

Oakland University Enrollment Report: Fall 2015



OIRA

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Introduction and Executive Summary

Official headcount for fall 2015, including students in the School of Medicine (SOM), is 20,711, up by 0.9% over last year, and a new record high. Total FYES production to date for FY15 is 8,912, 3.3% over this point last year.

Table I shows the breakout of fall 2015 compared to fall 2014. The School of Medicine (SOM) enrollment is included in the graduate totals. 392 SOM students are enrolled for a total of 17,505 credits and 196 FYES. 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.

Table I: Comparison of fall headcount, Credits and FYES

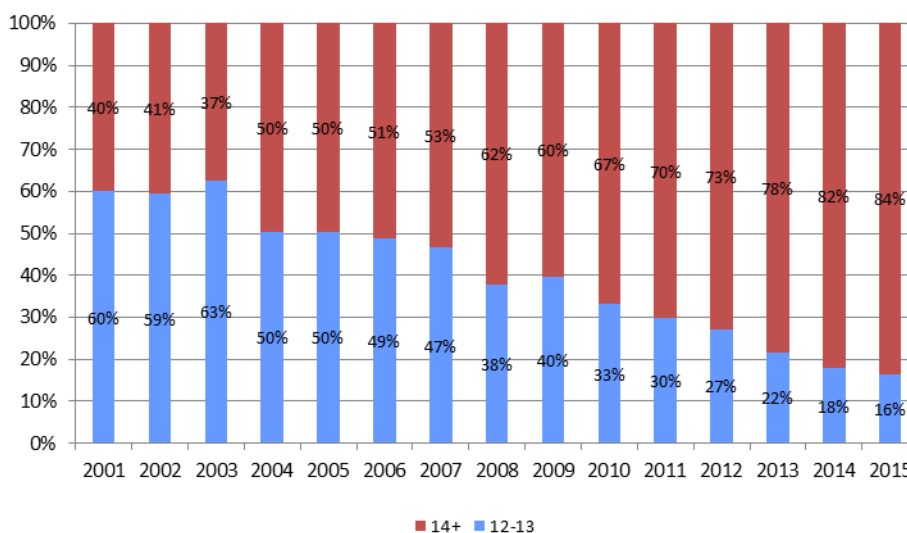
Table 11: Comparison of Fall Headcount, Credits and FYES									
Headcount				Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2015	17,161	3,550	20,711	212,431	36,894	249,325	7,063	1,090	8,153
Fall 2014	16,935	3,584	20,519	206,109	34,257	240,366	6,847	1,073	7,920
Difference	226	-34	192	6,322	2,637	8,959	216	17	233
% Change	1.3%	-0.9%	0.9%	3.1%	7.7%	3.7%	3.2%	1.6%	2.9%

Undergraduate enrollment

At 17,161 this is Oakland University's highest ever undergraduate enrollment. Undergraduate headcount and credits have increased by 1.3% and 3.1%. 75% of undergraduates are enrolled full-time, with a slight increase in average credits, from 12.51 to 12.66.

FTIACs – 2,713 first year students (FTIACs) enrolled for fall, up 6% over 2014, and Oakland's largest FTIAC class. 95% of FTIACs are enrolled full-time. Average credits for new first-year students increased again, from 15.23 to 15.43. The proportion of FTIACs enrolled for 14 or more credits has increased from 77% to 80%. 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 2014 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. Figure 1 illustrates the steady increase of full-time FTIACs enrolled with 14 or more credits since 2001.

Figure 1: % of full-time FTIACs enrolled in 14 or more credits: 2001 to 2015



The levels of preparation of incoming students continue to be strong. The average ACT score for 2015 FTIACs is 23.2, the second highest since before 1978. The average HS GPA is 3.4. Historical ACT and HS GPA can be found on the [OIRA website](#).

While over $\frac{3}{4}$ (76.5%) of FTIACs still come from the tri-county area (Oakland, Macomb, and Wayne counties), enrollment from other Michigan counties is up to 21%, compared to 17% last year, and 14% five years ago. Most of the growth has been in Genesee, St. Clair, and Livingston counties, but enrollment from out-state counties is up as well. FTIACs now come from 57 of Michigan's 83 counties, a significant increase over 2005, when only 37 counties were represented. Out-of-state enrollment has also increased slightly, while international student enrollment tends to be highly variable and is lower than last year.

Minority students make up 23% of this year's incoming students. 12% of FTIACs are African-American, 6.1% Asian-American, 3.5% Hispanic, 1.2% Native American, and 0.2% Native Hawaiian.

Total new and returning student numbers are presented below:

Table II: New* and returning undergraduate students

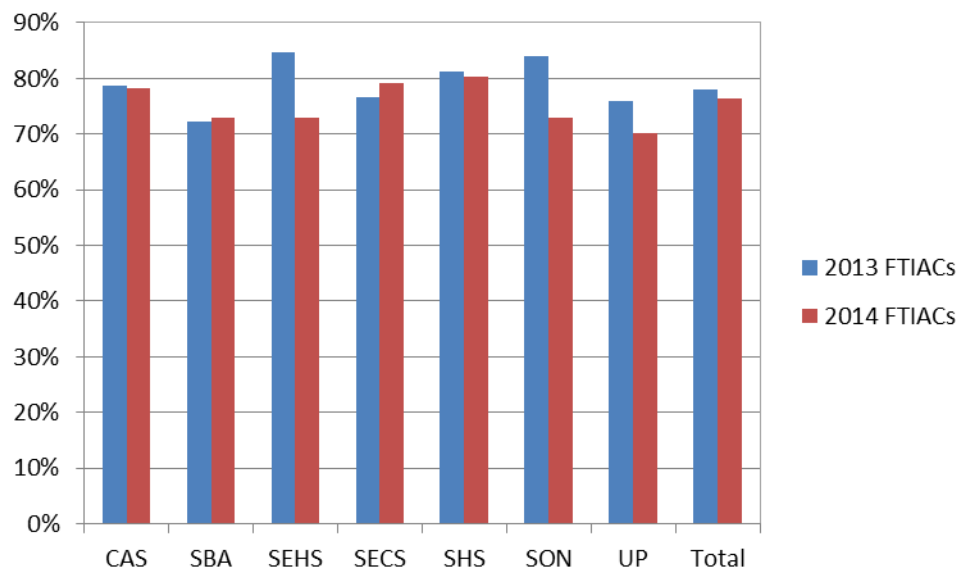
	FTIACs	New Transfers	Other New UG	Returning
Fall 2015	2,713	1,842	399	12,207
Fall 2014	2,559	1,882	410	12,084
Difference	154	-40	-11	123
% Change	6.0%	-2.1%	-2.7%	1.0%

*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 41% of all undergraduates. At 1,842, the number of new transfers is down 2.1% compared to last year. 74% of transfer students are enrolled full time, 57% are female, 19% are from minority backgrounds, 10% 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 increased by 1% compared to 2014. The first-year student (FTIAC) return rate is 76.4% for the fall 2014 FTIAC cohort, compared to 78.1% for the 2013 cohort. Historical retention rate data can be found on the [OIRA website](#). Figure 2 displays retention rates by school and college for the past two years of data.

Figure 2: 2013-2014 FTIAC's first year retention by college and schools



Community College Partnerships - There are a total of 355 students enrolled in the Macomb Community College to OU program (M2O) this fall, including 297 taking classes at OU (compared to 392 in 2014). The table below compares 2015 M2O enrollment to 2014 by location.

Table III: Enrollment of M2O students by location

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
Fall 2015	222	58	75	355
Fall 2014	274	95	118	487
Differences	-52	-37	-43	-132
% Diff	-19%	-39%	-36%	-27%

A total of 281 students are enrolled in the Oakland Community College Partnership (O2O) this fall. 233 are enrolled in classes at OU, compared to 276 last fall. The table compares 2015 O2O enrollment to 2014 by location.

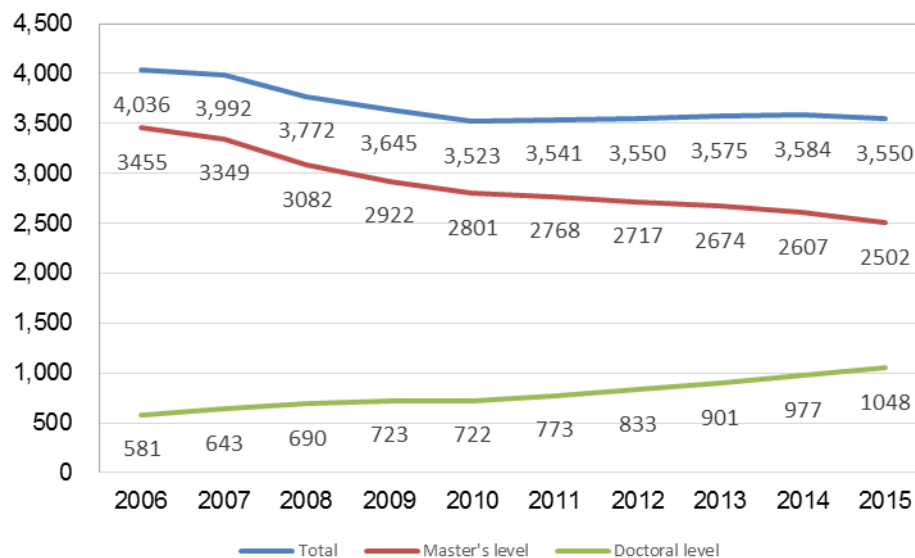
Table IV: Enrollment of O2O students by location

	OU classes only	classes only	Both OU & OCC	Total O2O
Fall 2015	169	48	64	281
Fall 2014	193	45	83	321
Differences	-24	3	-19	-40
% Diff	-12%	7%	-23%	-12%

Graduate enrollment

Overall, graduate headcount is down slightly from last year (0.9%) due to lower new students' enrollment, although SOM admitted 125 new students this year. SOM will continue to grow until 2018, when enrollment is planned to level off at about 500 students. Graduate FYES are up by 1.6% while credits increased by 7.7%. The difference is due to the larger number of credits taken by SOM students.

Figure 3: Graduate enrollment 2006 – 2015



Overall enrollment at the master's level (grad I) is down 4%. Although returning grad I student enrollment is holding even, new grad I student enrollment is down 9%.

Table V: New* and returning graduate students

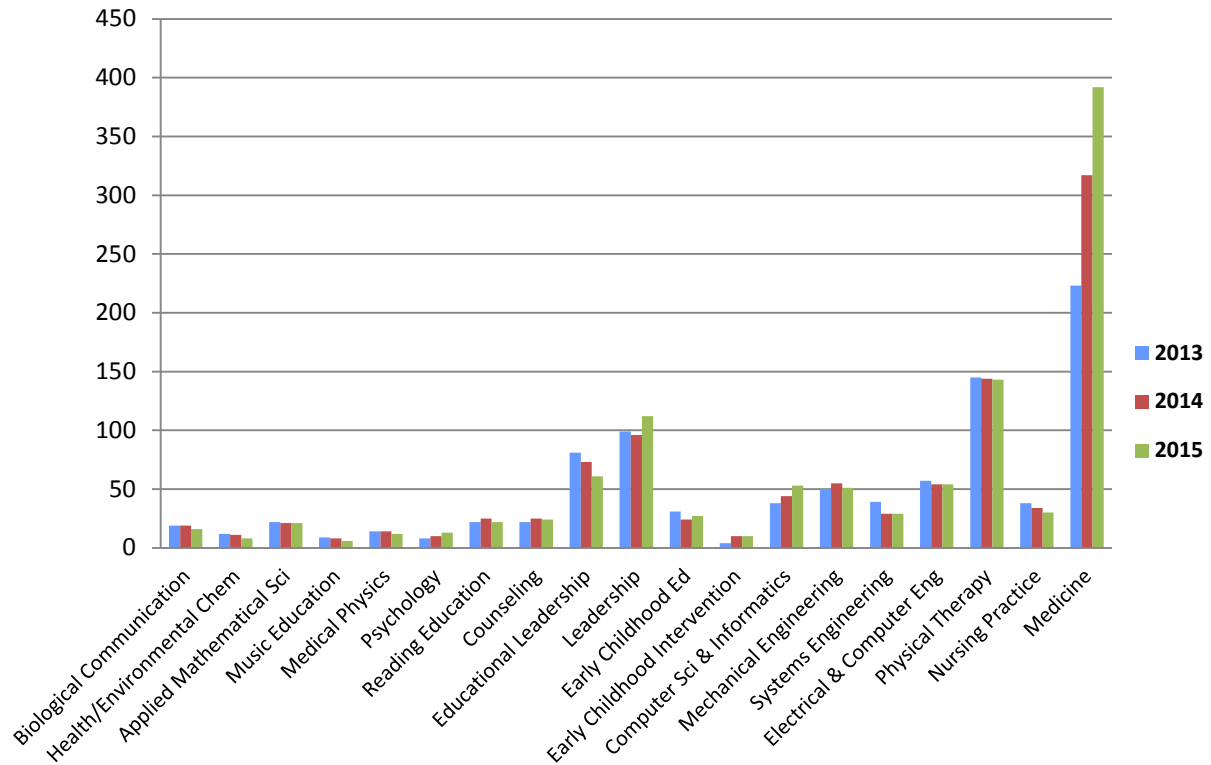
	New Grad I	New Grad II	Professional Development	New School of Medicine	All Returning
Fall 2015	728	144	87	125	2,466
Fall 2014	799	148	112	100	2,425
Difference	-71	-4	-25	25	41
% Change	-8.9%	-2.7%	-22.3%	25%	1.7%

* 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), excluding SOM, is a bit brighter. The number of new doctoral students dropped by 3%, but returning students are up 0.6%, so overall doctoral enrollment is flat.

The chart below shows total doctoral enrollment by program. More detail on enrollment by school/college is found in the next section.

Figure 4: Doctoral enrollment 2013-2015



Enrollment by school or college

Comparison to 2014 – Only Engineering and Computer Science (SECS) enrollment is up at both the undergraduate and graduate levels, while Arts and Sciences (CAS) and Nursing (SON) are down at both levels. Education and Human Services (SEHS) and Health Sciences (SHS) are down in graduate enrollment, but close to flat in undergraduate, while Business Administration is up in undergraduate, but down in graduate enrollment. Table VI illustrates the change in students, student credit hours (SCH) and FYES by school compared to fall 2014. (The OU total includes SOM).

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

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	-2.6%	2.5%	2.6%	-9.0%	-2.9%	-3.3%	-3.0%	2.4%	2.4%
SBA	5.3%	5%	5%	-1.6%	-3.1%	-0.9%	4.1%	4%	4.2%
SEHS	-0.7%	4.3%	4.4%	-8.6%	-12.0%	-10.8%	-4.9%	-2.0%	-2.6%
SECS	21%	20%	20%	10%	12%	12.8%	18%	18%	18%
SHS	-0.3%	-3.6%	-3.4%	-1.9%	-1.5%	-0.8%	-0.4%	-3.2%	-2.7%
SON	-7.3%	-6.3%	-6.1%	-1%	8.5%	9.6%	-6.6%	-4.4%	-3.5%
OU	1.3%	3.0%	3.1%	-0.9%	8%	1.8%	0.9%	3.7%	2.9%

Table VII compares new student enrollment by school. Enrollment increased or decreased at varying rates across schools and levels. All the schools gained FTIACs except CAS and SEHS, while SECS and SHS were the only schools to have fewer new transfers, and only SBA gained in both. In graduate enrollment, SECS and SON had more new master's students, but few doctoral, while the reverse was true of the other schools.

Table VII: New student enrollment by school/college 2014-2015

	FTIAC			Transfer			Masters			Doctoral		
	2015	2014	% diff	2015	2014	% diff	2015	2014	% diff	2015	2014	% diff
CAS	909	930	-2.3%	708	692	2.3%	103	108	-4.6%	10	9	11%
SBA	368	325	13%	291	275	5.8%	143	192	-26%	0		
SEHS	81	81	0.0%	120	109	10%	242	292	-17%	69	60	15%
SECS	466	384	21%	261	268	-2.6%	134	115	17%	22	35	-37%
SHS	363	339	7.1%	199	204	-2.5%	39	43	-9.3%	36	36	0%
SOM										125	100	25%
SON	171	169	1.2%	175	256	-32%	67	49	37%	7	8	-13%

Overall, new undergraduate student enrollment is flat in CAS, while new graduate is down 3.4%.

SBA gained almost 10% in new undergraduate enrollment, but experienced a significant drop (26%) in new master's students.

New undergraduate enrollment is up almost 6% in SEHS, due to growth in new transfer students. However, total new graduate enrollment is down almost 12%.

Both new undergraduate and graduate enrollment in SECS are up, 12% and 4%, despite drops in both new transfer and new doctoral students.

Overall, new undergraduate enrollment in SHS is up 3.5%, while new graduate enrollment is down 5% compared to 2014.

Finally, new student enrollment in SON is down at the undergraduate, but up at the graduate level. With a 32% drop in transfer students, the total number of new undergraduates is down 19%. However, new graduate enrollment is up 30% due to the addition of Forensic Nursing and an 81% increase in the Family Nurse Practitioner program.

Figure 5 displays total student credits hours (sch) by school/college for fall 2014 and fall 2015. SCH increased in SECS, SBA, CAS, and SOM.

Figure 5: Total student credit hours taught by school/college

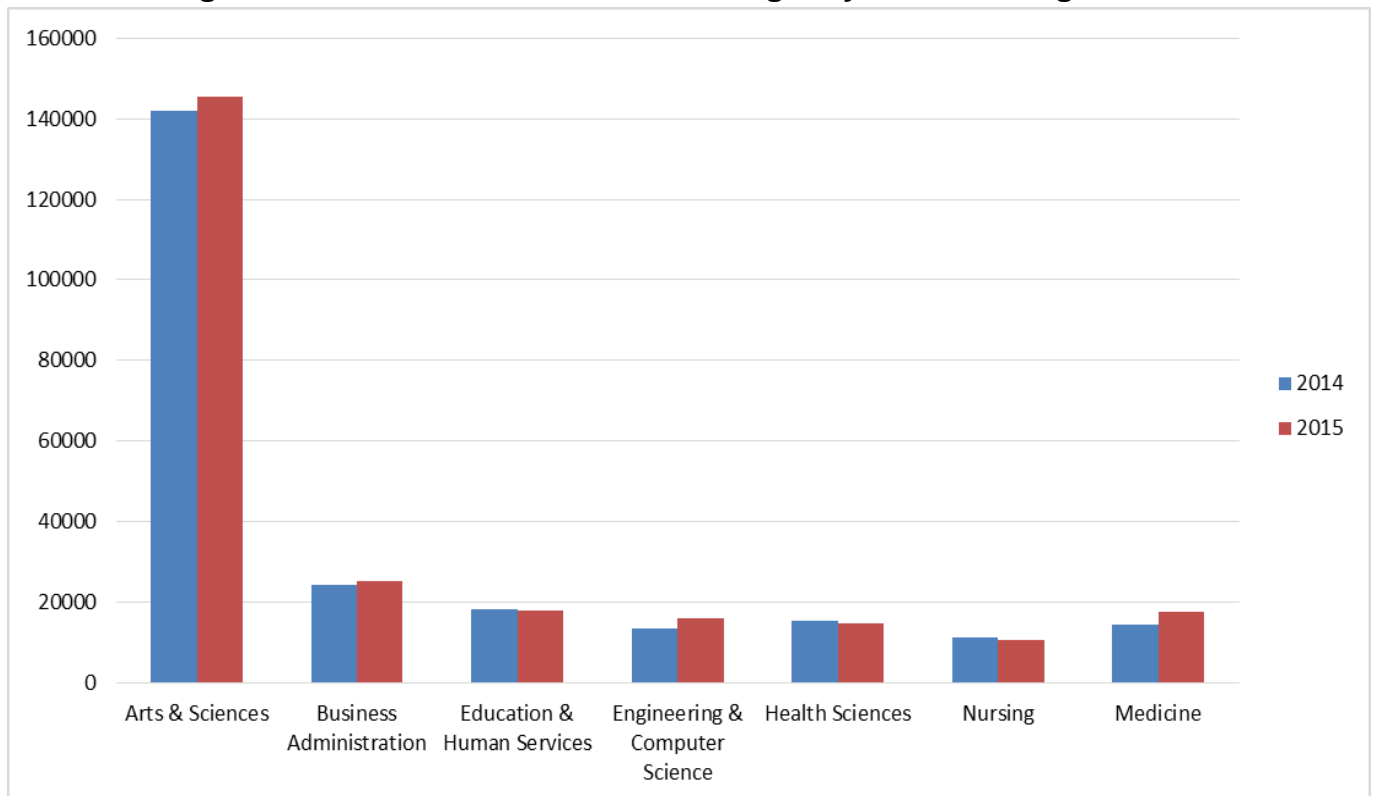


Table VIII recalculates the credits as FYES and shows a comparison by year since 2011. (Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

Table VIII: FYES by school/college

	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	One year % Change	5 years % Change
CAS	4,586	4,664	4,782	4,763	4,878	2.4%	6.4%
SBA	706	700	764	825	859	4.2%	22%
SEHS	770	745	716	687	669	-2.6%	-13%
SECS	311	372	411	488	576	18%	85%
SHS	467	527	540	560	545	-2.7%	17%
SON	400	395	379	371	358	-3.5%	-10%
SOM	25	62	112	159	196	24%	684%

Enrollment trends – Figure 6 shows enrollment (headcount) trends by school/college since 2006, while Table IX (next page) shows the numbers since 2011. CAS grew steadily from 1998 through 2013, but has dropped some since. SHS has also experienced steady growth, with a drop in 2015. 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 and is now at its highest enrollment in 10 years. SECS experienced a 7-year decline, but has almost doubled since 2011. Finally, SOM continues to grow to meet its enrollment targets.

Figure 6: Enrollment in majors/programs by college or school, fall 2006-2015

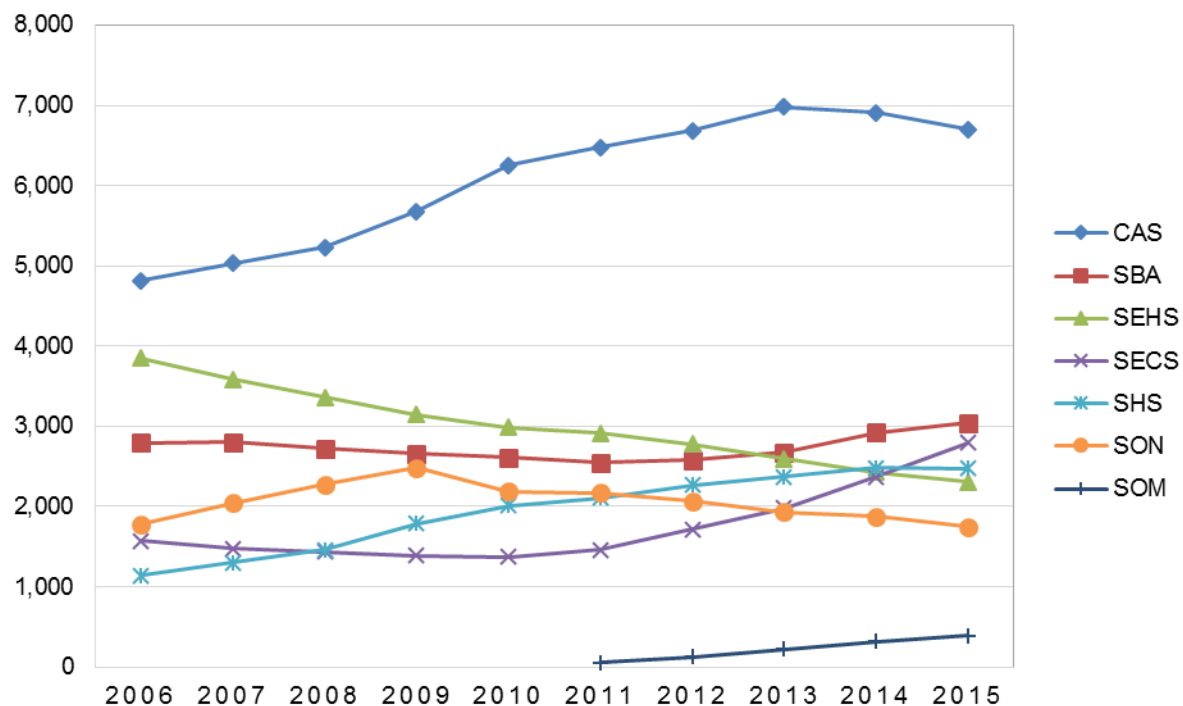


Table IX: Enrollment of students by college or school, 2011-2015

	2011	2012	2013	2014	2015	One year % Change	5 years % Change
CAS	6,472	6,685	6,977	6,911	6,703	-3.0%	3.6%
SBA	2,551	2,576	2,671	2,918	3,039	4.1%	19.1%
SEHS	2,916	2,779	2,593	2,426	2,308	-4.9%	-21%
SECS	1,461	1,717	1,978	2,373	2,797	18%	91%
SHS	2,104	2,264	2,368	2,483	2,472	-0.4%	17%
SON	2,174	2,070	1,932	1,875	1,751	-6.6%	-19%
SOM	50	124	223	317	392	24%	684%
University Programs	1,196	1,079	947	808	813	0.6%	-32%
Not Designated	455	446	480	408	436	6.9%	-4.2%
Total	19,379	19,740	20,169	20,519	20,711	0.9%	6.9%

Enrollment history for full-and part-time students can be found on the [OIRA website](#).

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

Ten years ago, 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 7: Undergraduate enrollment by type/location

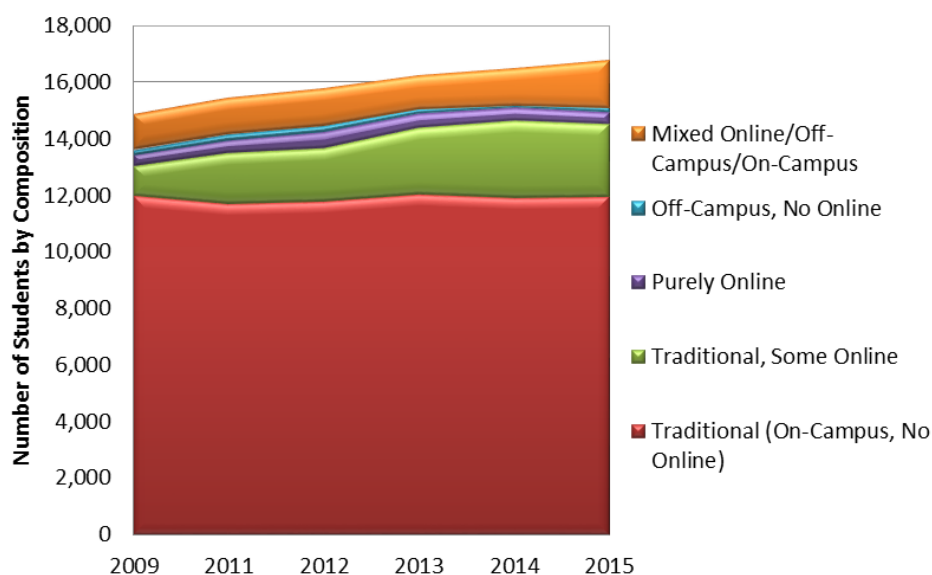
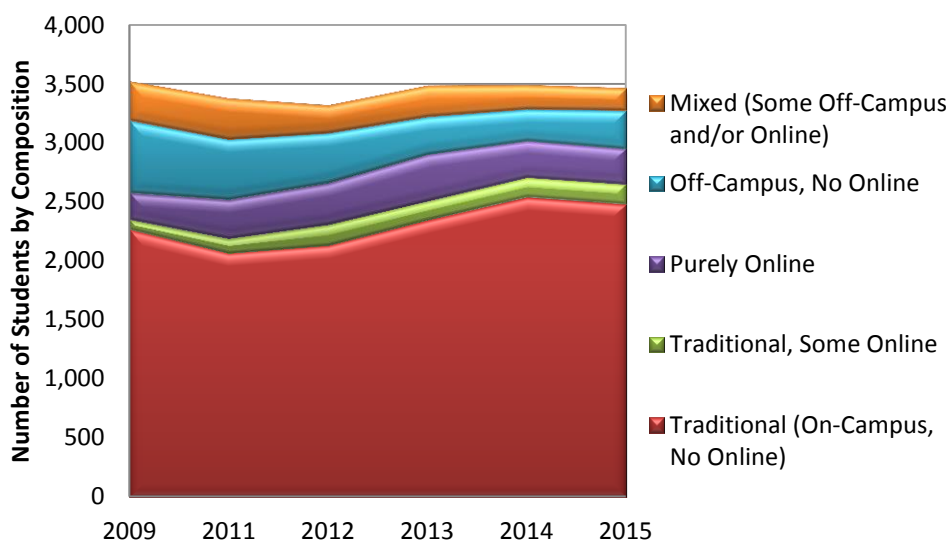


Figure 8: Graduate enrollment by type/location



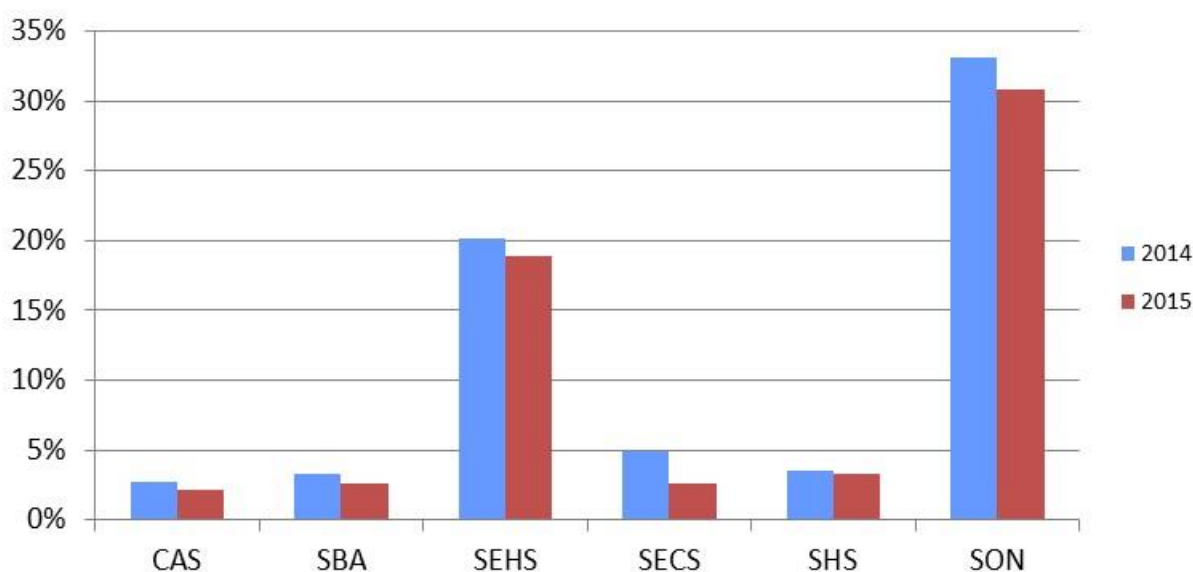
Off-campus enrollment – The table below displays the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students' enrolled mixed on- and off-campus continues to decline, while exclusively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

Table X: Undergraduate and graduate enrollment by location

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2015	1.1%	9.5%	10.1%	5.4%	89%	85%
2014	0.6%	7.7%	7.9%	5.8%	92%	86%
2013	1.1%	9.2%	7.5%	7.5%	91%	83%

The chart below shows the proportion of credits delivered off-campus in 2015 by unit. About 2% of CAS credits are taken off-campus, while SON enrolls 31% 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 9: Percent of total credits off-campus in fall 2015 and fall 2014



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

Tables XI and XII show a total of 626 students enrolled at either the Macomb University Center or Intermediate School District, compared to 634 in 2014. CAS, SBA, & UP saw an increase in enrollment at the University Center, while SECS and SEHS declined.

**Table XI: Enrollment at the Macomb University Center (MUC & MISD)
2014 and 2015**

	Macomb University Ctr	Mixed University Ctr/Other	Macomb University Center
Fall 2015	130	496	626
Fall 2014	111	523	634
Differences	19	-27	-8
% Diff	17%	-5%	-1%

Nearly all of the graduate students who take classes at Macomb are enrolled exclusively there, compared to only 16% of undergraduates. .

Table XII: MUC & MISD enrollment by level

	Macomb University Ctr	Mixed University Ctr/Other	Macomb University Center
Undergraduate	95	493	588
Graduate	35	3	38
Total	130	496	626

New student enrollment at the University Center is up for 2015. However continuing student enrollment declined some, to 514, compared to 543 in 2014

**Table XIII: New student enrollment in Macomb University Center:
2013 – 2015**

	2013	2014	2015	% Diff 14-15
Undergraduate	76	79	91	15%
Graduate	23	12	21	75%
Total	99	91	112	23%

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

	Macomb University Ctr	Mixed University Ctr/Other	Macomb University Center
Undergraduate	17	74	91
Graduate	20	1	21
Total	37	75	112

Enrollment of the Anton-Frankel Center in Mt. Clemens is down 23% this year, 623 compared to 806 in 2014. Most of these students are also enrolled at other locations, either on campus or at the MUC. Enrollment is down across the board except in SEHS.

Table XV: Enrollment at the Anton-Frankel Center 2014 and 2015

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2015	75	548	623
Fall 2014	77	729	806
Differences	-2	-181	-183
% Diff	-2.6%	-24.8%	-22.7%

Table XVI: AFC enrollment by level

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	64	539	603
Graduate	11	9	20
Total	75	548	623

Table XVII: Composition of new student enrollment at AFC Fall 2015

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	18	125	143
Graduate	1	2	3
Total	19	127	146

Total enrollment at the Macomb County locations has decreased 13% compared to fall 2014, however, students enrolled exclusively at the Macomb locations is up 6%.

Table XVIII: Total enrollment at Macomb County locations

	Exclusively Macomb	Mixed Macomb/ Other	Total Macomb
Fall 2015	208	1024	1232
Fall 2014	196	1217	1413
Differences	12	-193	-181
% Diff	6%	-16%	-13%

Table XIX: Macomb enrollment by level fall 2015

	Exclusively Macomb	Mixed Macomb/ Other	Total Macomb
Undergraduate	162	1012	1174
Graduate	46	12	58
Total	208	1024	1,232

Table XX shows that overall 2015 enrollments and student credit hours at the combined Macomb locations has decreased significantly from 2014.

Table XX: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2015	2,071	7,369
Fall 2014	2,373	8,580
Difference	-302	-1,211
% Difference	-13%	-14%

Evening enrollment – The enrollment in evening classes had decreased steadily from about 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 5-6%, while graduate enrollment ranges from 45 to 51%.

Table XXI: Undergraduate and graduate enrollment in evening courses

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
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. The increase in the enrollment of exclusively evening graduate students is linked to the recent growth in graduate enrollment in SBA and SECS.

Online enrollment – 4,051 students are enrolled in 198 Internet courses for a total of 16,708 credit hours. Enrollments in online courses are down 1.6% while credits in online courses are down 3.8%. Table XXII shows the proportion of students taking courses online. Table XXIII shows the SCH of online enrollments by unit.

Table XXII: Percentage of students enrolled in online courses

	Exclusively Online		Mixed Online/ Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2015	2.4%	9.8%	19%	6.7%	21%	17%
2014	2.7%	8.9%	19%	6.1%	22%	15%
2013	3.2%	11%	17%	5.7%	20%	17%
2012	3.7%	11%	15%	7.4%	18%	18%
2011	3.1%	9.7%	14%	7.1%	17%	17%

Table XXIII: SCH in online courses by school/college

	2011	2012	2013	2014	2015
CAS	7,308	7,604	8,702	9,404	9,148
SBA	847	1,454	1,590	1,710	1,451
SEHS	1,482	1,999	1,942	1,723	1,852
SECS	1,178	666	1,076	1,000	1,103
SHS	608	786	1,011	1,383	1,128
SON	2,866	2,736	2,302	2,008	1,920
Total	14,423	15,379	16,853	17,374	16,708

Figure 10: Trends in online enrollment by school/college 2011-2015

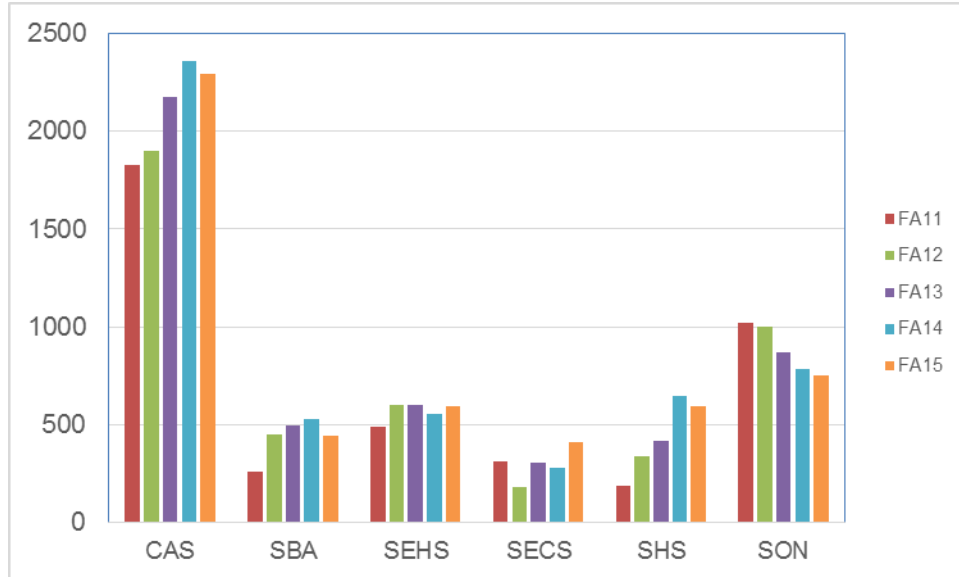


Figure 10 presents changes in online course enrollments since 2011. The growth in online enrollments in SECS and SEHS coincides with their growing online course offerings, while SBA and SHS offered fewer online courses this fall. Declines in SON, and CAS are a reflection of the overall drops in enrollment in their programs.

International student enrollment

There are 745 students who are not US citizens or permanent residents enrolled in fall 2015, 15% more than in fall 2014. This includes students on all visa types, in addition to J and F.

Table XXIV: International student enrollment 2014 and 2015

	Undergraduate	Graduate	Total
FA15	341	404	745
FA14	311	339	650
%Diff 14-15	10%	19%	15%

The largest group of international students is from China (174), followed by students from India (155) and Saudi Arabia (111). The following table shows international student enrollment by school and level.

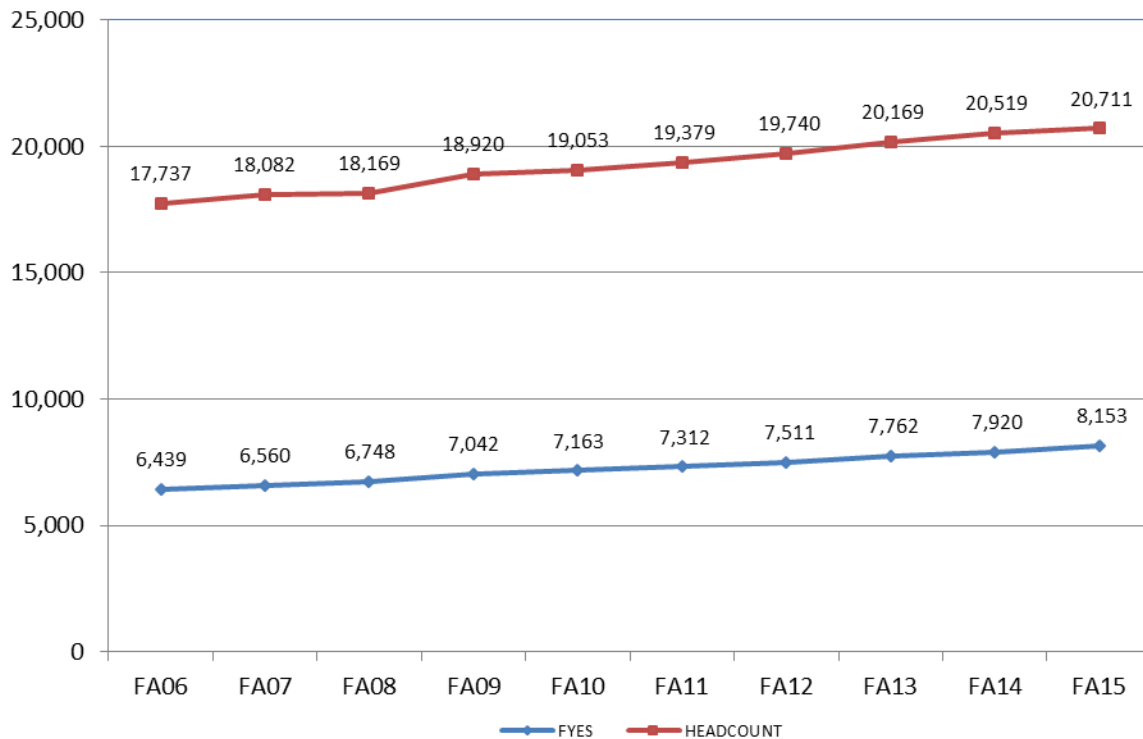
Table XXV: International student enrollment by school/college

	Undergraduate	Masters	Doctoral	Total
CAS	50	16	26	92
SBA	55	61	0	116
SEHS	4	20	11	35
SECS	145	139	92	376
SHS	34	17		51
SON	15	3		18
SOM			19	19
Other	38			38
Total	341	256	148	745

The big picture

Overall, total enrollment increased 0.9% from last year. Over the last 10 years, enrollment has increased by 17%. Though some areas may show declines in some years, the overall 10 year enrollment trend has been one of steady and sustained growth. Figure 10 shows the big picture trend of the last 10 years.

Figure 11: Ten year headcount and FYES, fall 2006-2015



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