

Oakland University Enrollment Report: Fall 2014



OIRA

December 2014

Document Reference Number: 2014-02

Introduction and Executive Summary

Official headcount for fall 2014, including students in the School of Medicine (SOM), is 20,519, up by 1.7% over last year, and a new record high. Total FYES production to date for FY15 is 8,631, 1.4% over this point last year.

Table I shows the breakout of fall 2014 compared to fall 2013. The School of Medicine (SOM) enrollment is included in the graduate totals. 317 SOM students are enrolled for a total of 14,191 credits and 158.5 FYES. SOM students are enrolled in an average of 44.8 credits, compared to 11.2 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

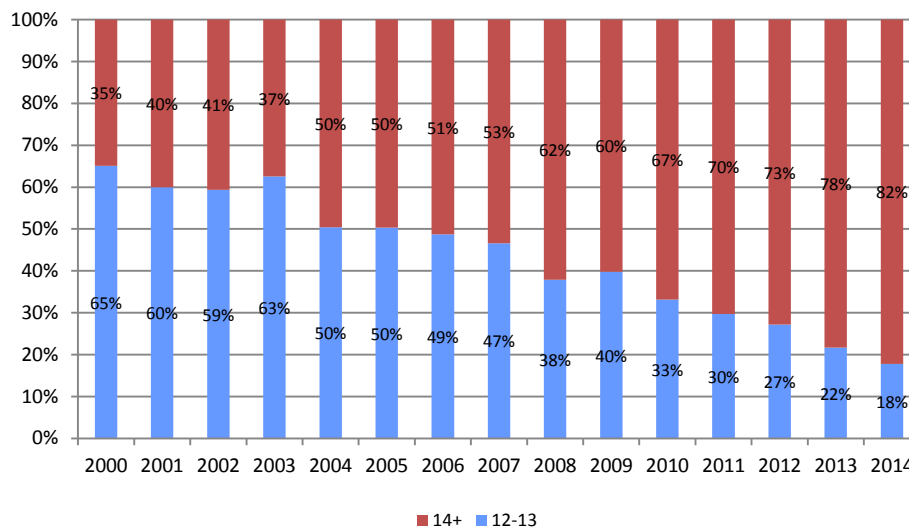
	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2014	16,935	3,584	20,519	206,109	34,257	240,366	6,847	1,073	7,920
Fall 2013	16,594	3,575	20,169	202,339	30,550	232,889	6,714	1,048	7,761
Difference	341	9	350	3,770	3,707	7,477	133	26	159
% Change	2.1%	0.3%	1.7%	1.9%	12.1%	3.2%	2.0%	2.5%	2.0%

Undergraduate enrollment

At 16,935, this is Oakland University's highest ever undergraduate enrollment. Undergraduate headcount and credits have increased by 2.1% and 1.9%. 73.5% of undergraduates are enrolled full-time, with a slight increase in average credits, from 12.45 to 12.51.

FTIACs – 2,559 first year students (FTIACs) enrolled for fall, down 0.4% (10 students) over 2013, but still second largest FTIAC class. 94% of FTIACs are enrolled full-time. Average credits for new first-year students increased again, from 15.12 to 15.23. The proportion enrolled for 14 or more credits has increased from 75% to 77%. 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 2013 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 2000.

Figure 1: % of full-time FTIACs enrolled in 14 or more credits: 2000 to 2014



The average ACT score for 2014 FTIACs is 23.1, the second highest since before 1978. The average HS GPA is 3.4. Historical ACT and HS GPA can be found at <http://www.oakland.edu/?id=9678&sid=250>.

80% of FTIACs come from the tri-county area (Oakland, Macomb, and Wayne counties), while 17% come from other counties in Michigan, similar to the distribution in 2013. FTIACs now come from 53 of Michigan’s 83 counties, a significant increase over 2005, when only 37 counties were represented. Out-of-state and international students comprise 3.7% of FTIACs, slightly higher than last year.

Minority FTIACs make up 22% of this year’s class. 11% of FTIACs are African-American, 5.9% Asian-American, 3.8% Hispanic, and 0.9% Native American.

Table II: New* and returning undergraduate students

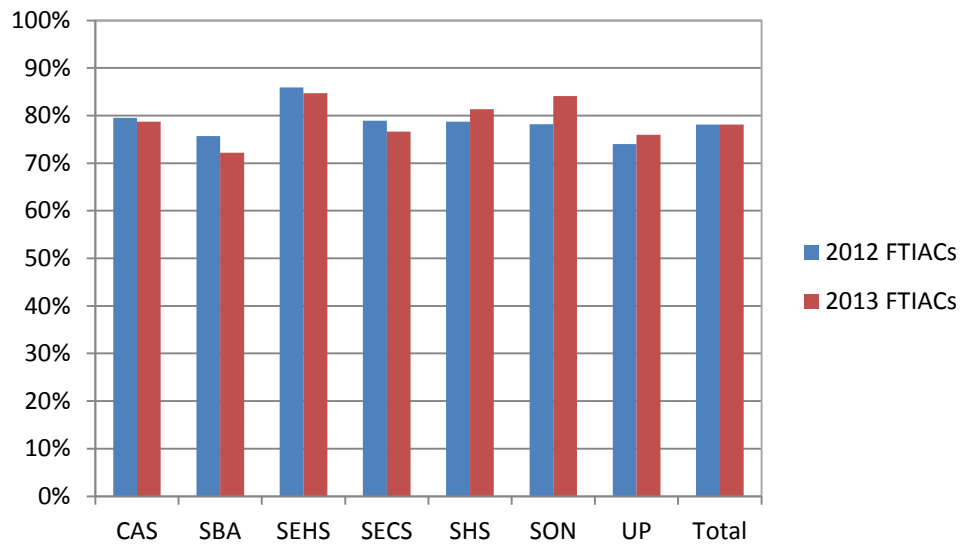
	FTIACs	New Transfers	Other New UG	Returning
Fall 2014	2,559	1,882	410	12,027
Fall 2013	2,569	1,900	482	11,643
Difference	-10	-18	-72	384
% Change	-0.4%	-0.9%	-14.9%	3.3%

*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 42% of all undergraduates. At 1,882, the number of new transfers is down 0.9% compared to last year. 72% of transfer students are enrolled full time, 58% are female, 21% are from minority backgrounds, 12% are from outside the tri-county area, and 4.7% are originally from other states or countries.

Returning undergraduate students - The number of returning undergraduates increased by 3.3% compared to 2013. The first-year student (FTIAC) return rate is 78% for the fall 2013 FTIAC cohort, continuing the higher retention rate of the 2012 cohort. Historical retention rate data can be found at <https://www.oakland.edu/?id=9644&sid=250>.

Figure 2: 2012-2013 FTIAC's first year retention by college and schools



Community College Partnerships - There are a total of 487 students enrolled in the Macomb Community College to OU program (M2O) this fall, including 392 taking classes at OU (compared to 453 in 2013). The table below compares 2014 M2O enrollment to 2013 by location.

Table III: Enrollment of M2O students by location

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
Fall 2014	274	95	118	487
Fall 2013	357	121	96	574
Differences	-83	-26	22	-87
% Diff	-23%	-21%	23%	-15%

A total of 321 students are enrolled in the Oakland Community College Partnership (O2O) this fall. 276 are enrolled in classes at OU, compared to 224 last fall. The table compares 2014 O2O enrollment to 2013 by location.

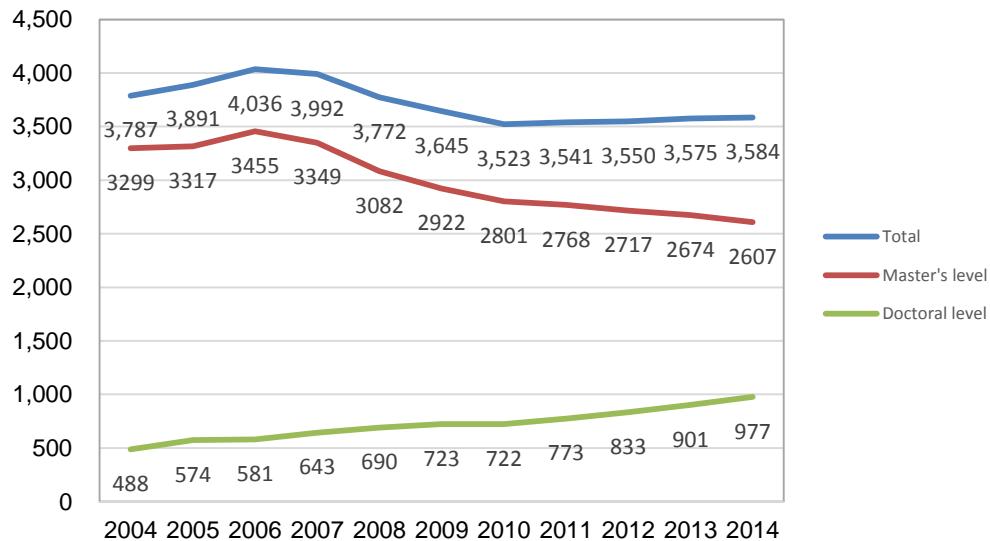
Table IV: Enrollment of O2O students by location

	OU classes only	OCC classes only	Both OU & OCC	Total O2O
Fall 2014	193	45	83	321
Fall 2013	145	45	79	269
Differences	48	0	4	52
% Diff	33%	0%	5%	19%

Graduate enrollment

Overall, graduate headcount is up slightly from last year (0.3%) due to growth in SOM, which admitted 100 new students this year. SOM will continue to grow until 2017, when enrollment is planned to level off at 500 students. Graduate FYES are up by 2.5% while credits increased by 12%, due to the difference in how credits are assigned in SOM.

Figure 3: Graduate enrollment 2004 – 2014



Enrollment at the master's level (grad I) is down 0.2%. Although returning student enrollment is down 4%, new student enrollment is up 8.4%.

Table V: New* and returning graduate students

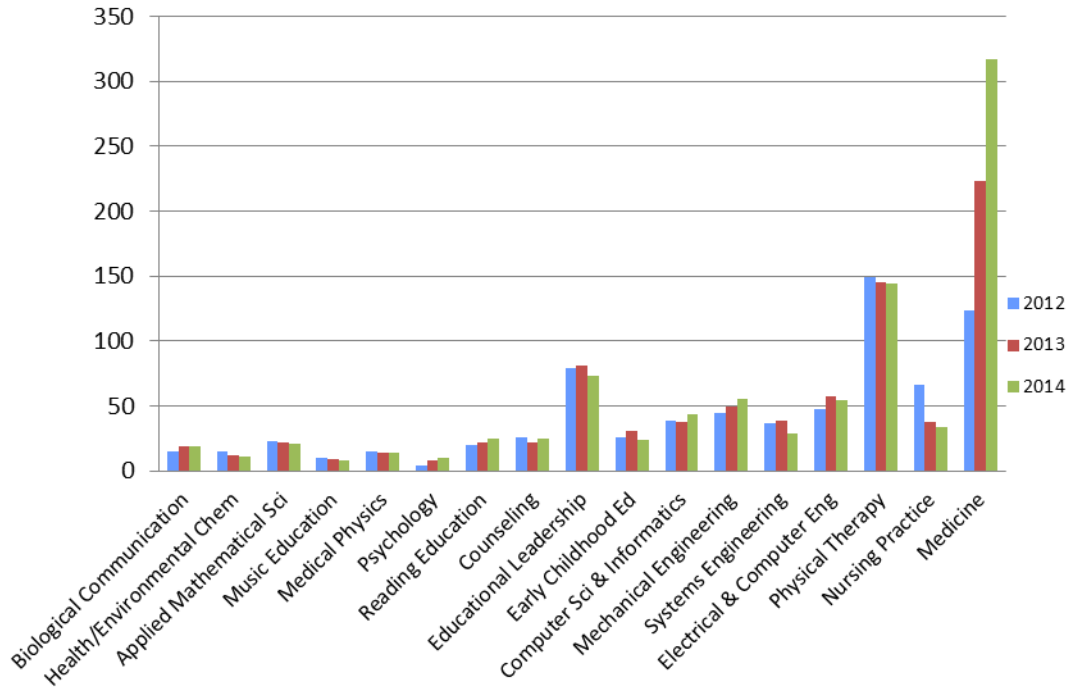
	New Grad I	New Grad II	Professional Development	New School of Medicine	All Returning
Fall 2014	799	148	112	100	2,372
Fall 2013	752	164	153	100	2,283
Difference	47	-16	-41	0	89
% Change	6.3%	-9.8%	-26.8%	0%	3.9%

* 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) without SOM is the same. New doctoral students increased by 2.8%, but returning students are down 3.8%, and total enrollment remains down by about 2.7%.

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 2012-2014



Enrollment by school or college

Comparison to 2013 - Enrollment is up at both the undergraduate and graduate levels in Engineering and Computer Science (SECS) and Business Administration (SBA), while Health Sciences is up in undergrad, but flat at the graduate level. Education and Human Services (SEHS) and Nursing (SON) are down at both levels, while Arts and Sciences (CAS) is down in graduate enrollment, but flat in undergraduate. Table VI illustrates the change in students, student credit hours (SCH) and FYES by school compared to fall 2013. (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	-0.5%	0.0%	0.1%	-7.7%	-15.1%	-14.7%	-0.9%	-0.4%	-0.4%
SBA	7.9%	6.7%	6.8%	16.5%	14.4%	14.6%	9.2%	7.6%	7.9%
SEHS	-5.1%	0.8%	0.9%	-7.6%	-10.1%	-9.1%	-6.4%	-3.8%	-4.0%
SECS	26%	23%	24%	4.0%	8.2%	6.8%	20%	20%	19%
SHS	5.5%	2.3%	2.2%	0.0%	7.2%	8.0%	4.9%	3.1%	3.7%
SON	-1.4%	-2.1%	-1.0%	-13%	-8.1%	-6.8%	-3.0%	-2.9%	-2.0%
OU	2.1%	1.9%	2.0%	0.3%	12%	2.1%	1.7%	3.2%	2.0%

Table VII presents comparisons of new student enrollment. SON, SECS, SHES, & SBA gained FTIACs, while SECS and SBA also grew in transfers. New masters are up in SBA, SEHS, & SON. CAS and SEHS were down in new doctor's students.

Table VII: New student enrollment by school/college 2013-2014

	FTIAC			Transfer			Masters			Doctoral		
	2014	2013	% diff	2014	2013	% diff	2014	2013	% diff	2014	2013	% diff
CAS	930	1049	-11%	692	776	-11%	108	140	-23%	9	15	-40%
SBA	325	319	1.9%	275	235	17%	192	123	56%			
SEHS	81	76	6.6%	109	128	-15%	292	267	9.4%	60	76	-21%
SECS	384	312	23%	268	191	40%	115	129	-11%	35	31	13%
SHS	339	344	-1.5%	204	208	-1.9%	43	48	-10%	36	36	0%
SOM										100	100	0%
SON	169	134	26%	256	272	-5.9%	49	45	8.9%	8	6	33%

New undergraduate enrollment in CAS is down 11%, while there are 25% fewer new graduate students. New doctor's students are down 40%, and new master's is down by 23%.

New undergraduate enrollment in SBA is up 8.3%, with 17% increase in transfer and 1.9% increase in FTIACs. New graduate students are up 56%.

Both undergraduate and graduate enrollment in SEHS is down, 5.1% and 7.6% respectively. Even though new SEHS FTIACs grew by 6.6%, new transfers are down 15%, so total new undergraduate students are down 6.9%. New master's level students are up 9.4%, but there was a 21% decrease at the doctoral level.

New undergraduates in SECS are up 30% overall, new doctoral are up 13%, but new master's students are down 11%.

While enrollment overall in SHS is up over last year, new student enrollment in SHS is down everywhere (except for new doctoral students, which is flat).

Meanwhile, SON showed the opposite pattern; overall enrollment in SON is down, but new student enrollment is up. New undergraduates are up 4.7% and new graduates are up 12%.

Figure 5 displays total student credits hours (sch) by school/college for fall 2013 and fall 2014. SCH increased in SECS, SBA, SHS, and SOM.

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

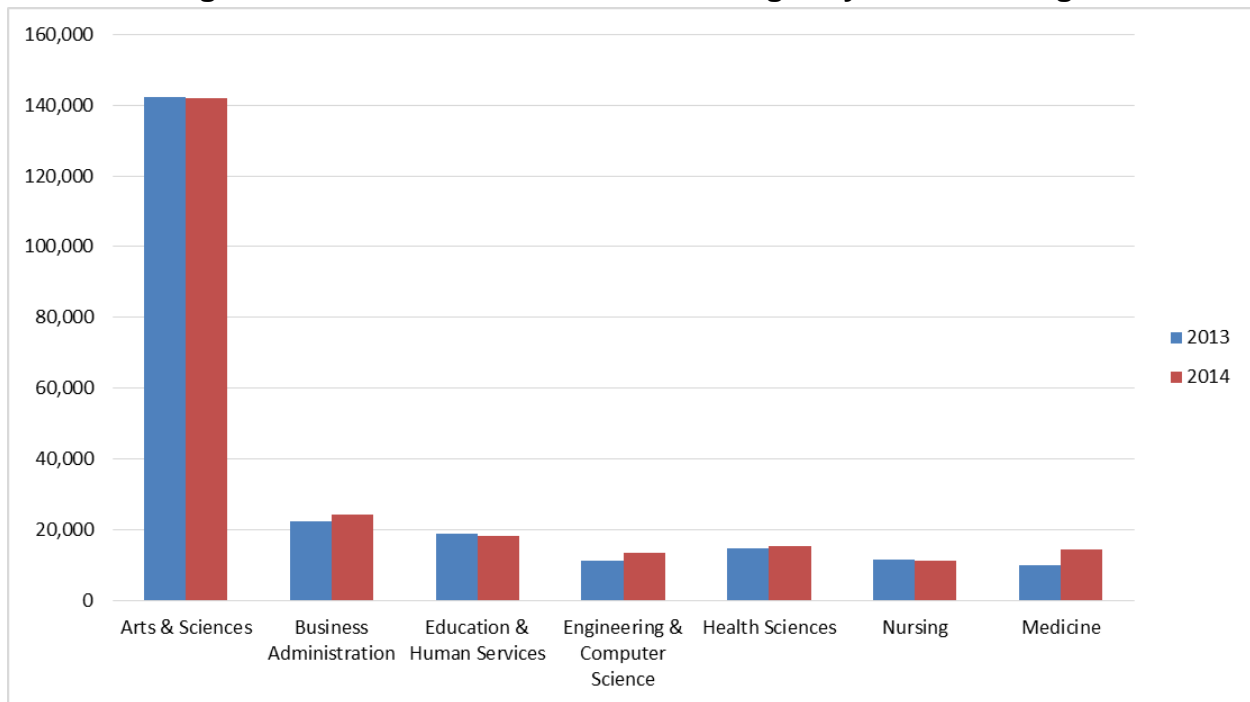


Table VIII recalculates the credits as FYES and shows a comparison by year since 2010. (Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

Table VIII: FYES by school/college

	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	One year % Change	5 years % Change
CAS	4,509	4,586	4,664	4,782	4,763	-0.4%	5.6%
SBA	744	706	700	764	825	7.9%	10.8%
SEHS	731	770	745	716	687	-4.0%	-6.0%
SECS	309	311	372	411	488	19%	58%
SHS	453	467	527	540	560	3.7%	24%
SON	379	400	395	379	371	-2.0%	-2.1%
SOM		25	62	112	159	42%	

Enrollment trends – Figure 6 shows enrollment (headcount) trends by school/college since 2004, while Table IX (next page) shows the data since 2010. CAS has grown steadily, but is flat in 2014. SHS has experienced steady growth in the last 10 years. 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 increased 73% since 2010.

Figure 6: Enrollment in majors/programs by college or school, fall 2004-2014

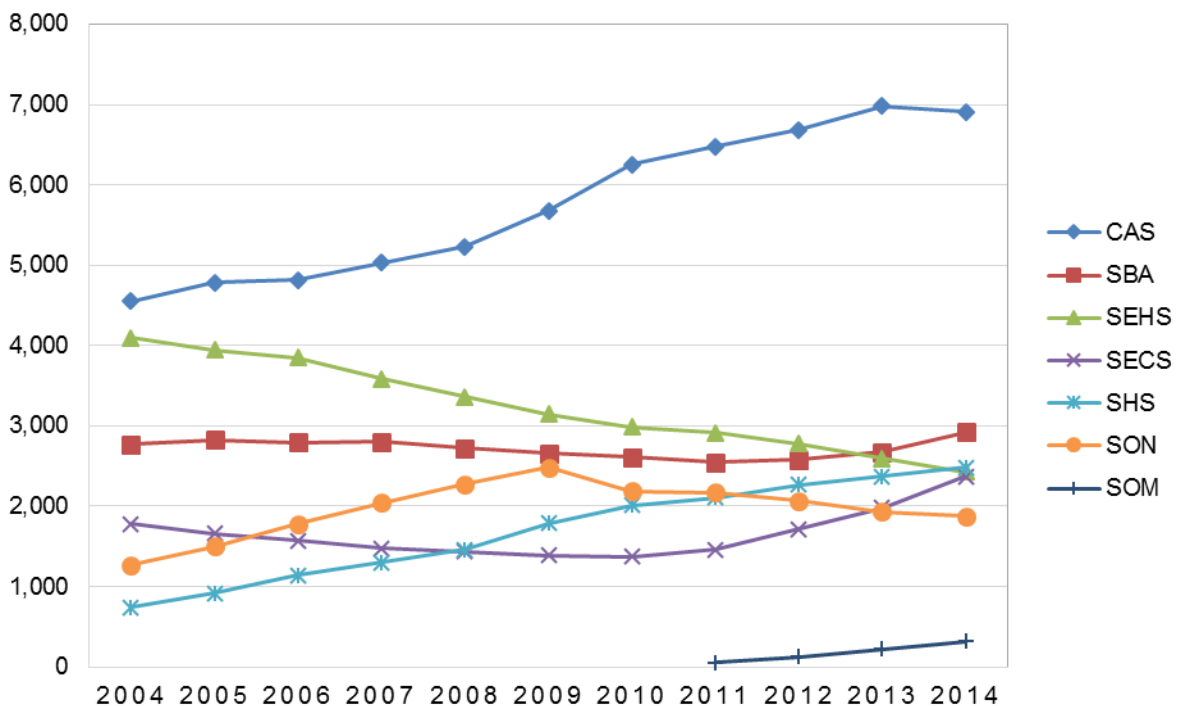


Table IX: Enrollment of students by college or school, 2010-2014

	2010	2011	2012	2013	2014	One year % Change	5 years % Change
CAS	6,251	6,472	6,685	6,977	6,911	-0.9%	11%
SBA	2,610	2,551	2,576	2,671	2,918	9.2%	11.8%
SEHS	2,988	2,916	2,779	2,593	2,426	-6.4%	-19%
SECS	1,368	1,461	1,717	1,978	2,373	20%	73%
SHS	2,013	2,104	2,264	2,368	2,483	4.9%	23%
SON	2,184	2,174	2,070	1,932	1,875	-3.0%	-14%
SOM		50	124	223	317	42%	
University Programs	1,186	1,196	1,079	947	808	-15%	-32%
Not Designated	453	455	446	480	408	-15.0%	-9.9%
Total	19,053	19,379	19,740	20,169	20,519	1.7%	7.7%

Enrollment history for full-and part-time students can be found at <http://www.oakland.edu/?id=9638&sid=250>

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. (SOM is included in the traditional on-campus).

Figure 7: Undergraduate enrollment by type/location

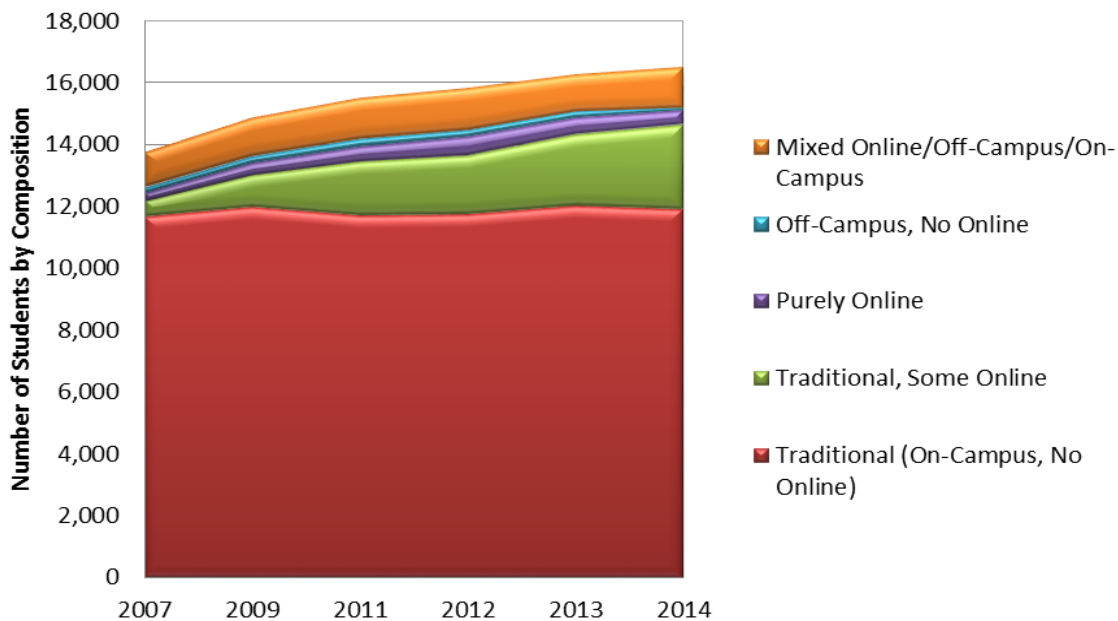
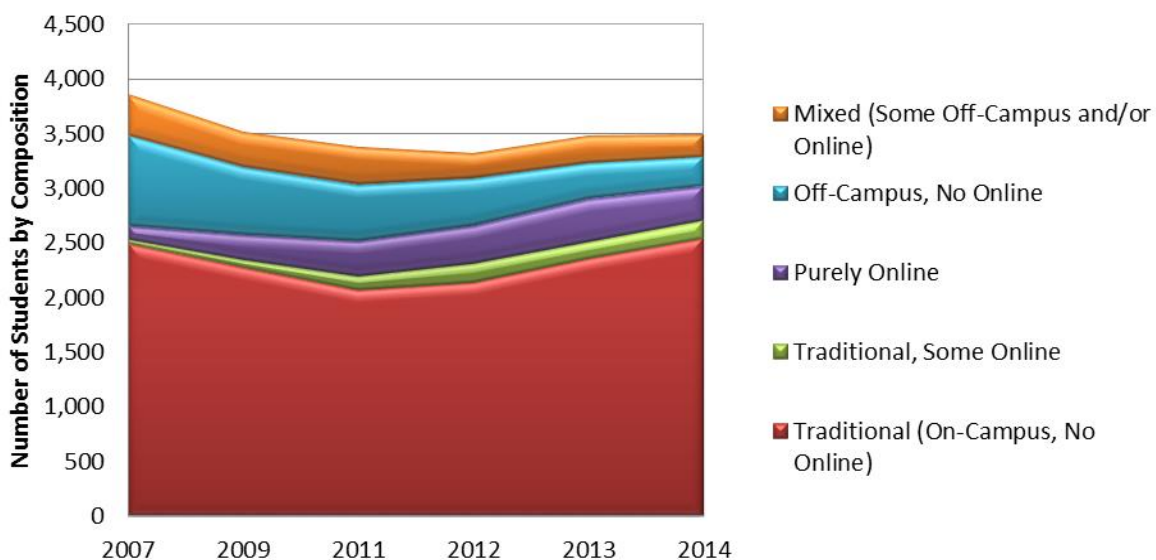


Figure 8: Graduate enrollment by type/location



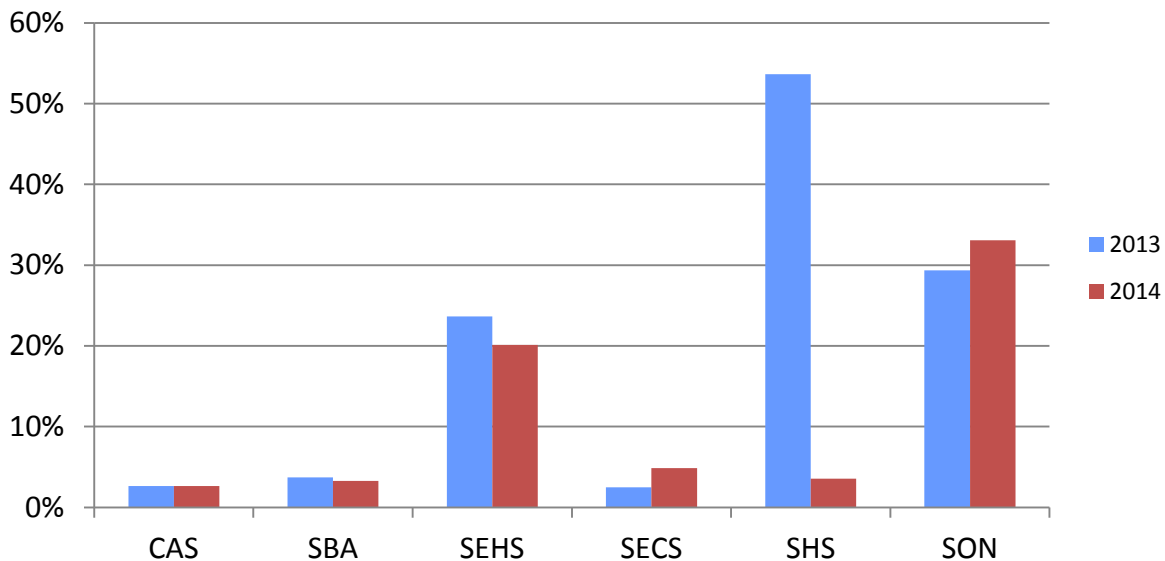
Off-campus enrollment – The table below displays the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students enrolled either exclusively off-campus, or mixed on- and off-campus, continues to decline. Undergraduate students continue to enroll primarily in classes on the OU campus. For this purpose, online enrollment is included with the on-campus.

Table X: Undergraduate and graduate enrollment by location

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2014	0.6%	7.7%	7.9%	5.8%	92%	86%
2013	1.1%	9.2%	7.5%	7.5%	91%	83%
2012	1.3%	12%	8.5%	10%	90%	77%

The chart below shows the proportion of credits delivered off-campus in 2014 by unit. About 3% of CAS credits are taken off-campus, while SON enrolls 33% of its credits at off-campus sites. School of Medicine students take a significant portion of their credits at Beaumont Hospital, the credits are not included in this chart.

Figure 9: Percent of total credits off-campus in fall 2014 and fall 2013



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 634 students enrolled at either the Macomb University Center or Intermediate School District, compared to 626 in 2013. CAS, UP, & SEHS saw an increase in enrollment at the University Center. Some of this enrollment in SBA shifted to the AFC, but most of it appears to have been returned to the main campus.

Table XI: Enrollment at the Macomb University Center (MUC & MISD) 2013 and 2014

	Exclusively Macomb University	Mixed University Ctr/Other	Total Macomb University Center
Fall 2014	111	523	634
Fall 2013	125	498	626
Differences	-14	25	8
% Diff	-11%	5%	1%

91% of graduate students who take classes at Macomb are enrolled exclusively there, compared to only 13% of undergraduates. There are also 543 continuing students at the two sites, compared to 524 in 2013.

Table XII: MUC & MISD enrollment by level

	Exclusively Macomb University	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	81	520	601
Graduate	30	3	33
Total	111	523	634

Enrollment of new graduate students has declined at MUC and MISD, which can be seen in the following tables.

Table XIII: New student enrollment in Macomb University Center: 2012 – 2014

	2012	2013	2014
Undergraduate	68	76	79
Graduate	50	23	12
Total	118	99	91

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

	Exclusively Macomb University	Mixed University Ctr/Other	Total Macomb University
Undergraduate	10	69	79
Graduate	10	2	12
Total	20	71	91

The Anton-Frankel Center in Mt. Clemens continues to gain enrollment. There are 806 students enrolled at the AFC, with most of them also enrolled at other locations either on campus or at the MUC.

Table XV: Enrollment at the Anton-Frankel Center 2013 and 2014

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2014	77	729	806
Fall 2013	77	585	662
Differences	0	144	144
% Diff	0%	25%	22%

Table XVI: AFC enrollment by level

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	73	719	792
Graduate	4	10	14
Total	77	729	806

Table XVII: Composition of new student enrollment at AFC Fall 2014

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	17	239	256
Graduate	0	2	2
Total	17	241	258

Total enrollment at the Macomb County locations has increased 13% compared to fall 2013. The number of students enrolled exclusively at the Macomb locations is down 6%.

Table XVIII: Total enrollment at Macomb County locations

	Exclusively Macomb	Macomb/ Other	Total Macomb
Fall 2014	196	1217	1413
Fall 2013	209	1043	1252
Differences	-13	174	161
% Diff	-6%	17%	13%

Table XIX: Macomb enrollment by level fall 2014

	Exclusively Macomb	Mixed Macomb/ Other	Total Macomb
Undergraduate	162	1204	1366
Graduate	34	13	47
Total	196	1217	1,413

Table XX shows that overall 2014 enrollments and student credit hours at the combined Macomb locations has increased significantly from 2013.

Table XX: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2014	2,373	8,580
Fall 2013	1,833	6,841
Difference	540	1,739
% Difference	29%	25%

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, but since 2011, it has leveled off at 5-6% of undergraduates and 45-48% of graduate students.

Table XXI: Undergraduate and graduate enrollment in evening courses

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
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. While some of the decline in evening enrollment of graduate students can be attributed to the growth in online enrollment, most of it is probably a reflection of the overall decline in graduate enrollment, especially in SON, SEHS and CAS.

Online enrollment – 4,118 students are enrolled in 200 Internet courses for a total of 17,374 credit hours. Enrollments in online courses are up 6.4% while credits in online courses are up 3.1%. Table XXII shows the increase in 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
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%
2010	2.7%	8.5%	11%	6.2%	13%	15%

Table XXIII: SCH in online courses by school/college

	2010	2011	2012	2013	2014
CAS	5,472	7,308	7,604	8,702	9,404
SBA	466	847	1,454	1,590	1,710
SEHS	1,198	1,482	1,999	1,942	1,723
SECS	1,056	1,178	666	1,076	1,000
SHS	411	608	786	1,011	1,383
SON	2,914	2,866	2,736	2,302	2,008
Total	11,541	14,423	15,379	16,853	17,374

Figure 10: Trends in online enrollment by school/college 2010-2014

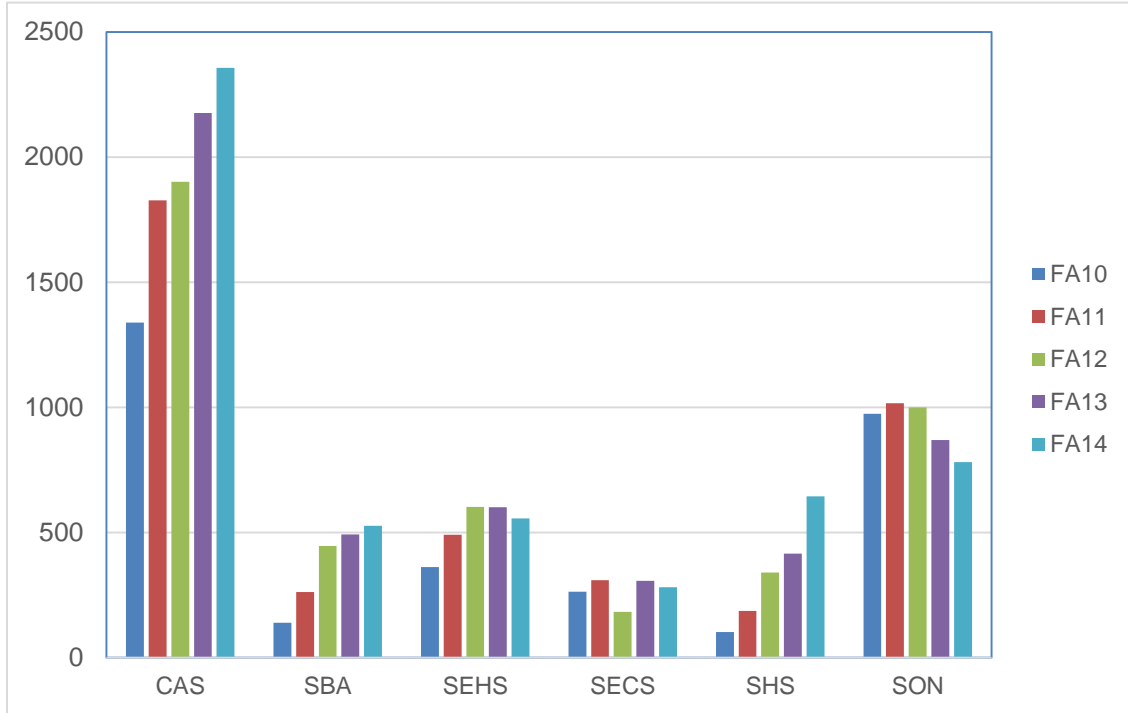


Figure 10 presents changes in online course enrollments since 2010. The growth in online enrollments in CAS, SBA and SHS coincides with their growing online course offerings. On the other hand, declines in SEHS and SON are a reflection of the overall drops in enrollment in their programs.

International student enrollment

There are 650 students who are not US citizens or permanent residents enrolled in fall 2014, 34% more than in fall 2013. This includes students on all visa types, in addition to J and F.

Table XXIV: International student enrollment 2013 and 2014

	Undergraduate	Graduate	Total
FA14	311	339	650
FA13	209	277	486
%Diff 13-14	49%	22%	34%

The largest group of international students is from China (139), followed by students from India (137) and Saudi Arabia (109).

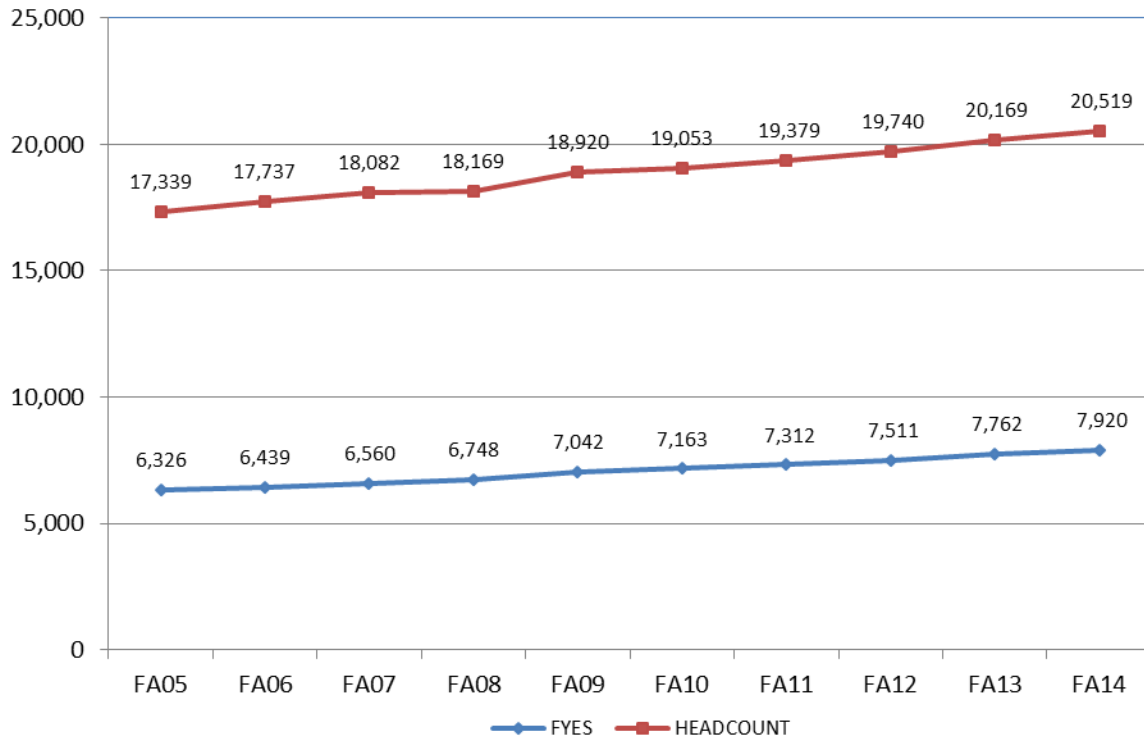
Table XXV: International student enrollment by school/college

	Undergraduate	Masters	Doctoral	Total
CAS	52	18	31	101
SBA	56	58	0	114
SEHS	6	17	11	34
SECS	140	98	82	320
SHS	29	10	1	40
SON	10	5	0	15
SOM			8	8
Other	18			18
Total	311	206	133	650

The big picture

Overall, total enrollment has increased 1.7% from last year. Over the last 10 years, enrollment has increased by 21%. 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 2005-2014



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