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Date: December 2008

Subject: Enrollment

Report Name: **Oakland University Enrollment Fall 2008**

Official headcount for Fall 2008 is 18,169, up by 0.5% over last year. Enrollment is at record levels for undergraduate and first year students. The table below shows the breakout of Fall 2008 compared to Fall 2007.

**Table I:**

	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2008	14,397	3,772	18,169	172,624	21,869	194,493	5,740	1,009	6,748
Fall 2007	14,090	3,992	18,082	165,537	23,140	188,677	5,508	1,052	6,560
Difference	307	-220	87	7,087	-1,271	5,816	232	-44	188
% Diff	2.2%	-5.5%	0.5%	4.3%	-5.5%	3.1%	4.2%	-4.2%	2.9%

This report provides an overview of Fall 2008 enrollment.

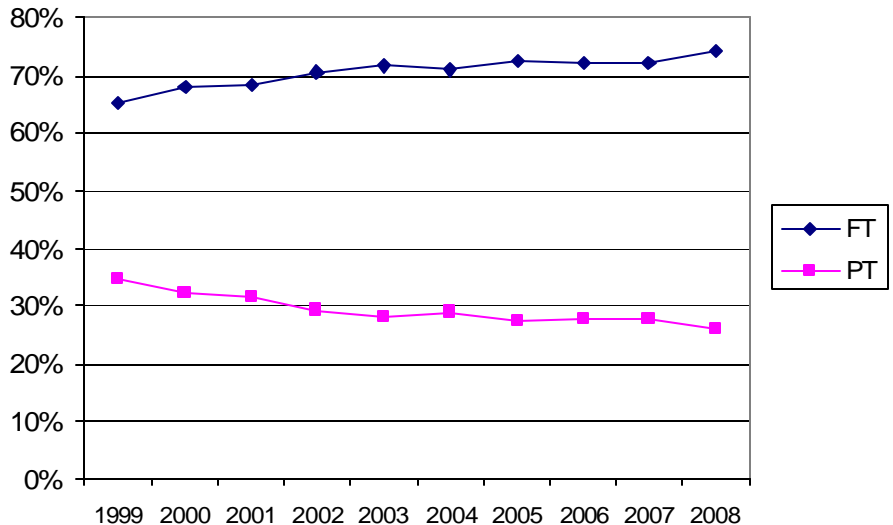
**Undergraduate Enrollment**

While undergraduate headcount increased by 2.2%, undergraduate credits increased by 4.3%. This is consistent with the pattern of credits increasing at a higher rate than headcount that we have seen for ten of the past 12 years (2004 and 2006 were exceptions). For Fall 2008, average credits and the proportion of full-time students increased from Fall 2007: average credits for undergraduate students increased from 12.06 to 12.24 and undergraduate full-time students increased from 72% to 74%.

Figure 1 illustrates the trend in full- and part-time enrollment since 1999.

**Figure 1: Full-Time and Part-Time Undergraduate Enrollment 1999-2008**

At 2,351, this year's class of first-year students (FTIACs) is 0.3% larger than last year and the largest ever. The number of applications and admissions were up by 11% and 8% this year. (Historical yield data can be found at the OIRA OU Data Book



website:[https://www2.oakland.edu/secure/oira/data\\_frame.htm](https://www2.oakland.edu/secure/oira/data_frame.htm) under Student Information).

About 38% of FTIACs are male, about the same as last year. The percent of minority FTIACs is 20% compared to 18% in 2007. African-American students make up 14% of this year's class compared to 12% last fall. 96% of FTIACs are full-time and are enrolled for an average of 14.4 credits, compared to 14.1 last year. 85% of FTIACs come from the tri-county area, while out-of-state students comprise 1% of FTIACs (31), seven students more than last year. Fifteen FTIACs are international students.

The average ACT score for FTIACs is 22. The average H.S.G.P.A. is 3.26. Both are the highest score since 1978. (Historical ACT and H.S.G.P.A. information can be found at the same web address).

New transfers are 1,504. 59% of transfer students are female, 70% are full-time, 17% are from minority backgrounds, and 13% are from outside the tri-county area (up from 12% in 2007). Students who originally entered as transfers comprise 41% of all undergraduates, a proportion that has been stable since 2002.

**Table II: New and Returning Students by Headcount**

UNDERGRADUATE				
	FTIACs	Transfers	Other New UG	Returning
Fall 2008	2,351	1,504	466	10,075
Fall 2007	2,345	1,516	358	10,043
diff	6	-12	108	32
% change	0.3%	-0.8%	30.2%	0.3%
GRADUATE				
	New Grad I	New Grad II	Professional Development	Returning
Fall 2008	826	205	181	2,560
Fall 2007	817	211	168	2,892
diff	9	-6	13	-332
% change	1.1%	-2.8%	7.7%	-11.5%

Note: New students include FTIACs and Transfers, New Special Undergraduates and Graduate students who were admitted either summer or fall. Returning students were enrolled prior to summer 2008. New Transfers include Second Undergraduate Degree Students. Grad II includes students admitted to doctoral or the Education Specialist programs.

\* 2007 numbers include Spring new student numbers.

The number of returning undergraduate students is up 2% compared to an increase of 3% last year. The first-year student (FTIAC) return rate is 72% for the Fall 2007 cohort, a little down from the 2006 cohort (73%) apparently an indication that OU has not yet turned the corner on first year retention.

**Graduate Enrollment**

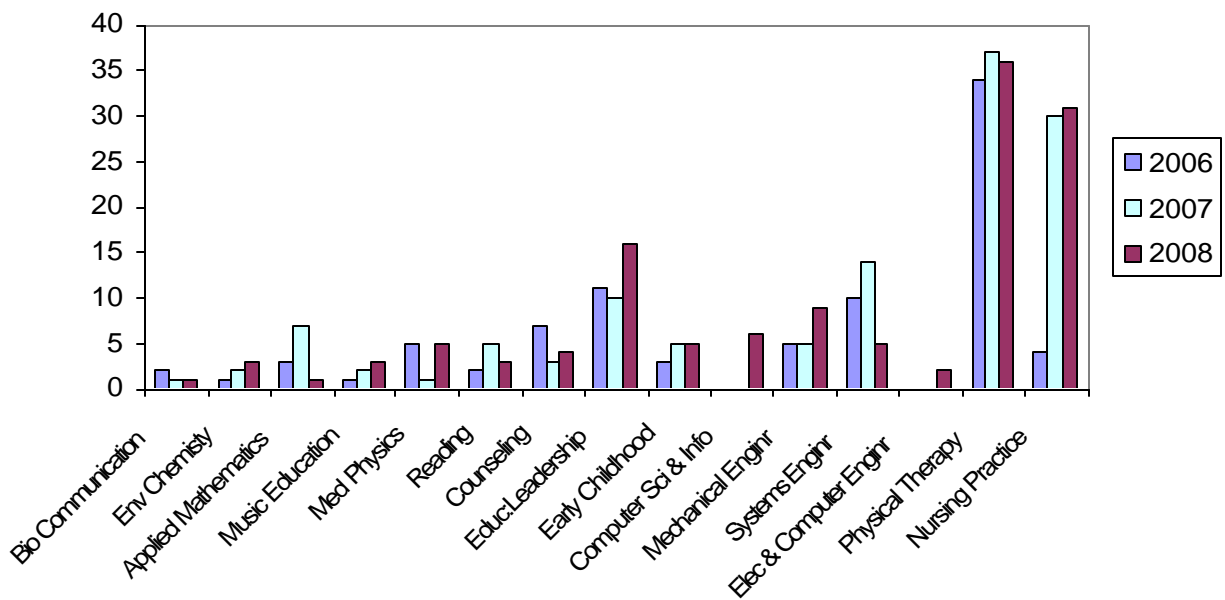
At the graduate level, headcount and credits decreased by 5.5%, and FYES by 4%. The number of returning graduate students is down by 8%, compared to a decrease of 4% last year.

The picture on new graduate enrollment has improved some. New master's admitted students are up by 6%, just slightly below the high of 838 reached in 2005. There are two fewer new doctoral students than the record number in Fall 2007, while professional development students (non-degree seeking) are down by 14%.

Graduate enrollment increased in 2 schools; 11% in SON and 6% in SHS. Enrollment decreased by 11% in SECS, 8% in SBA, 7% in SEHS and 5.5% in CAS.

Enrollment in new doctoral and specialist programs continues to grow. Figure 2 shows enrollment by program. Note that overall new doctoral enrollment has gone up from 155 to 205 since 2006.

**Figure 2: Enrollment in New Doctoral Programs 2006-2008**



**Enrollment by School or College**

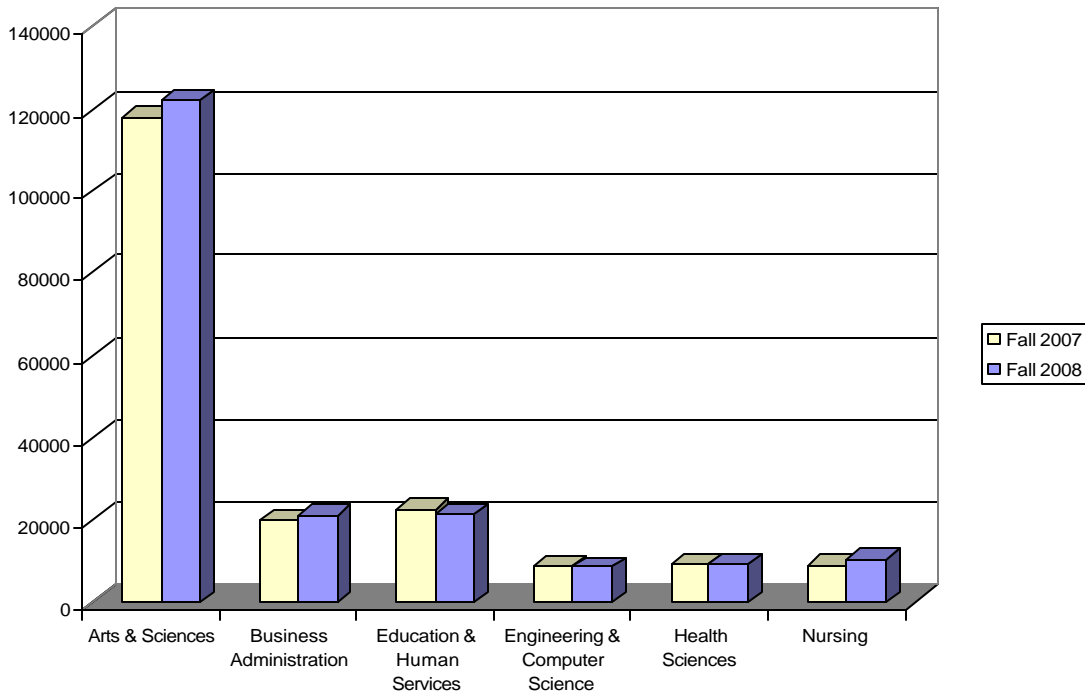
The College and all but two schools experienced increases in undergraduate majors. Only SON and SHS had increases in graduate enrollment. SEHS continues to show declines across the board. SECS is showing some improvement at the undergraduate level, but continues to lose graduate enrollment. The following table shows the rate of increase or decrease in majors, SCH and FYES by school compared to Fall 2007.

**Compare Change in Headcount, Student Credit Hours and FYES by School and Level Fall 2008 to Fall 2007**

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	4.9%	3.5%	3.5%	-5.5%	-0.5%	-0.5%	4.1%	3.4%	3.4%
SBA	-1.8%	8.4%	8%	-7.8%	-3.0%	-2.9%	-3.0%	6.8%	6.4%
SEHS	-5.4%	-3.7%	-3.7%	-6.7%	-7.5%	-6.2%	-6.1%	-5.6%	-5.1%
SECS	1.6%	1.4%	1.2%	-11%	-18%	-18%	-2.8%	-4.2%	-5.5%
SHS	14%	-0.9%	-0.8%	6.3%	7.8%	8.1%	12%	1.4%	2.4%
SON	12%	18%	17%	11%	9%	12%	11.5%	17%	16%
OU	2.2%	3.9%	3.9%	-5.5%	-4.8%	-3.6%	0.5%	2.9%	2.7%

Figure 3 shows the change in student credit hours (SCH) from Fall 2007 to Fall 2008, while Table IV recalculates the credits as FYES. (Credits taught by rubric can be found at the OIRA website: <http://aisnt.ais.oakland.edu/oira/ir.html>).

**Figure 3: Credits Taught by School/College**



**Table IV: FYES by School/College**

	2004	2005	2006	2007	2008	One year % Change	5 years % Change
CAS	3624	3741	3864	3967	4102	3.4%	13.2%
SBA	730	760	662	690	734	6.4%	0.6%
SEHS	924	945	959	879	835	-5.1%	-9.6%
SECS	385	334	337	329	311	-5.5%	-19.2%
SHS	259	304	320	364	373	2.4%	43.8%
SON	164	233	281	312	362	16.1%	120.7%

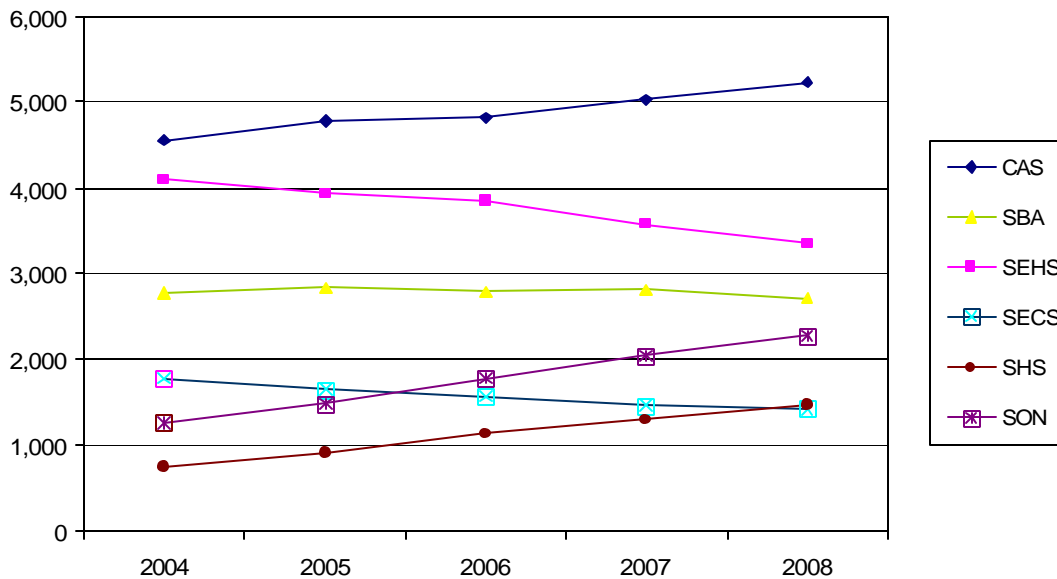
Figure 4 and Table V (next page) show students enrolled in majors/programs by school/college for the fall terms from 2004 to 2008. The Schools of Health Sciences and Nursing continue to show strong growth, as does the College. Nursing's enrollment is up by 12% in headcount and 16% in FYES. New undergraduate students are up 33%, and new graduate students 11%, while continuing students are up by 3%. Health Sciences majors increased by 12% and FYES by 2%, almost entirely in on-campus programs. New undergraduate students are up 13%, and graduate students 4%, while continuing students are up 12%.

The numbers of majors enrolled in programs in the College of Arts & Sciences went up by 4% and FYES by 3%. New undergraduates are up 12% and new graduate students up 23%. Business Administration majors dropped by 3%, however FYES increased 6%.

Education and Human Services and Engineering and Computer Science continued their downward enrollment trends. SEHS headcount is down 6% and FYES 5%. Most of the drop in SEHS is due to the continuing decline in undergraduate education, but there is also some decline in graduate enrollment as well. However, new students, graduate and undergraduate are up 6%.

Engineering and Computer Science is down 3% in student enrollment and 6% in FYES. The decreases are in both undergraduate and graduate enrollment, but new undergraduates increased by 29% and new graduate students by 15%.

**Figure 4: Enrollment in Majors/Programs by College or School, Fall 2004-08**



**Table V: Enrollment of Students by College/School, 2004-2008**

	2004	2005	2006	2007	2008	One year % Change	5 years % Change
CAS	4,549	4,782	4,818	5,029	5,234	4.1%	15.1%
SBA	2,769	2,827	2,791	2,805	2,720	-3.0%	-1.8%
SEHS	4,095	3,941	3,852	3,581	3,361	-6.1%	-17.9%
SECS	1,782	1,663	1,569	1,476	1,434	-2.8%	-19.5%
SHS	744	915	1,137	1,300	1,459	12.2%	96.1%
SON	1,267	1,497	1,783	2,040	2,275	11.5%	79.6%
University Programs	1,180	1,209	1,279	1,378	1,284	-6.8%	8.8%
Not Designated	516	505	508	473	402	-15.0%	-22.1%
<b>Total</b>	<b>16,902</b>	<b>17,339</b>	<b>17,737</b>	<b>18,082</b>	<b>18,169</b>	<b>0.5%</b>	<b>7.5%</b>

Enrollment history for full-and part-time students can be found at <http://aisnt.ais.oakland.edu/oira/ir.html>

New student enrollment may be looking up in SEHS and SECS.

**Table VI: New Student Enrollment by School/College 2007-2008**

	FTIAC			Transfer			Masters			Doctoral		
	2008	2007	% diff	2008	2007	% diff	2008	2007	% diff	2008	2007	% diff
CAS	725	730	-1%	558	415	34%	104	82	27%	13	13	0%
SBA	297	326	-9%	213	218	-2%	142	118	20%			
SEHS	130	123	6%	132	129	2%	390	360	8%	103	107	-4%
SECS	174	148	18%	125	85	47%	98	85	15%	22	19	16%
SHS	238	219	9%	136	111	23%	45	41	10%	36	37	-3%
SON	322	263	22%	240	194	24%	47	40	18%	31	30	3%

**Off-Campus Enrollment**

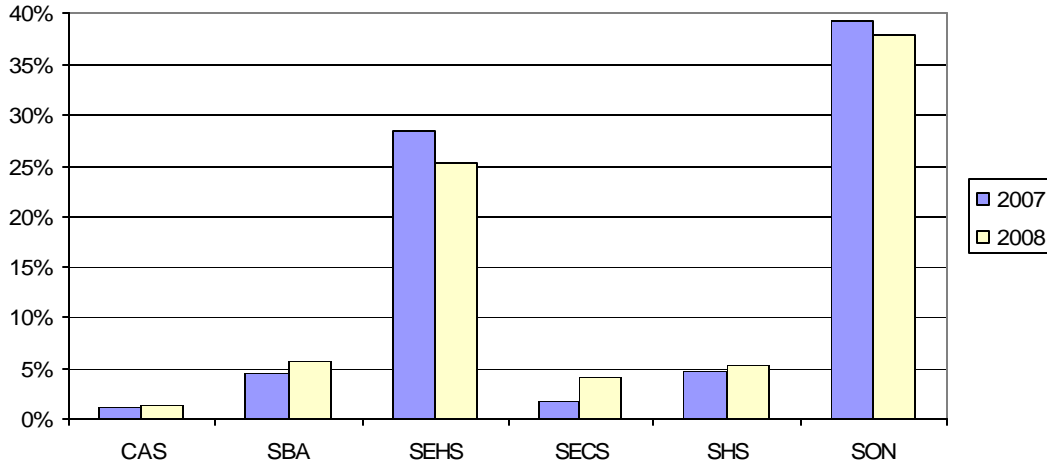
Table VII presents the percent of undergraduate and graduate students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. At the graduate level, the percent of students enrolled exclusively off-campus decreased, again, while the percent of graduate students taking courses on-campus went up. Undergraduate students continue to enroll primarily in classes on the OU campus, although more are taking classes both on- and off-campus. This is most likely the result of courses availability, i.e. courses may be offered off campus rather than on the main campus, forcing students to attend in both places. It is not clear where some undergraduate programs offered off-campus are attracting new students, e.g. students who would not have enrolled at OU's main campus.

**Table VII: Undergraduate and Graduate Enrollment by Location**

	On-Campus		Off-Campus			
			Mixed On/Off		Exclusively Off	
	UG	G	UG	G	UG	G
2008	89.7%	71.9%	9.0%	8.0%	1.3%	20.0%
2007	90.6%	68.9%	8.1%	9.7%	1.3%	21.4%
2006	91.1%	66.2%	7.5%	8.1%	1.4%	25.7%
2005	91.7%	66.4%	6.9%	9.0%	1.4%	24.6%

Figure 5 shows the proportion of credits delivered off-campus in 2008 by unit. About one percent of CAS credits are offered off-campus, while SON offers 38% of its credits at off-campus sites.

**Figure 5: Percent of Total Credits Off-Campus in Fall 2008 and Fall 2007**



**Enrollment at the Macomb Centers**

There are a total of 1,211 students enrolled at either the Macomb University Center or Intermediate School District, compared to 1,042 in 2007.

**Table VIII: Change in Total Enrollment at Macomb**

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Fall 2008	392	819	1211
Fall 2007	373	669	1042
Differences	19	150	169
% Diff	5%	22%	16%

About 79% of graduate students who take classes at Macomb are exclusively enrolled there, compared to only 13% of undergraduates. Total enrollment breaks out as follows:

**Table IX: Undergraduate and Graduate Enrollment at Macomb**

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	110	746	856
Graduate	282	73	355
Total	392	819	1211

New student enrollment is growing at the Macomb sites as well.

**Table X: Change in New Student Enrollment in Macomb**

New Students	Undergraduate	Graduate	Total New
Fall 2008	118	166	284
Fall 2007	44	75	119
Differences	74	91	165
% Diff	168%	121%	139%

Macomb's new students break out as follows:

**Table XI: New Undergraduate and Graduate Enrollment at Macomb**

New Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	26	92	118
Graduate	135	31	166
Total	161	123	284

There are 927 continuing students at the two sites. Note that the only Macomb Oakland partnership (M2O) students included in this data would be those who are enrolled in OU classes at Macomb. The Registrar reports that there are 355 M2O students enrolled this fall, compared to 176 in 2007: 130 in OU classes only; 129 in MCC classes; and 96 taking classes at both.

### Day/Evening Enrollment

More undergraduate students enrolled exclusively in day classes than last year, moving away from exclusively evening. Although the proportion of students taking both day and evening courses remains substantial, the proportion taking only evening classes has been decreasing steadily for the past ten years, dropping from 17% in 1996 to 7% this year. Part of the reason for this is the steady increase in FTIACs and full-time students who tend to prefer day courses. It's also possible that more students are choosing to enroll in web courses rather than evening courses. More graduate students are enrolled in day classes than in 2007.

**Table XII: Undergraduate and Graduate Enrollment by Day/Evening**

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2008	55%	26%	38%	18%	7%	57%
2007	53%	22%	38%	17%	8%	62%
2006	52%	22%	39%	18%	9%	60%



**Enrollment in Web Courses**

1,537 students are enrolled in 88 Internet courses for a total of 6,870 credit hours. Enrollments in web courses are up 32% (from 1,519 to 2,007) while credits in web courses are up 35% (from 5,087 to 6,870). Table XIII shows the percentage of web enrollments by unit.

**Table XIII: School/College % of Total Web-Course Enrollments**

	2008	2007	2006
CAS	32%	31%	24%
SBA	2%	4%	5%
SEHS	13%	7%	8%
SECS	7%	10%	4%
SHS	1%	1%	2%
SON	45%	47%	57%

**International Student Enrollment**

There are 427 students who are not US citizens or permanent residents enrolled in Fall 2008. This includes students on all visa types, not just J and F.

**Table XIV International Student Enrollment**

	UG	GR	Total
FA08	149	278	427
FA07	178	312	490
%Diff 07-08	-16%	-11%	-13%

**Table XV: International Student Enrollment by School/College**

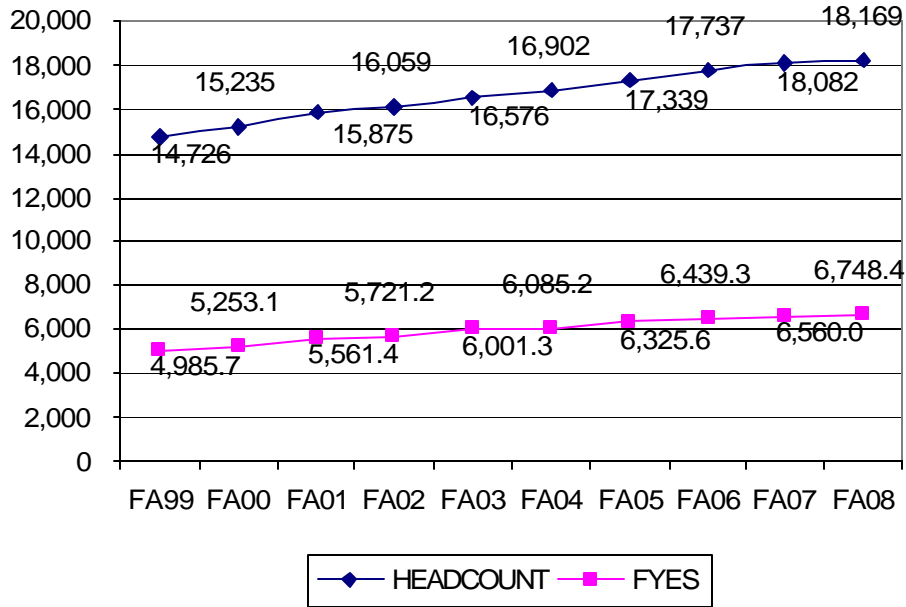
	UG	GR	TOTAL
CAS	39	41	80
SBA	35	44	79
SEHS	5	18	23
SECS	17	122	139
SHS	13	51	64
SON	13	2	15
OTHER	27	0	27
TOTAL	149	278	427

The largest group of international students is from India (161), followed by students from China (39), and from Canada (34).

## Enrollment History

Figure 6 illustrates the growth in FYES and headcount over the past ten years.

**Figure 6: 10 Year Headcount and FYES, Fall 1999-2008**



**For additional data and reports, visit the OIRA website:  
<http://aisnt.ais.oakland.edu/oira/ir.html>**