation activities a 3
 - 46% of students ranked the outdoor recreation activities a 4

- 15% of students ranked the outdoor recreation activities a 5
- **Entertainment Options**
 - 3% of students ranked the entertainment options a 1
 - 15% of students ranked the entertainment options a 2
 - 43% of students ranked the entertainment options a 3
 - 31% of students ranked the entertainment options a 4
 - 8% of students ranked the entertainment options a 5
- **Restaurant Options**
 - 2% of students ranked the restaurant options a 1
 - 10% of students ranked the restaurant options a 2
 - 32% of students ranked the restaurant options a 3
 - 43% of students ranked the restaurant options a 4
 - 13% of students ranked the restaurant options a 5
- **Shopping Options**
 - 4% of students ranked the shopping options a 1
 - 17% of students ranked the shopping options a 2
 - 39% of students ranked the shopping options a 3
 - 29% of students ranked the shopping options a 4
 - 11% of students ranked the shopping options a 5
- **Housing Options**
 - 10% of students ranked the housing options a 1
 - 28% of students ranked the housing options a 2
 - 37% of students ranked the housing options a 3
 - 19% of students ranked the housing options a 4
 - 6% of students ranked the housing options a 5

Employment in the Chippewa Valley:

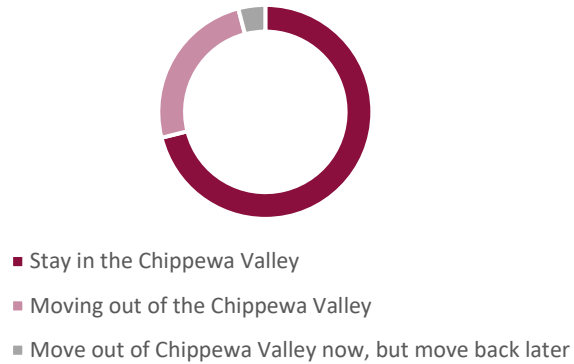


Students' Rankings on How Important Various Aspects Are When Selecting an Employer:

- **Monetary Compensation**
 - 1% said that compensation was not important
 - 4% said that compensation is slightly important
 - 33% said that compensation is important
 - 62% said that compensation is very important
- **Benefits Package (401k, health insurance, PTO)**
 - 1% said that a benefits package is not important
 - 7% said that a benefits package is slightly important
 - 38% said that a benefits package is important
 - 54% said that a benefits package is very important
- **Flexibility**
 - 4% said that flexibility is not important
 - 16% said that flexibility is slightly important
 - 39% said that flexibility is important
 - 41% said that flexibility is very important
- **Company Culture**
 - 2% said that company culture is not important
 - 16% said that company culture is slightly important
 - 38% said that company culture is important
 - 44% said that company culture is very important
- **Fulfilling Work**
 - 2% said that fulfilling work is not important
 - 9% said that fulfilling work is slightly important
 - 40% said that fulfilling work is important
 - 49% said that fulfilling work is very important
- **Clear Career Path (growth opportunities)**
 - 2% said that a clear career path is not important
 - 11% said that a clear career path is slightly important

- 38% said that a clear career path is important
- 49% said that a clear career path is very important

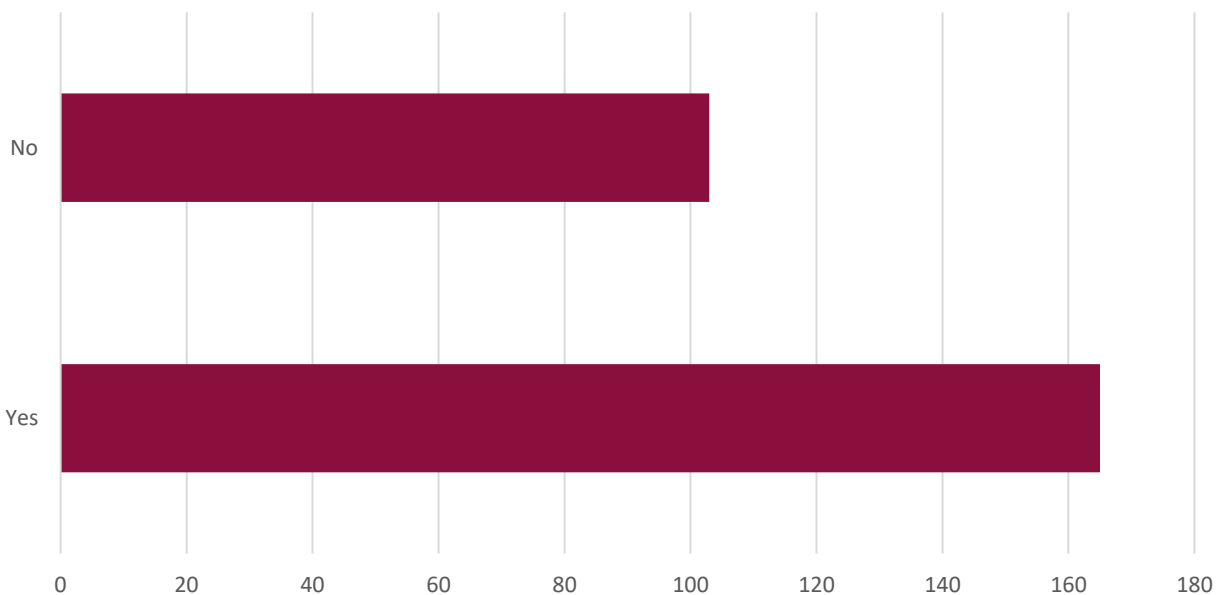
What are Students' Plans Following Their Time at School?



Students' Plans Following Their Time at School:

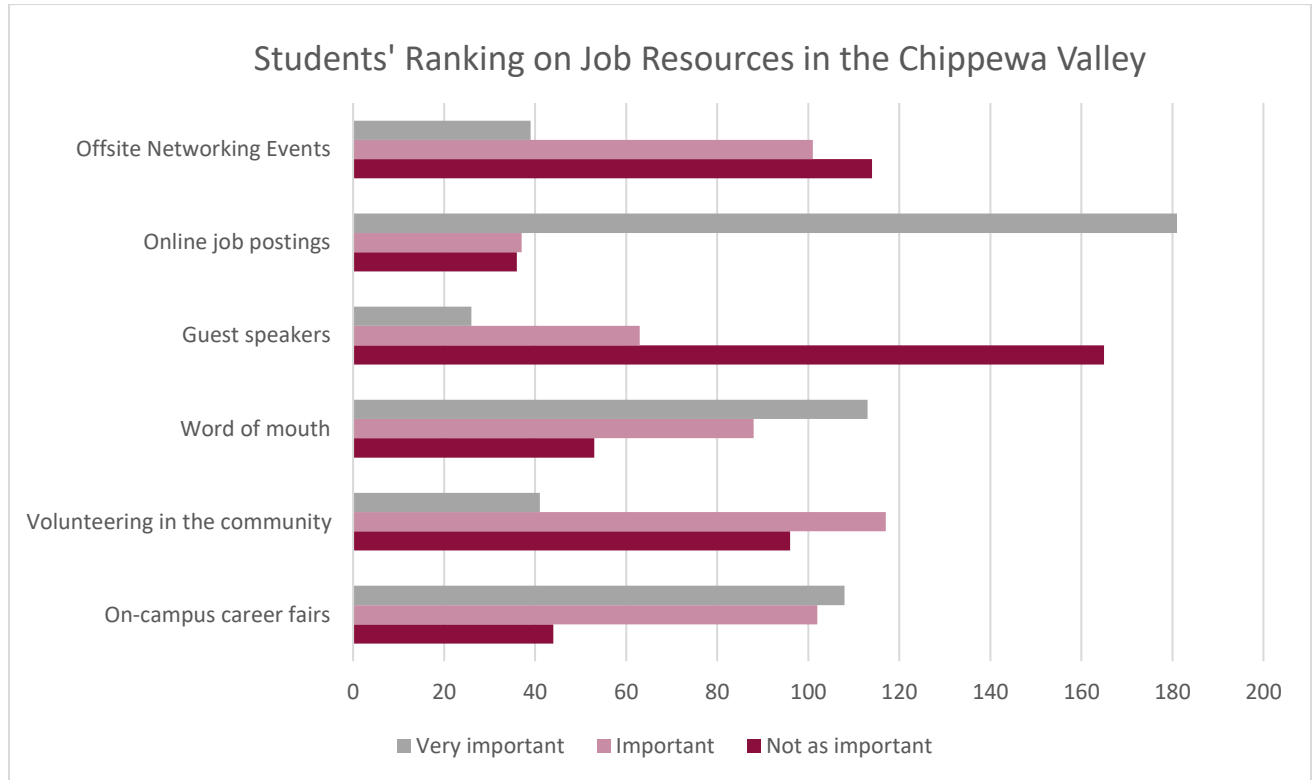
- 71% would like to stay in the Chippewa Valley to work/live after graduation
- 25% do not want to stay in the Chippewa Valley to work/live after graduation
- 4% are not able to stay in the Chippewa Valley after graduation but hope to come back someday

Are Students Open to a Career Outside of Their Major?



Are Students Open to a Career Field Outside of Their Major?

- 62% said yes
- 38% said no



Students' Rankings on What They See as Most Important (1) and Least Important (6) When Looking for Employment in the Chippewa Valley:

- **On-Campus Career Fairs**
 - 20% of students ranked on-campus career fairs a 1
 - 22% of students ranked on-campus career fairs a 2
 - 23% of students ranked on-campus career fairs a 3
 - 17% of students ranked on-campus career fairs a 4
 - 10% of students ranked on-campus career fairs a 5
 - 7% of students ranked on-campus career fairs a 6
- **Volunteering in the Community**
 - 4% of students ranked volunteering in the community a 1
 - 12% of students ranked volunteering in the community a 2
 - 20% of students ranked volunteering in the community a 3
 - 26% of students ranked volunteering in the community a 4
 - 24% of students ranked volunteering in the community a 5
 - 14% of students ranked volunteering in the community a 6
- **Word of Mouth**
 - 13% of students ranked word of mouth a 1

- 31% of students ranked word of mouth a 2
- 18% of students ranked word of mouth a 3
- 17% of students ranked word of mouth a 4
- 9% of students ranked word of mouth a 5
- 11% of students ranked word of mouth a 6
- **Guest Speakers**
 - 4% of students ranked guest speakers a 1
 - 6% of students ranked guest speakers a 2
 - 10% of students ranked guest speakers a 3
 - 15% of students ranked guest speakers a 4
 - 30% of students ranked guest speakers a 5
 - 35% of students ranked guest speakers a 6
- **Job Postings on Online Platforms**
 - 53% of students ranked job postings on online platforms a 1
 - 19% of students ranked job postings on online platforms a 2
 - 10% of students ranked job postings on online platforms a 3
 - 5% of students ranked job postings on online platforms a 4
 - 6% of students ranked job postings on online platforms a 5
 - 8% of students ranked job postings on online platforms a 6
- **Attending Community Events (Networking Off-Campus)**
 - 6% of students ranked attending community events a 1
 - 10% of students ranked attending community events a 2
 - 19% of students ranked attending community events a 3
 - 21% of students ranked attending community events a 4
 - 21% of students ranked attending community events a 5
 - 24% of students ranked attending community events a 6

Improving the Chippewa Valley: Student Perspectives:

Housing

- “Lower the cost of housing.”
- “I value affordable housing over apartments geared toward what people may think are for young professionals. For many young professionals with student debt (My 4 year degree at the U of M did not assist me in finding work, so I’m at CVTC to change fields) - we tend to value affordability and safe/clean rather than upscale. A lot of affordable housing requires roommates/is geared toward younger college kids, section 8, or the elderly. I feel there is a gap for those who are young professionals, do not qualify for section 8, and who cannot afford rent of over \$1100/mo (including utilities). Many 1st generation college students with 4 year degrees have higher student loan payments (\$1400-1700/mo) than rent payments. That being said, I do feel I have more economic hope for the present and future in the Chippewa Valley than I did in the Twin Cities. I’ve been able to find employment with a fair amount of ease.”
- “Better housing.”
- “Make it easier to secure housing within the Chippewa Valley.”
- “Make housing more affordable.”
- “There is not enough housing and it’s too expensive.”
- “Cheaper housing.”
- “Cost of housing.”
- “Figure out a way to solve the lack of housing that’s affordable.”
- “Lowering housing costs.”
- “We need more affordable housing options.”
- “Advocate for more affordable housing.”
- “We need better options for affordable housing.”

Transportation

- “I think the Chippewa Valley could increase the services of public transportation and variety of infrastructure. A bike pass would be nice.”
- “More information about public transit for older kids. My son is in 8th grade, he knows nothing about busses or how to get somewhere from home.”
- “Have more parking. Have a relaxing station for students.”
- “Fixing the major highways to allow for less stress while traveling.”
- “Better public transportation and plowing the roads.”

Suggestions for CVTC

- “Have more one on one meetings with students and address separate needs.”
- “Provide more opportunities such as career fairs, etc.”
- “The Chippewa Valley could offer more opportunities for students to rather and mingle with those in their perspective fields. They could get more involvement between schools and local businesses.”
- “Do not cut funding and offerings in established degrees and offer more workshops.”
- “Could have more outings and events that explore and show the school and Chippewa Valley.”

- “As an international student, it would be really helpful to make more entertaining activities so that people can connect more with others because most of them are by themselves. Also, make tutorials on how to use handshake.”
- “One thing I have found is that there is not much talk about entrepreneurship outside of my individual instructor. While the majority of the students are going to school with the goal of a job/career at the end, a good amount are also going to gain the knowledge to go out and start a small business which is always needed in the Chippewa Valley I would like to see more involvement from CVTC around what it take to start a business and resources such as guest speakers, the SBDC, mentor programs, etc. I think this is a big miss that students would benefit from.”
- “Have the Menomonie campus be open at night for students that work full time and can’t make it to the main campus for help.”
- “Providing more shadowing opportunities and ability to see a real “day in the life” of various careers, from trade careers to professional careers.”
- “More announcements for career fairs outside of campus.”
- “Push for more undecided high schoolers to plan to attend CVTC for general education requirements until they find a career path.”

Financials

- “Better wages, education grants, lower tuition.”
- “I think that the Chippewa Valley does an amazing job at supporting its students. However, the only problem is that most of us are struggling a tremendous amount just to get by.”
- “More, better paying jobs.”
- “Higher income coming into the household. Lower prices on substantial items needed.”
- “Increasing wages.”
- “It is very hard to find a flexible job while in school that allows me to pay my bills (car payments, rent, student loans,etc.)
- “Make school cheaper for students/help students who are struggling financially.”
- “Provide more healthcare and financial help.”

Entertainment

- “Provide more spaces for people to just hang out without having to pay. If there are no third party spaces it is unlikely many young adults will forge a connection with their community.”
- “I believe engaging in more community events such as a carnival or a music festival/show would help bring us all together for any given cause. Could use the money to donate it to a local charity.”
- “More money into mountain bike trails.”
- “More places for teenagers to visit. Maybe interesting exhibitions or lectures about science or art history. Performances at noon time. Modern playgrounds with obstacles, with health-sport section for bigger kids to exercise or play.”
- “Additions of low-cost/free activities during the winter would be great.”
- “I wish it were easier to find activities/events in the area.”
- “More recreational activities for families and friends.”

Job Opportunities

- “It is very hard to find a flexible job while in school that allows me to pay my bills. Honestly, I found it difficult to find a job period. More job opportunities for those without a degree yet would be very beneficial to the community.”
- “I have struggled finding a position with my admin degree due to lack of experience, but yet there isn’t much opportunity to get experience to grow within the community.”
- “More options/resources for paramedics/paramedic students who do not wish to work for a fire department.”
- “Have job opportunities that actually pay a livable wage so students can support themselves outside of school.”
- “Provide more resources available to students to apply for jobs and networking opportunities.”

Other

- “Increase vegan/vegetarian restaurant offerings. More green space.”
- “Cheaper daycare options.”