













We examined course grades in ENGL 1104 from fall 2021 to summer 2023. A paired t-test of 1407 observations determined a statistical difference between the mean scores in English 1104 students between 3-credit hours and 4-credit hours. Based on the statistical analysis, there is a statistical difference in the mean scores between ENGL 3CH and ENGL 4CH,  $t(1442)=16.58$ ,  $p<.000$ . **Students who complete ENGL 4CH earn a mean score of 2.149 (letter grade = B), one letter lower than students enrolled in ENGL 3CH (M=3.201).**

When looking at ENGL 1104 Spring 2023 grades, 165 students earned the following distribution: A= 18%; B= 22%; C= 23%; D= 7%; F= 18%; W= 12%.

### Digital Literacy

The average grade among 1,206 virtual, not-dual enrollment learners in OFAD 1150 (Computer Applications) was 2.34 (C), which fell nearly two letter grades behind the face-to-face/hybrid learning. Students performed higher in face-to-face (F2F) or hybrid (HYB) courses, which were primarily in dual enrollment. The average F2F or HYB was 3.62 (A). One exception to the F2F or HYB findings was a cohort of 24 on-campus, non-dual enrollment students that earned on average 1.50 (D).

Further examination of the F2F/HYB cohort with an average 1.50 (D) grade yielded additional information. The course evaluation for the section illuminated neutral responses that focused on the need for (1) timeliness of grading and (2) improved faculty engagement with the subject to make the content more interesting or stimulating. While the subject matter expert (SME) content was utilized, there was limited to no instructional feedback on assignments, discussions, or coursework. With the resignation of the course's full-time faculty, the course is now taught exclusively by adjunct faculty.

## Recruitment Summary

### *Spring 2024*

Inquiries as Prospects	218
Applications	200 (91.7% conversion)

### *Fall 2023 for Fall 2024*

WV College Tour	17
Other Recruiting Events (non-college fairs)	15
WV Counties Represented	20

### Ongoing Recruiting Plan

Pierpont's team continues its recruiting plan for fall 2024 enrollment. We are participating in recruiting activities across six different areas: (1) the College Tour in WV High Schools, inclusive of our 13-county service region, (2) Pierpont Visit Opportunities, (3) Community outreach (e.g., camps and academies), (4) Career and Technical Education and Adult Basic Education Outreach, (5) Social Gatherings, (6) Transitional education (dual enrollment), and (7) College Transfer Fairs.

### Strategic Enrollment Plan

The Strategic Enrollment plan is within its first quarter of implementation. Institutional stakeholders are working toward the strategies to strengthen recruitment and student success through the four pillars; (1) recruitment, (2) onboarding, (3) retention, and (4) student success.