

Oakland University Enrollment Report: Fall 2016



Introduction and Executive Summary

Official headcount for fall 2016, including students in the School of Medicine (SOM), is 20,012, down 1.2% compared to last year*. Total FYES production to date for FY17 is 8,932, 0.2% higher than last year at this point.

Table I shows the breakout of fall 2016 compared to fall 2015. The School of Medicine (SOM) enrollment is included in the graduate totals. 443 SOM students are enrolled for a total of 19,033 credits and 221.5 FYES**.

Table I: Comparison of fall headcount, Credits and FYES

	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2016	16,568	3,444	20,012	211,791	38,063	249,854	7,044	1,116	8,159
Fall 2015	16,793	3,468	20,261	212,431	36,894	249,325	7,063	1,090	8,153
Difference	-225	-24	-249	-640	1,169	529	-19	26	6
% Change	-1.3%	-0.7%	-1.2%	-0.3%	3.2%	0.2%	-0.3%	2.4%	0.1%

* This is the first fall semester for reporting the official count exclusive of students who have dropped all of their courses, i.e. dropped to zero credits. The fall 2015 numbers have been adjusted to remove these students as well, so that the comparison to the prior year remains consistent. The change to the count procedure affects student headcount only. Credits and FYES remain unaffected.

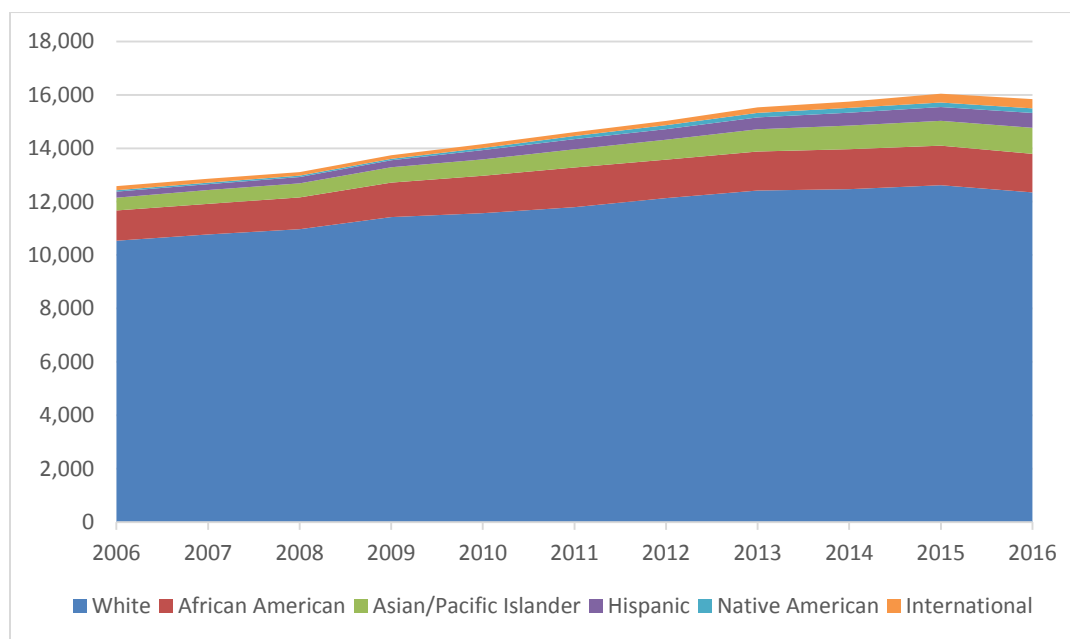
** SOM students are enrolled in an average of 44.7 credits, compared to 11.1 credits for full-time doctoral students in other programs, so SOM FYES is calculated differently. The result is that the increase in graduate credits appears greater than the increase in FYES.

Undergraduate enrollment

Undergraduate headcount and credits have decreased by 1.3% and 0.3% respectively. In part, this was due to lower new student enrollment for both FTIACs and transfer students, however the number of returning students dropped slightly also. 78% of undergraduates are enrolled full-time, compared to 75% in 2012. Average credits increased again, from 12.66 to 12.80.

The undergraduate population continues to become more diverse. 78% are white, compared to 81% in 2011; 9% are African-American, 6% Asian-American, 3.5% Hispanic, 1.1% Native American, while about 4% are unreported.

Figure 1: Breakdown of undergraduate enrollment by race/ethnicity 2006 to 2016

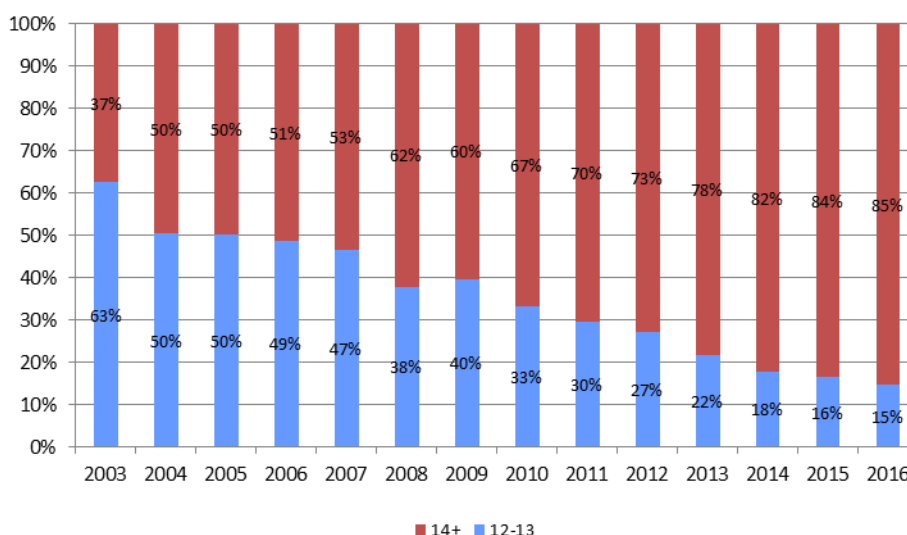


The gender mix also continued its trend toward more balance. This fall, women make up 56.6% of undergraduates, compared to 60.2% in fall 2012 (and 64% in 2000).

FTIACs – 2,595 first year students (FTIACs) enrolled for fall. Although this is 2.4% lower than last year, it is still the second largest incoming class ever. 98% of FTIACs are enrolled full-time. Average credits for new first-year students increased again, from 15.43 to 15.55. The proportion of full-time FTIACs enrolled for 14 or more credits increased from 83.5% to 85.4%. The percentage of FTIACs taking 14 or more credits has been increasing since 2006, and as a result, the proportion of students who

achieved sophomore status at the end of the first year has gone from 41% for the 2003 cohort to 63% for the 2015 cohort. Being a sophomore in the second year is one of OU's best indicators that a student is on track to graduate within six years. In fact as students earn more credits, OU is already seeing an increase in the four-year graduation rate. Over 26% of the 2012 cohort graduated in 4 years, compared to just 15% of the 2007 cohort. The chart below illustrates the steady increase of full-time FTIACs enrolled with 14 or more credits in their first semester since 2003.

Figure 2: % of full-time FTIACs enrolled in 14 or more credits: 2003 to 2016



The levels of preparation of incoming students continues to be strong. The average ACT score for 2016 FTIACs is 23.6, the highest since before 1978. The average HS GPA is 3.4. Historical ACT and HS GPA can be found on the [OIRA website](#).

While 77% of FTIACs still come from the tri-county area (Oakland, Macomb, and Wayne counties), enrollment from other Michigan counties has been increasing and 20% of FTIACs are from outside the tri-county area this fall, compared to 14% in 2012. FTIACs now come from 55 of Michigan's 83 counties, a significant increase over 2005, when only 37 counties were represented. Both out-of-state and international student enrollment also showed slight increases, to 1.8% and 1.4%.

Minority students make up 22% of this year's incoming students. 11% of FTIACs are African-American, 5.8% Asian-American, 4.4% Hispanic, 1.1% Native American, and 0.2% Native Hawaiian.

Total new and returning undergraduate student numbers are presented in Table II.

Table II: New* and returning undergraduate students

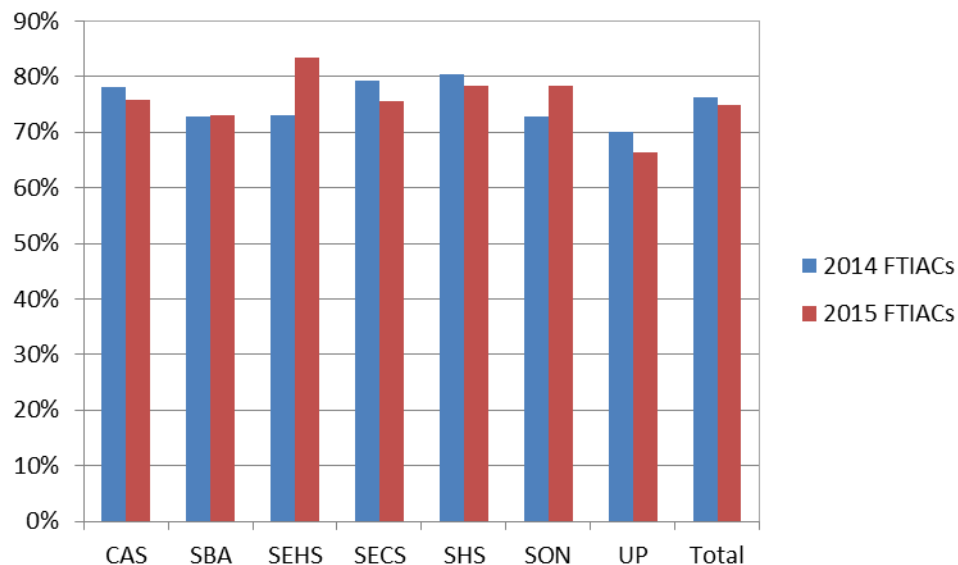
	FTIACs	Transfers	Other UG	Total New Undergrad	Returning UG
Fall 2016	2,595	1,675	365	4,635	11,933
Fall 2015	2,658	1,787	380	4,825	11,968
Difference	-63	-112	-15	-190	-35
% Change	-2.4%	-6.3%	-3.9%	-3.9%	-0.3%

*New students include student admitted in both summer and fall. Transfers include second undergraduate degree students

New Transfers – Students who originally entered OU as transfer students comprise 40% of all undergraduates. At 1,675, the number of new transfers is down 6.3% compared to last year. 78% of transfer students are enrolled full time, 57% are female, 18% are from minority backgrounds, 12% are from outside the tri-county area, and 3.3% are originally from other states or countries.

Returning undergraduate students - The number of returning undergraduates fell slightly compared to 2015, due, in part to a substantial increase in the number of students graduating in 2015-16. The first-year student (FTIAC) return rate is 75.0% for the fall 2015 FTIAC cohort, compared to 76.4% for the 2014 cohort. Historical retention rate data can be found on the [OIRA website](#). Retention rates by school and college for the past two years are shown in the chart below.

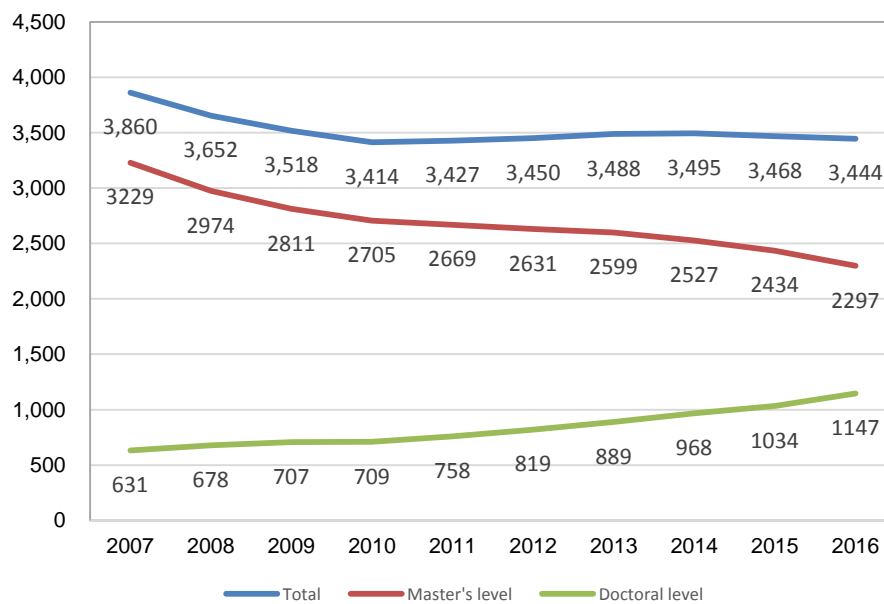
Figure 3: 2014-2015 FTIAC's first year retention by college and schools



Graduate enrollment

While the enrollment of new students in graduate programs was strong, overall graduate headcount fell slightly from last year (0.7%). Enrollment in the School of Medicine (SOM) is up to 443, and will continue to grow until 2018, when it is planned to level off at about 500 students. Graduate FYES are up by 2.4% while credits increased by 3.2%. The difference is due to the larger number of credits taken by SOM students.

Figure 4: Graduate enrollment 2007 – 2016



New master's level (grad I) student enrollment is up 3.8%, however overall grad 1 enrollment is down 5.6%. Reflecting the low level of new student enrollment in prior semesters, returning grad I student enrollment is down 7.3%.

Table III: New* and returning graduate students

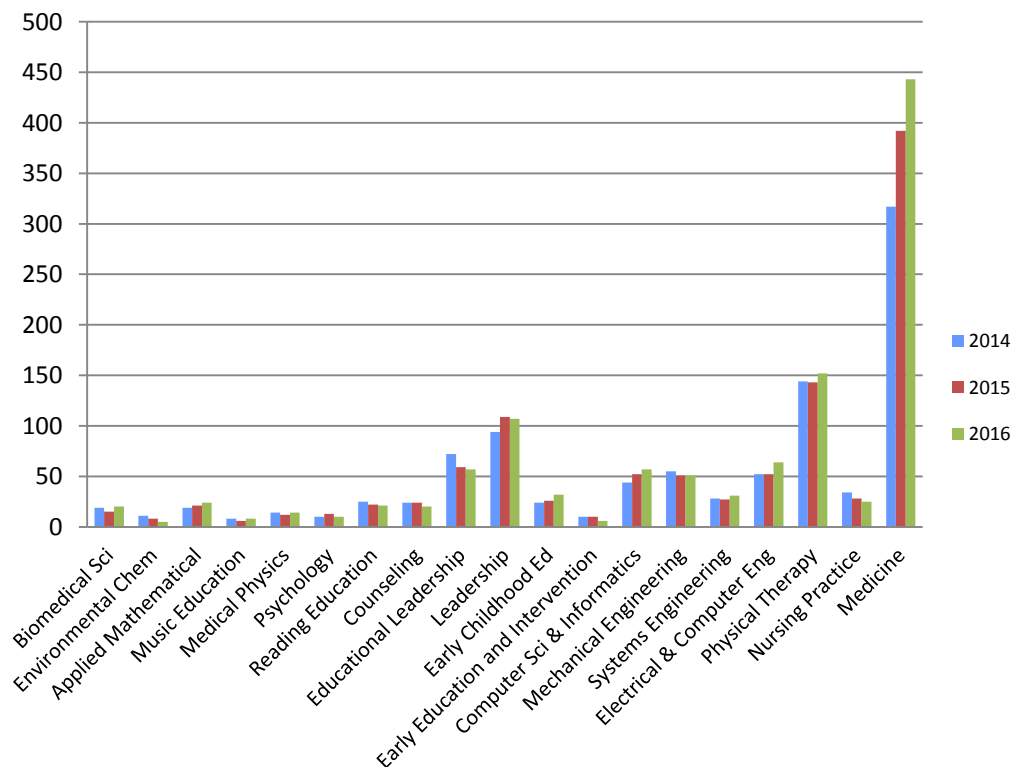
	New Grad I Master's Level (G1)	Doctoral Level (G2)	Professional Development (G1)	School of Medicine (G2)	Total New Grad	All Returning
Fall 2016	729	167	59	125	1080	2,364
Fall 2015	702	139	78	125	1044	2,424
Difference	27	28	-19	0	36	-60
% Change	3.8%	20%	-24%	0%	3%	-2.5%

* New students include students admitted in either summer or fall. Grad II includes students in doctoral or specialist programs.

The picture at the doctoral level (grad II) is brighter. Overall doctoral enrollment is up 9.7%. The number of new doctoral students outside of SOM increased by 20%, while returning students fell by just 1.3%.

The chart below shows total doctoral enrollment by program. The 443 SOM students make up almost 40% of total doctoral enrollment. More detail on enrollment by school/college is found in the next section.

Figure 5: Doctoral enrollment 2014-2016



Enrollment by school or college

Comparison to 2015 – Engineering and Computer Science (SECS) and Business (SBA) enrollment is up at both the undergraduate and graduate levels, while Arts and Sciences (CAS), Nursing (SON), and Education and Human Services (SEHS) are down at both levels. Health Sciences (SHS) is down in undergraduate enrollment, but up in graduate. The following table illustrates the change in students, student credit hours (SCH) and FYES by school compared to fall 2015. (The OU total includes SOM).

Table IV: Change in headcount, student credit hours & FYES by school & level

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	-4.3%	-2.3%	-2.3%	-7.0%	-3.3%	-2.5%	-4.4%	-2.3%	-2.3%
SBA	1.5%	1.5%	1.6%	1.7%	0.1%	0.3%	1.5%	1.3%	1.4%
SEHS	-5.4%	-3.6%	-3.6%	-9.1%	-6.5%	-5.7%	-7.3%	-4.6%	-4.5%
SECS	15%	17%	17%	9.9%	9.2%	9.2%	14%	15%	15%
SHS	-5.7%	-5.1%	-4.9%	2.7%	-0.2%	7.8%	-4.8%	-4.2%	-1.5%
SON	-1.0%	6.1%	6.4%	-9.5%	-7.7%	-7.3%	-2.1%	4.0%	3.8%
OU	-1.3%	-0.3%	-0.3%	-0.7%	3.2%	2.4%	-1.2%	0.2%	0.1%

This table compares new student enrollment by school. Enrollment increased or decreased at varying rates across schools and levels.

Table V: New student enrollment by school/college 2015-2016

	FTIAC			Transfer			Masters			Doctoral		
	2016	2015	% diff	2016	2015	% diff	2016	2015	% diff	2016	2015	% diff
CAS	920	889	3.5%	584	692	-16%	104	97	7.2%	18	9	100%
SBA	339	361	-6.1%	279	280	-0.4%	144	137	5.1%	0	0	
SEHS	86	80	7.5%	119	115	3.5%	232	232	0.0%	70	66	6.1%
SECS	441	456	-3.3%	254	255	-0.4%	140	130	7.7%	33	22	50%
SHS	312	356	-12%	178	192	-7.3%	45	39	15%	39	36	8.3%
SOM							0			125	125	0%
SON	192	167	15%	192	171	12%	64	67	-4%	7	6	17%

Enrollment trends – Figure 6 (next page) shows enrollment (headcount) trends by school/college since 2007. CAS grew steadily from 1998 through 2013, but has dropped the last three years. SHS had also experienced steady growth, but dropped in 2015 and 2016. SON grew rapidly from 2000 through 2009, but has declined each year since. SEHS has been losing enrollment since it peaked at over 4,000 in 2004. SBA is up this year, again and is now at its highest enrollment ever. After a 7-year decline, SECS enrollment is up 87% since 2012. SOM continues to grow to meet its enrollment targets.

Figure 6: Enrollment in majors/programs by college or school, fall 2007-2016

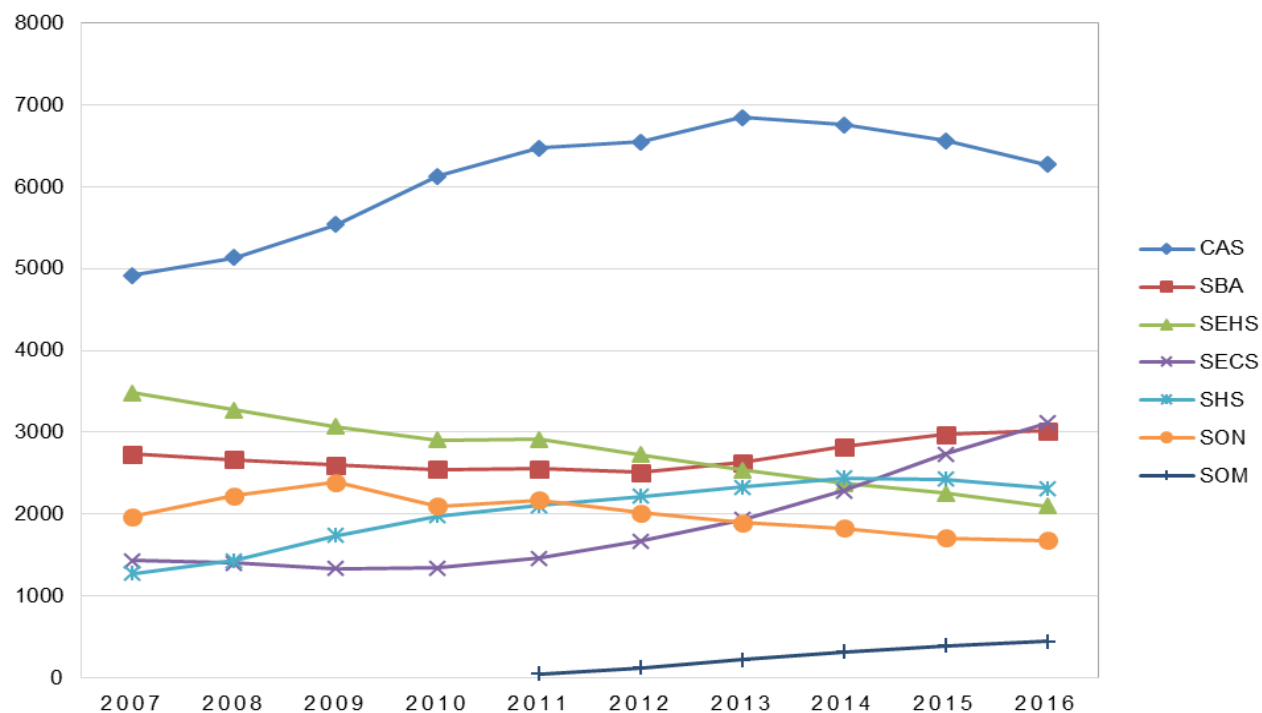
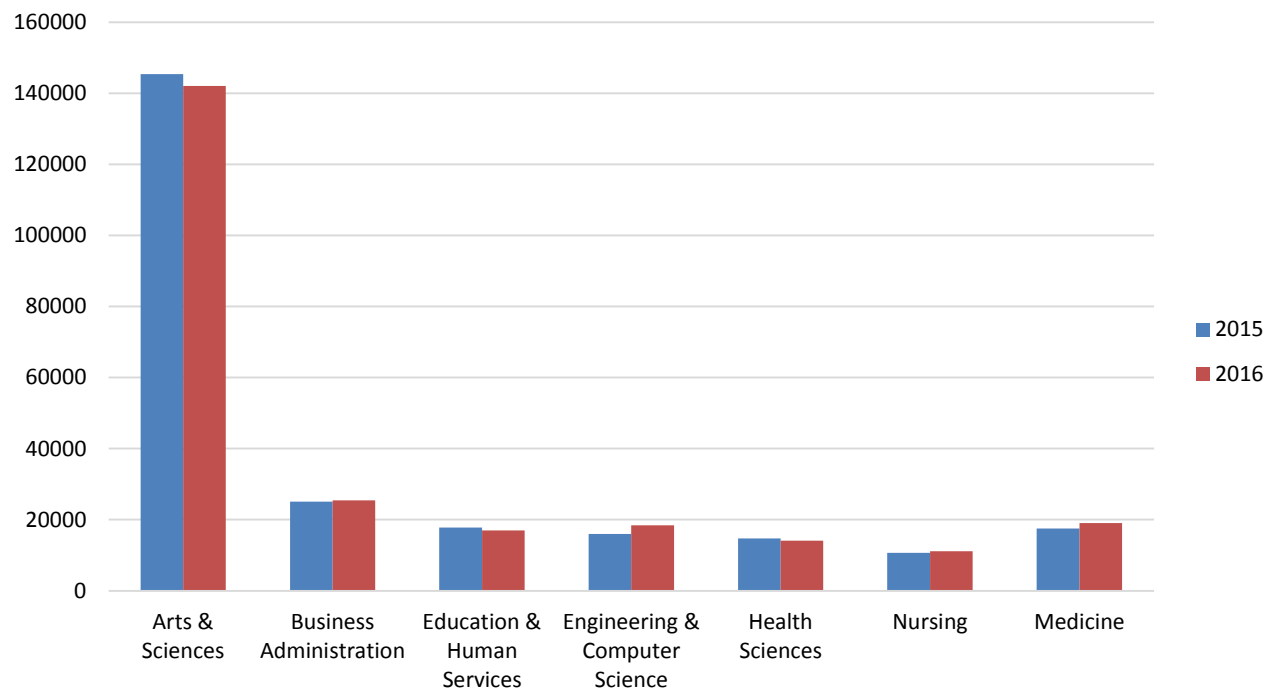


Figure 7 and the table on the next page show the distribution of credits and FYES for the College and the schools as well.

Figure 7: Total student credit hours taught by school/college



This table recalculates the credits as FYES and shows the distribution for the last five years.

Table VI: FYES by school/college

	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	One year % Change	5 years % Change
CAS	4,664	4,782	4,763	4,878	4,769	-2.2%	2.2%
SBA	700	764	825	859	871	1.4%	24%
SEHS	745	716	687	669	639	-4.5%	-14%
SECS	372	411	488	576	662	15%	78%
SHS	527	540	560	545	537	-1.5%	2%
SON	395	379	371	358	372	3.8%	-5.9%
SOM	62	112	159	196	222	13%	257%

(Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

Place and time: off-campus, online, and evening enrollment

In past years, most OU students needing flexibility in scheduling had the choice to take classes in the evening or at an off-campus location (usually also in the evening) that might be closer to home or work. However, with the growth in online courses and programs, flexibility has increased and enrollment patterns have changed. The figures below display those changing patterns. Note that the area of most growth is in traditional undergraduate students taking at least one online course. (SOM is included in the traditional on-campus).

Figure 8: Undergraduate enrollment by type/location

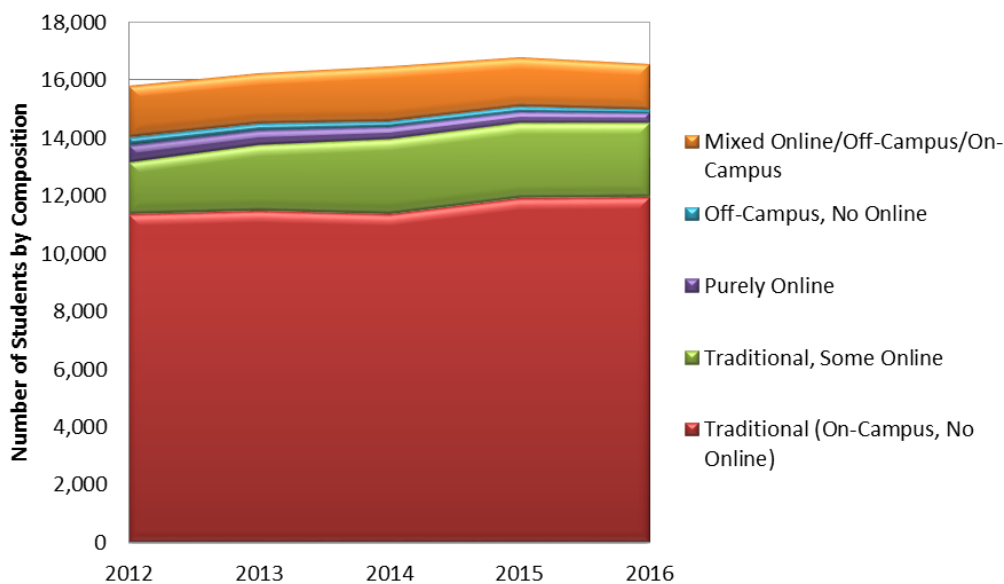
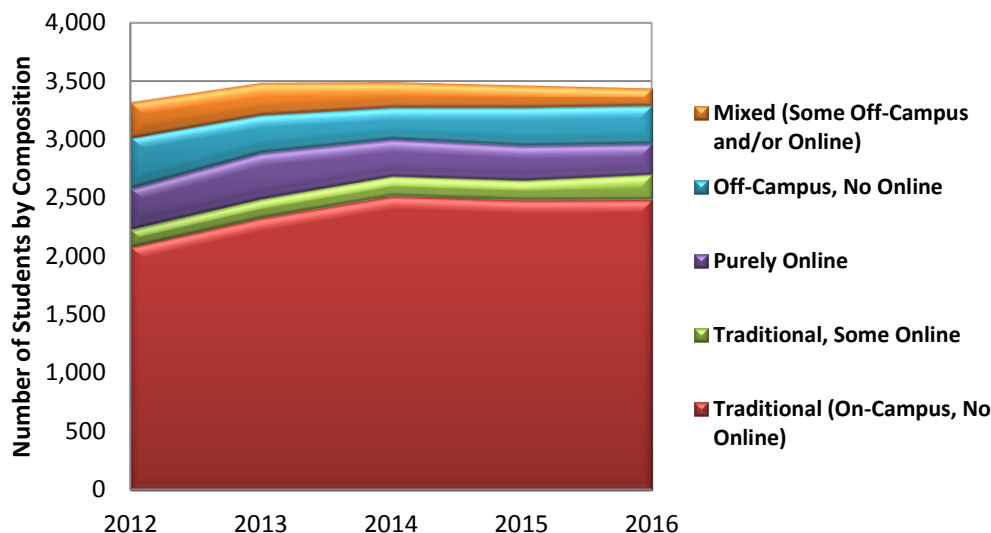


Figure 9: Graduate enrollment by type/location



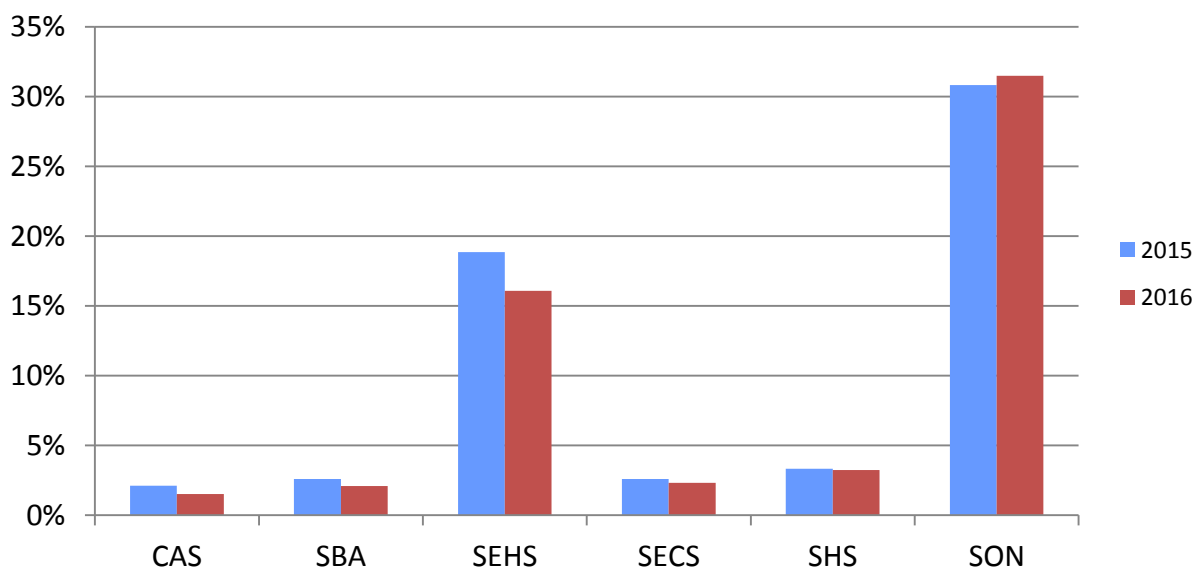
Off-campus enrollment – The table below displays the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students' enrolled mixed on- and off-campus continues to decline, while exclusively off-campus is up. Undergraduate students continue to enroll primarily in classes on the OU campus.

Table VII: Undergraduate and graduate enrollment by location

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2016	0.6%	9.6%	9.5%	4.2%	90%	86%
2015	1.1%	9.5%	10.1%	5.4%	89%	85%
2014	1.1%	7.9%	11.7%	6.1%	87%	86%

The chart below shows the proportion of credits delivered off-campus in 2016 by unit. 1.5% of CAS credits are taken off-campus, while SON enrolls 32% of its credits at off-campus sites. School of Medicine students take a significant portion of their credits at Beaumont Hospital, but SOM is not included in this chart.

Figure 10: Percent of total credits off-campus in fall 2016 and fall 2015



The following tables present enrollment data for the Macomb University Center (MUC and MISD), the Anton-Frankel Center (AFC) and the combined enrollment at the Macomb centers.

Tables VIII and IX show a total of 558 students enrolled at either the Macomb University Center or Intermediate School District, compared to 626 in 2015. SECS and SHS saw an increase in enrollment at the University Center, while CAS, SBA, and SEHS declined.

**Table VIII: Enrollment at the Macomb University Center (MUC & MISD)
2015 and 2016**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Fall 2016	88	470	558
Fall 2015	130	496	626
Differences	-42	-26	-68
% Diff	-32%	-5%	-11%

Nearly all of the graduate students who take classes at Macomb are enrolled exclusively there, compared to only 13% of undergraduates.

Table IX: MUC & MISD enrollment by level

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	73	469	542
Graduate	15	1	16
Total	88	470	558

New student enrollment at the University Center is down for 2016. Continuing student enrollment declined some as well, to 479, compared to 514 in 2015.

**Table X: New student enrollment in Macomb University Center:
2014 – 2016**

	2014	2015	2016
Undergraduate	79	91	79
Graduate	12	21	0
Total	91	112	79

Table XI: Composition of new student enrollment at MUC & MISD

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	9	70	79
Graduate	0	0	0
Total	9	70	79

Enrollment of the Anton-Frankel Center in Mt. Clemens is down 22% this year, 485 compared to 623 in 2015. Most of the AFC students are also enrolled at other locations, either on campus or at the MUC. Enrollment is down across the board except in SECS.

Table XII: Enrollment at the Anton-Frankel Center 2015 and 2016

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2016	27	458	485
Fall 2015	75	548	623
Differences	-48	-90	-138
% Diff	-64%	-16%	-22%

Table XIII: AFC enrollment by level

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	24	450	474
Graduate	3	8	11
Total	27	458	485

Table XIV: Composition of new student enrollment at AFC Fall 2016

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	6	121	127
Graduate	0	2	2
Total	6	123	129

As seen in the following tables, total enrollment at the Macomb County locations has decreased 17% compared to fall 2015. The number of students enrolled exclusively at the Macomb locations is down 44%.

Table XV: Total enrollment at Macomb County locations

	Exclusively Macomb	Mixed Macomb/ Other	Total Macomb
Fall 2016	116	910	1026
Fall 2015	208	1024	1232
Differences	-92	-114	-206
% Diff	-44%	-11%	-17%

Table XVI: Macomb enrollment by level fall 2016

	Exclusively Macomb	Mixed Macomb/ Other	Total Macomb
Undergraduate	98	901	999
Graduate	18	9	27
Total	116	910	1,026

Overall, 2016 enrollments and student credit hours at the combined Macomb locations has decreased significantly from 2015.

Table XVII: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2016	1,814	6,239
Fall 2015	2,071	7,369
Difference	-257	-1,130
% Difference	-12%	-15%

Evening enrollment – The enrollment in evening classes had decreased steadily from about fall 2000, when 15% of undergraduates and 77% of graduate students were enrolled exclusively in evening courses. Since 2010, exclusively evening undergraduates has leveled off at 4-6%, while graduate enrollment ranges from 45 to 51%.

Table XVIII: Undergraduate and graduate enrollment in evening courses

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2016	53%	33%	43%	18%	4.4%	49%
2015	53%	32%	42%	17%	5.1%	51%
2014	54%	35%	41%	19%	5.1%	47%
2013	55%	34%	40%	19%	5.1%	47%
2012	56%	34%	39%	18%	5.1%	48%
2011	54%	34%	40%	20%	6.1%	45%
2010	52%	29%	42%	20%	6.1%	51%
2005	47%	20%	42%	17%	11%	63%
2000	46%	13%	39%	11%	15%	77%

At the undergraduate level, the decline is probably related to both the growth in full-time students, who tend to take classes during the day, as well as the increase in online course offerings.

Online enrollment – 3,989 students are enrolled in 198 Internet courses for a total of 17,053 credit hours. Enrollments in online courses are down 1.5% while credits in online courses are up 2.1%. Table XIX shows the proportion of students taking courses online. Table XX shows the SCH of online enrollments by unit.

Table XIX: Percentage of students enrolled in online courses

	Exclusively Online		Mixed Online/ Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2016	2.3%	8.8%	19%	8.1%	21%	17%
2015	2.4%	8.7%	19%	6.0%	21%	15%
2014	2.7%	9.1%	19%	6.2%	22%	15%

Table XX: SCH in online courses by school/college

	2012	2013	2014	2015	2016
CAS	7,604	8,702	9,404	9,148	9,428
SBA	1,454	1,590	1,710	1,451	1,099
SEHS	1,999	1,942	1,723	1,852	1,795
SECS	666	1,076	1,000	1,103	1,109
SHS	786	1,011	1,383	1,128	1,506
SON	2,736	2,302	2,008	1,920	1,966
Total	15,379	16,853	17,374	16,708	17,053

International student enrollment

There are 810 students who are not US citizens or permanent residents enrolled in fall 2016, 12% more than in fall 2015. This includes students on all visa types, in addition to J and F.

Table XXI: International student enrollment 2015 and 2016

	Undergraduate	Graduate	Total
FA16	346	464	810
FA15	330	395	725
%Diff 15-16	5%	17%	12%

The largest group of international students is from India (199), followed by students from China (184), Saudi Arabia (109), Canada (87) and Mexico (32). The following table shows international student enrollment by school and level.

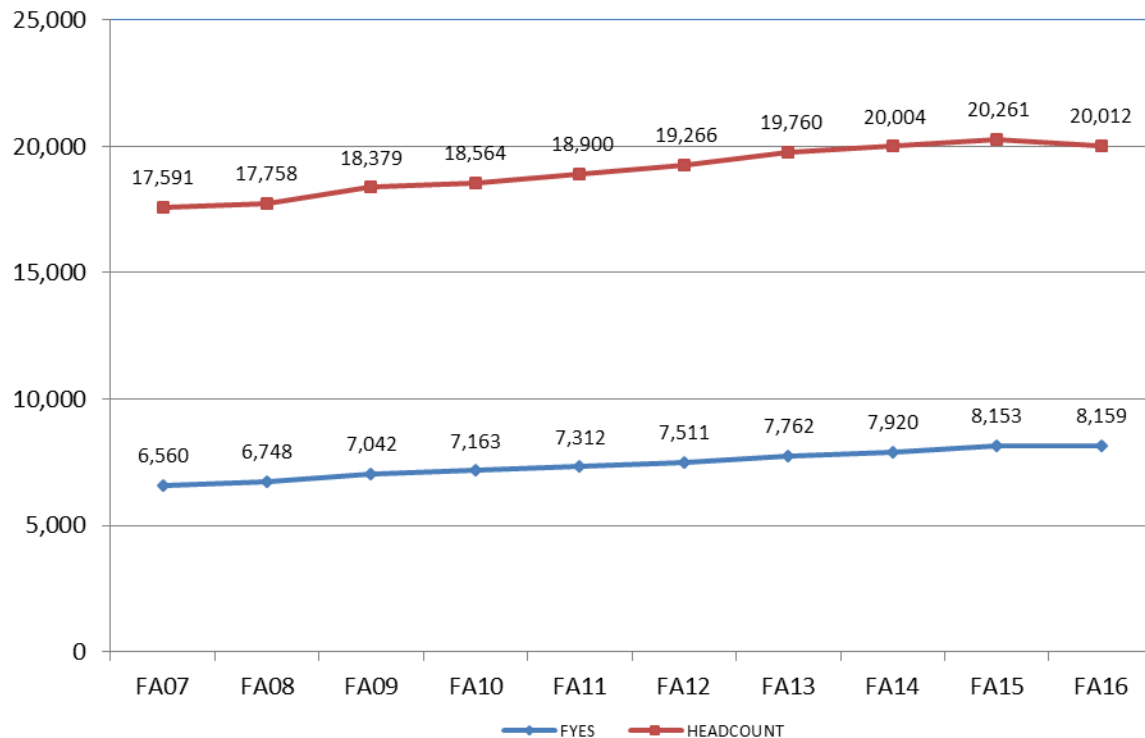
Table XXIII: International student enrollment by school/college

	Undergraduate	Masters	Doctoral	Total
CAS	48	15	25	88
SBA	54	86		140
SEHS	4	11	12	27
SECS	169	156	118	443
SHS	41	16	1	58
SON	13	2	1	16
SOM			21	21
Other	17			17
Total	346	286	178	810

The big picture

Overall, total enrollment decreased 1.2% from last year. Over the last 10 years, enrollment has increased by 14%, while FYES has increased by 24%. The following chart shows the big picture trend of the last 10 years.

Figure 11: Ten year headcount and FYES, fall 2007-2016



For additional data and reports, visit the OIRA website: www.oakland.edu/oira