

September 25, 2014

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director
Institutional Research and Assessment

Subject: Fall 2014 Enrollment

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.

Table I: 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%

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.

Undergraduate enrollment

At 16,935, this is Oakland University's highest ever undergraduate enrollment. First year (FTIAC) enrollment is 2,559, down 10 students from last year, but still Oakland's second largest FTIAC class (see Table II, next page).

The number of new transfers is down 0.9% to 1,882 (still the third highest number of transfers), while new other (non-degree) enrollment is 15% lower than last year. Enrollment of continuing students is up 3.8%, and the retention rate for the 2013 cohort is 78%, continuing the higher retention rate of the 2012 cohort.

In fall 2014, 73.5% of undergraduates are enrolled full-time, with a slight increase in average credits, from 12.45 to 12.51.

Average credits for new first-year students went from 15.12 to 15.23, as the percent of students enrolled for 14 or more credits went from 74.8% to 77.4%. This has been increasing since 2006, and as a result, the proportion of students who were sophomores at the end of the first year has gone from 41% for the 2003 cohort to 62.5% for the 2013 cohort. OU's efforts to communicate the importance of staying "focused on the finish line" by completing at least 28 credits in the first year appear to be having an impact on first-year student behavior – and hopefully on retention and graduation rates. 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.

Table II: Fall 2014 new student enrollment

	FTIAC	Transfer	Other UG	Total New UG	Master's level	Doctoral Level	Profssnl Devpmnt	School of Medicine	New Grad
Fall 2014	2,559	1,882	410	4,851	799	148	112	100	1,159
Fall 2013	2,569	1,900	482	4,951	752	164	153	100	1,169
Difference	-10	-18	-72	-100	47	-16	-41	0	-10
% Change	-0.4%	-0.9%	-15%	-2.0%	6.3%	-10%	-27%	0%	-0.9%

*New Transfers include Second UG Degree Students

**New Other UG includes Post Bachelor, College Guest, and Non-Matriculated students

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 2018, when enrollment is planned to level off at about 500 students. New master's level enrollment is up by 6%, but drops in new doctoral and professional development enrollment caused overall new graduate enrollment to be down 1%. Returning graduate enrollment is also down by 3%. Detail of doctor's level enrollment by program can be found in Appendix A.

Enrollment by school/college

Enrollment of FTIACs is up in School of Nursing (SON), Engineering and Computer Science (SECS), Education and Human Services (SEHS), and Business (SBA), but down in the College of Arts and Science (CAS) and School of Health Sciences (SHS). New transfer students are up in SECS and SBA, but down in all the other units.

Table III: New student enrollment by school/college

	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%

SBA, SEHS, and SON show increases in new master's level students, while new doctoral enrollment is up in SECS and SON.

Table IV shows the rate of change in majors, student credit hours (SCH) and FYES by school compared to fall 2013.

Table IV: Changes in enrollment by school/college

	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%	7%	7%	16.5%	14.4%	14.6%	9.2%	8%	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%	8%	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%

Note: Headcount reflects student major while SCH and FYES reflect course enrollments.

OU in Macomb County

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

Table V shows a total of 634 students enrolled at either the Macomb University Center or Intermediate School District, compared to 626 in 2013.

Table V: Enrollment at the Macomb University Center (MUC & MISD)

	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. Total enrollment breaks out as follows:

Table VI: 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

Overall new student enrollment is slightly down from last fall and breaks out as follows:

Table VII: New student enrollment at MUC & MISD

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

There are also 543 continuing students at the two sites, compared to 524 in 2013.

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 VIII: Enrollment at the Anton-Frankel Center

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2014	77	729	806
Fall 2013	77	585	662
Differences	0	144	144
% Diff	0.0%	24.6%	21.8%

Table IX: AFC enrollment by level

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

Table X: New student enrollment at AFC

	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 2013. The number of students enrolled exclusively at the Macomb locations is down 6%.

Table XI: 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 XII: Macomb enrollment by level

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

Note that the only Macomb Oakland partnership (M2O) students included in this data would be those who are enrolled in OU classes at Macomb. We do not yet have complete enrollment data for the CC2O students. There are 404 M2O students enrolled at OU this fall, compared to 357 in 2013. There are also 276 O2O students, four SC2O, and four Mott2O students enrolled at OU.

More detail on fall enrollment will be provided in the fall enrollment report to be published later in the semester.

Appendix A: Fall 2014 doctor's level enrollment by program

	201240		201340		201440		New GII One Year Change	New GII One Year % Change	Total GII One Year % Change
	New_ GradII	GradII Total	New_ GradII	GradII Total	New_ GradII	GradII Total			
1116 Biological Biomedical Sciences	3	15	5	19	3	19	-2	-40%	0.0%
1350 Biomed Sci: Env Chemistry	2	15		12	1	11	1		-8.3%
1900 Applied Mathematics	6	23	3	22	1	21	-2	-67%	-4.5%
2305 Music Education	0	10		9	2	8	2		-11%
2490 Biomedical Physics	0	15	3	14		14	-3	-100.0%	0.0%
2605 Psychology	4	4	4	8	2	10	-2	-50.0%	25%
CAS Total	18	97	20	103	9	84	-11	-55.0%	-18.4%
4651 Leadership (EdS)	36	123	56	101	36	96	-20	-36%	-5%
4705 Early Education Intervention (EdS)	4	4	1	4	2	10	1	100%	150%
4940 Reading Education	2	20	3	22	1	25	-2	-67%	14%
4950 Counseling	4	26	4	22	3	25	-1	-25.0%	14%
4951 Educational Leadership	15	79	9	81	12	73	3	33%	-9.9%
4952 Early Childhood	1	26	3	31	6	24	3	100%	-23%
SEHS Total	62	278	76	261	60	253	-16	-21%	-3.1%
5030 Computer Science & Informatics	10	39	9	38	13	44	4	44%	15.8%
5160 Mechanical Engineering	3	45	6	50	10	55	4	67%	10%
5180 Systems Engineering	7	37	4	39	6	29	2	50%	-25.6%
5540 Electrical & Computer Engineerin	10	48	12	57	6	54	-6	-50%	-5%
SECS Total	30	169	31	184	35	182	4	12.9%	-1.1%
6220 Physical Therapy	36	139	34	137	36	140	2	5.9%	2.2%
6221 Physical Therapy (tDPT)	2	10	2	8	0	4	-2	-100.0%	-50%
SHS Total	38	149	36	145	36	144	0	0.0%	-0.7%
7400 Nursing Practice	11	66	6	38	8	34	2	33%	-11%
Sub Total	159	759	169	731	148	697	-21	-12.4%	-4.7%
9100 Medicine	75	124	100	223	100	317	0	0%	42%
Total	231	868	269	954	248	1014			