

# Oakland University Enrollment Report: Fall 2012



OIRA

January 15<sup>th</sup>, 2012

Reference Number: 2012-25

## Introduction and Executive Summary

Official headcount for fall 2012 is 19,740 including the medical school students, up by almost 2% over last year. Total enrollment is at a new high, with record levels for undergraduate and new transfer students. Total fiscal year equated students (FYES) to date for FY12 is 8324, about 3% over last year at this time.

Table I shows the breakout of fall 2012 compared to fall 2011. The School of Medicine (SOM) enrollment is included in the graduate totals. 124 SOM students are enrolled for a total of 4,663 credits; or 62 FYES. SOM students are enrolled in an average of 37.6 credits (compared to 9.4 credits for full-time doctoral students in other programs). So, FYES is calculated from HC, not student credit hours (SCH), for these students - hence the large increase in graduate credits (12%) compared to FYES (3.4%).

**Table I: Comparison of fall headcount, Credits and FYES**

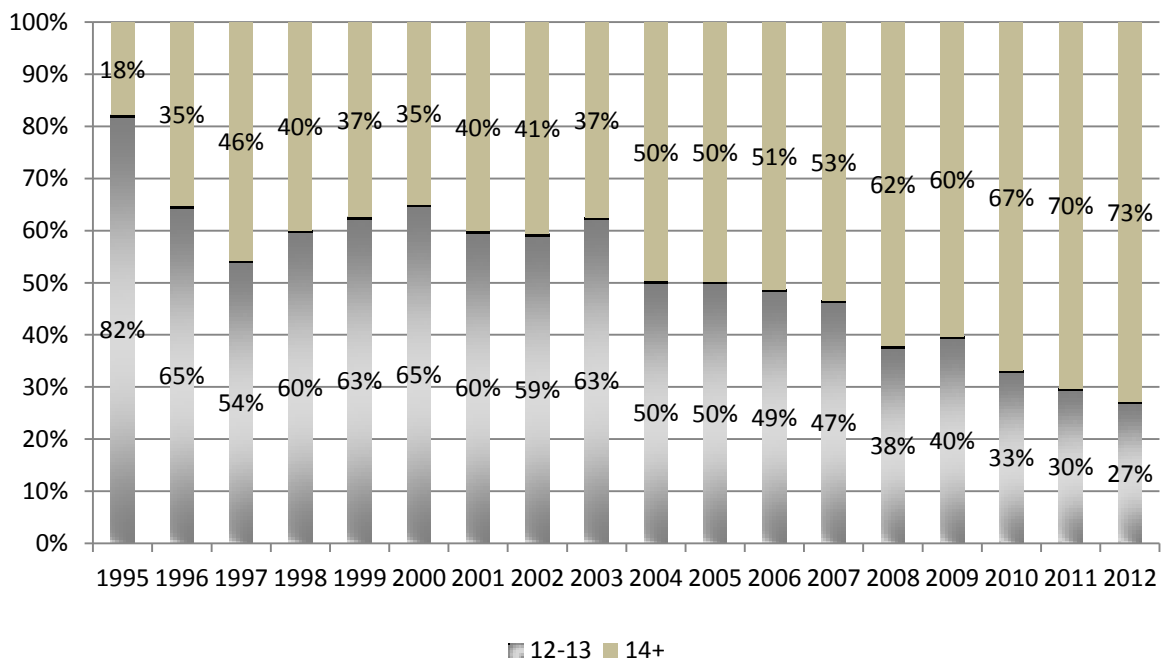
	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2012	16,190	3,550	19,740	194,995	25,391	220,386	6,496	1,019	7,515
Fall 2011	15,838	3,541	19,379	190,713	22,751	213,464	6,327	985	7,311
Difference	352	9	361	4,282	2,640	6,922	170	34	203
% Change	2.2%	0.3%	1.9%	2.2%	12%	3.2%	2.7%	3.4%	2.8%

## Undergraduate enrollment

At 16,190, this is Oakland University's highest ever undergraduate enrollment. Undergraduate headcount and credits have both increased by 2.2%. 73% of undergraduates are enrolled full-time, with a slight increase in average credits, from 12.33 to 12.35.

**FTIACs** – 2,464 first year students (FTIACs) enrolled for fall, up 4.4% over 2011. This enrollment is comparable with the 2009 enrollment high of 2,466. 96% of FTIACs are enrolled full-time. Average credits for new first-year students have increased from 14.78 to 14.87. The proportion enrolled for 14 or more credits has increased from 70% to 73%. The percentage of students taking 14 or more credits 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 53.5% for the 2011 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 1995.

**Figure 1: % of full-time FTIACs enrolled in 14 or more credits: 1995 to 2012**



The average ACT score for 2012 FTIACs is 23.2, the highest since before 1978. The average HS GPA is 3.37. For comparison, additional historical ACT and HS GPA can be found at <http://www.oakland.edu/?id=9678&sid=250>.

**Table II: New\* and returning undergraduate students**

	FTIACs	Transfers	Other New UG	Returning
Fall 2012	2,464	1,989	472	11,265
Fall 2011	2,361	1,891	474	11,112
Difference	103	98	-2	153
% Change	4.4%	5.2%	-0.4%	1.4%

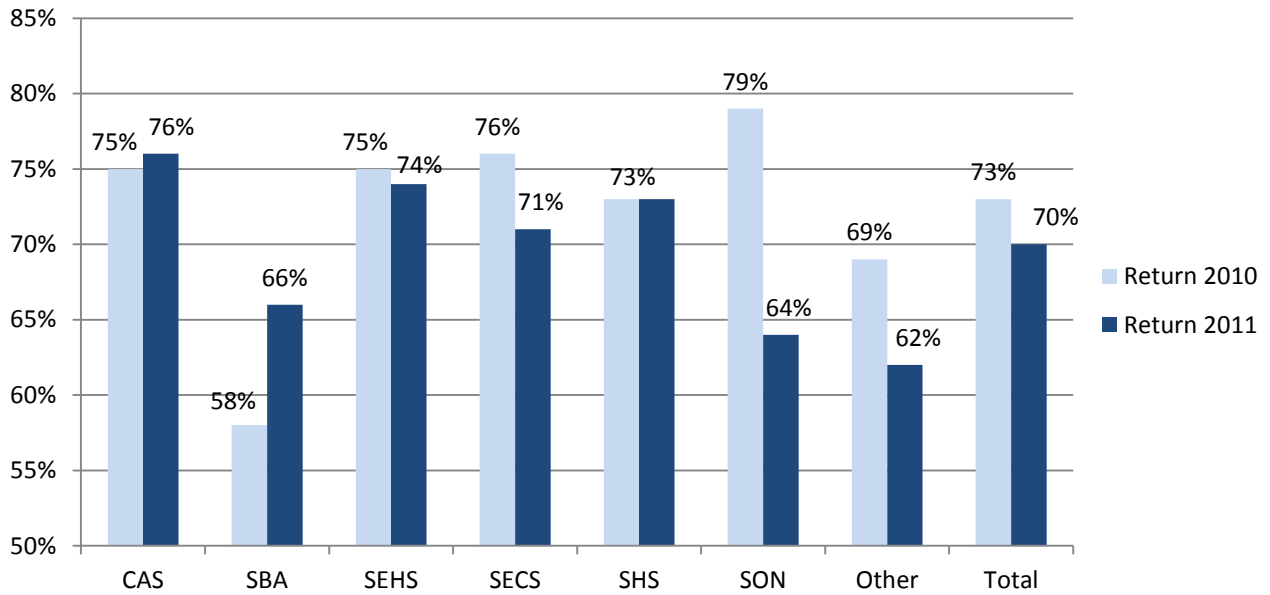
\*new students include students admitted either summer or fall. Transfers include second undergraduate degree students

84% of FTIACs come from the tri-county area (Oakland, Macomb, and Wayne counties), slightly higher than last year. Another 14% come from 49 of the 76 Michigan counties, compared to 37 counties in 2005. Out-of-state and international students comprise 2.3% of FTIACs compared to 2.2% last year. Minority FTIACs are currently at 20% compared to 22% in 2011. African-American students make up 11% of this year's class, compared to 14% a year ago, which appears to be related to a 3% drop in FTIACs from Wayne County.

**Transfers** – Students who originally entered as transfer students comprise 42% of all undergraduates. OU had its largest class of transfer students in fall 2012 with 1,989 new transfers. 72% of these transfer students are enrolled full time. 60% of transfer students are female, 21% are from minority backgrounds, and 12% are from outside the tri-county area.

**Returning undergraduate students** - The number of returning undergraduates increased by 1.4% compared to 2011. The first-year student (FTIAC) return rate is 70% for the fall 2011 FTIAC cohort, down from 73% last year.

**Figure 2: 2011-2012 FTIACs first year retention by college and schools**



**Community College Partnerships** - There are 590 Macomb Community College partnership (M2O) students enrolled this fall, compared to 625 in 2011, which reflects a decrease of 6%. Table III compares 2012 M2O enrollment to 2011 and Table IV compares new M2O enrollment by entry type and location.

**Table III: Enrollment of M2O students by location**

M2O	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
Fall 2012	347	135	108	590
Fall 2011	339	160	126	625
Differences	8	-25	-18	-35
% Diff	2%	-16%	-14%	-6%

**Table IV: Enrollment of new M2O students by location fall 2012**

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
FTIAC Admit M2O	38	15	30	83
Transfer Admit M2O	5	2	1	8
Convert to M2O	4	2	4	10
Total	47	19	35	101

There were 201 Oakland Community College Partnership (O2O) students enrolled this fall, with 61 new to the O2O program. Table V compares 2012 O2O enrollment to 2011 and Table VI compares new O2O enrollment by entry type and location.

**Table V: Enrollment of O2O students by location**

O2O	OU classes only	OCC classes only	Both OU & OCC	Total O2O
Fall 2012	113	40	48	201
Fall 2011	77	27	47	151
Differences	36	13	1	50
% Diff	47%	48%	2%	33%

This year's O2O total enrollment has seen an increase of students taking OU classes only—from 77 students last year to 113 this year – an increase of 47%.

**Table VI: Enrollment of O2O students by location FY12**

	OU classes only	OCC classes only	Both OU & OCC	Total O2O
FTIAC Admit O2O	25	5	19	49
Transfer Admit O2O	4	1	3	8
Convert to O2O	3	0	1	4
Total	32	6	23	61

## Graduate enrollment

Graduate headcount has had an increase of 0.3% over last year due to a 6% increase in new graduate enrollment and the entry of the second class of the SOM.

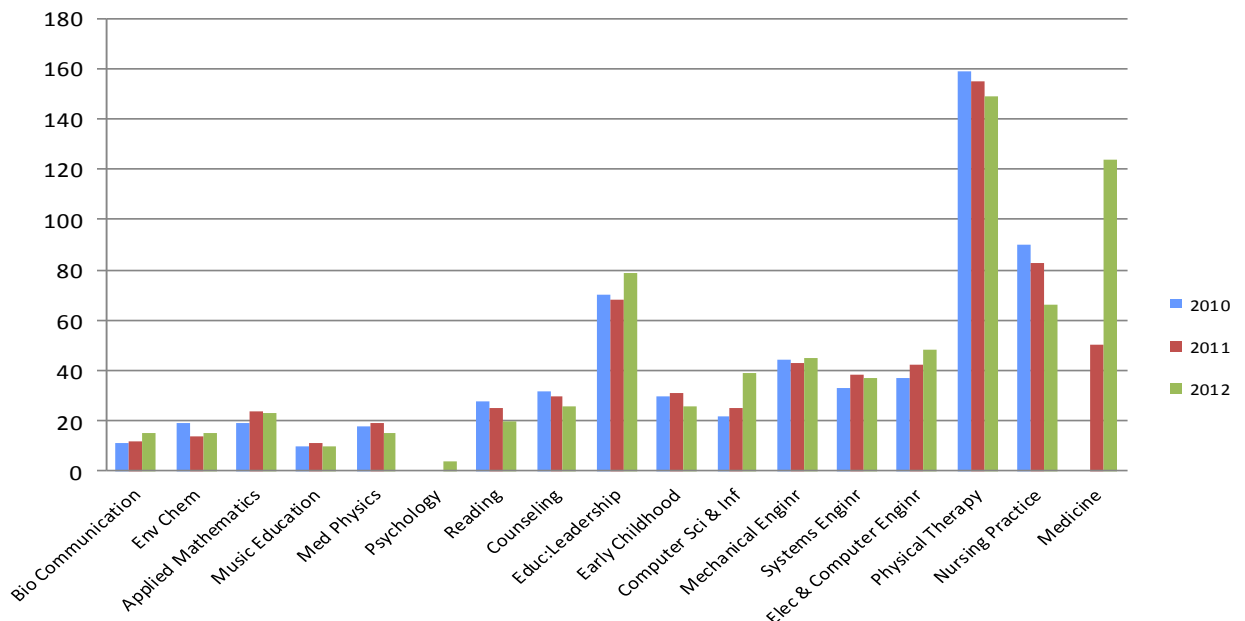
**Table VII: New\* and returning graduate students**

GRADUATE					
	New Grad I	New Grad II	Professional Development	New Medical	Returning
Fall 2012	845	156	159	75	2,315
Fall 2011	754	201	161	50	2,375
Difference	91	-45	-2	25	-60
% Change	12.1%	-22%	-1.2%	50%	-2.5%

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

Total Ph.D. enrollment is up, while all new Ph.D students is down by 2.5%. Graduate FYES increased by 3.4% and credits increased by 11.6%, the difference being due to the difference in how credits are assigned in SOM.

**Figure 3: Doctoral enrollment 2010-2012**



Compared to 2011, graduate enrollment increased in two schools: 14% in Engineering and Computer Science (SECS) and 2.5% in Arts & Sciences (CAS). Figure 3 shows total enrollment by doctoral program. More detail on enrollment by school/college is found in the next section.

## Enrollment by school or college

Undergraduate majors have grown in SHS, SECS, CAS, and SBA, while only SECS and CAS also had increases in graduate enrollment. SEHS and SON show declines in both undergraduate and graduate enrollment. Table VIII illustrates the rate of change in students, student credit hours (SCH) and FYES by school compared to fall 2011. (SOM enrollment is included in the OU total).

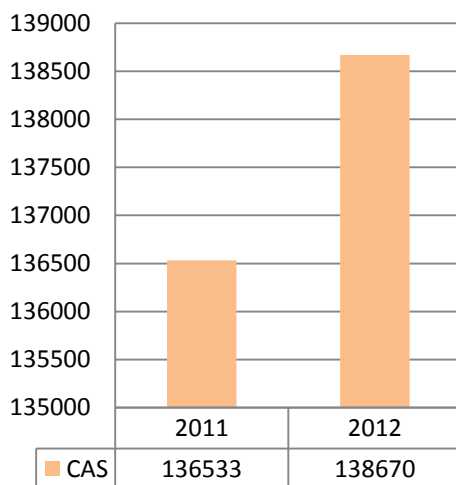
**Table VIII: Change in headcount, student credit hours & FYES by school & level**

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	3.3%	1.4%	1.5%	3.4%	8.3%	8.7%	3.3%	1.6%	1.7%
SBA	1.5%	-1.8%	-2.1%	-1.1%	7.4%	7.0%	1.0%	-0.7%	-0.7%
SEHS	-3.8%	-1.0%	-1.1%	-5.4%	-5.7%	-5.2%	-4.7%	-3.1%	-3.2%
SECS	19%	19%	19%	15%	19%	20%	18%	19%	19%
SHS	9.5%	18%	18%	-5.8%	-1.6%	-0.7%	7.6%	14%	13%
SON	-3.7%	-6.1%	0.5%	-11%	-9.1%	-8.3%	-4.8%	-6.5%	-1.2%
OU	2.2%	2.1%	2.5%	0.3%	13%	4.8%	1.9%	3.2%	2.8%

Figures 4.1 and 4.2 illustrate changes in student credit hours by school from fall 2011 to fall 2012. CAS is shown individually due to the high number of enrollment in comparison to other schools. This demonstrates the effect that declining enrollment in the SON and SEHS has had on total student credit hours in those schools.

**Total student credit hours taught by school/college): 2011 and 2012**

**Figure 4.1**



**Figure 4.2**

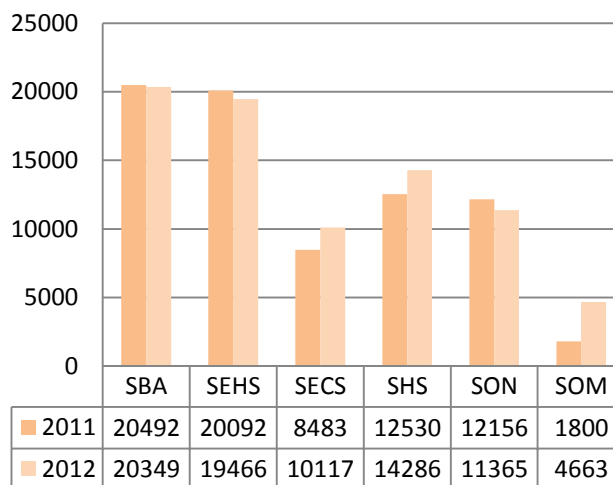




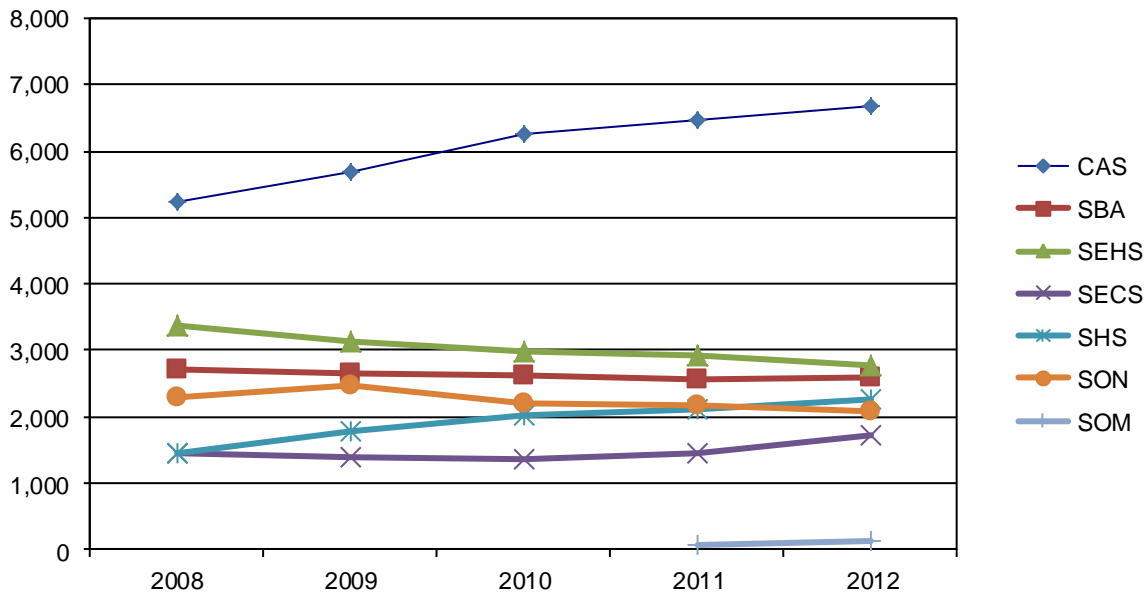
Table IX recalculates the credits as FYES and shows a comparison by year since 2008. (Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

**Table IX: FYES by school/college**

	Fall 2008	Fall 2009	Fall 2010	Fall 2011	Fall 2012	One year % Change	5 years % Change
CAS	4,102	4,374	4,509	4,586	4,664	1.7%	14%
SBA	734	744	744	706	700	-0.7%	-4.6%
SEHS	835	786	731	770	745	-3.2%	-11%
SECS	311	308	309	311	372	19%	20%
SHS	373	406	453	467	527	13%	41%
SON	362	385	379	400	395	-1.2%	9%
SOM				25	62	148%	

Figure 5 and Table X (next page) show student enrollment trends by school/college from 2008 to 2012. Both SHS and CAS have experienced steady growth in the last 4 years. SON experienced strong growth through 2009, but dropped in 2010, 2011, and 2012. SBA and SEHS have experienced declines in enrollment, although SBA increased slightly this year compare to 2011. SECS increased almost 20% compared to 2008 after experiencing a 3 year decline. SOM increased almost 200% compared to 2011 after experiencing a 3 year decline.

**Figure 5: Enrollment in majors/programs by college or school, fall 2008-2012**



Enrollment in SHS programs increased by 7.6% and FYES by 13% over 2011. New transfer and doctoral students are down, however FTIACS are up, and new master's students are up 26%.

CAS majors grew by 3.3% and FYES 1.7%. New undergraduate enrollment in CAS is up 12% and there are 9.4% more new graduate students. New doctor's students are down, but new master's is up by 17%.

SECS had an 18% increase in student enrollment and a 19% increase in FYES. New SECS undergraduates are up 29%, while new graduate students are up 14%.

SON enrollment declined for both undergraduate and graduate students. New undergraduates are down 6.5%, and new graduates are down 39%. However, FYES is only down by 1.2%.

SBA majors increased slightly at 1% while FYES are down by 0.7%. New undergraduate enrollment is up 6.4%, with a 26% increase in transfers making up for a small drop in FTIACs. New graduate students are up 26%.

SEHS has declined in headcount and FYES. Headcount is down 4.7%, while FYES is down 3.2%. Both undergraduate and graduate enrollment is down, 3.8% and 5.4% respectively. New SEHS undergraduate students are down 9%, while new graduate students are up 3.5% owing to a 12% increase at the master's level.

**Table X: Enrollment of students by college/school, 2008-2012**

	2008	2009	2010	2011	2012	One year % Change	5 years % Change
CAS	5,234	5,680	6,251	6,472	6,685	3.3%	28%
SBA	2,720	2,661	2,610	2,551	2,576	1.0%	-5.3%
SEHS	3,361	3,142	2,988	2,916	2,779	-4.7%	-17%
SECS	1,434	1,384	1,368	1,461	1,717	18%	20%
SHS	1,459	1,787	2,013	2,104	2,264	7.6%	55%
SON	2,275	2,479	2,184	2,174	2,070	-4.8%	-9.0%
SOM				50	124	148%	
University Programs	1,284	1,265	1,186	1,196	1,079	-9.8%	-16%
Not Designated	402	522	453	455	446	-2.0%	11%
Total	18,169	18,920	19,053	19,379	19,740	1.9%	8.6%

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

Table XI (next page) shows that SECS, SHS, & CAS gained FTIACs, while SECS, SBA, and CAS grew in transfers. New masters were up all units except SON, while only SECS and SOM were up in new doctor's students.

**Table XI: New student enrollment by school/college 2011-2012**

	FTIAC			Transfer			Masters			Doctoral		
	2012	2011	% diff	2012	2011	% diff	2012	2011	% diff	2012	2011	% diff
CAS	943	847	11.3%	783	699	12.0%	148	127	16.5%	15	22	-32%
SBA	252	269	-6.3%	295	245	20.4%	145	115	26.1%			
SEHS	97	108	-10.2%	137	149	-8.1%	355	316	12.3%	62	87	-29%
SECS	251	200	25.5%	165	122	35.2%	114	99	15.2%	30	27	11%
SHS	361	291	24.1%	204	230	-11.3%	39	31	25.8%	38	41	-7.3%
SOM										75	50	50%
SON	135	133	1.5%	323	357	-9.5%	44	66	-33.3%	11	24	-54%

## Off-campus enrollment

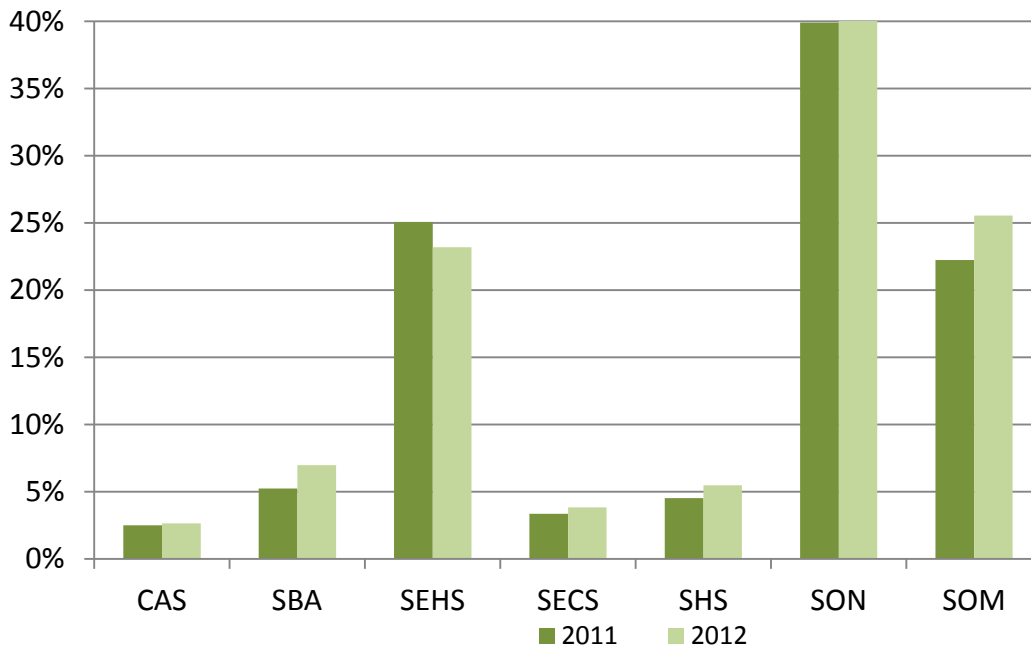
Table XII presents the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students enrolled exclusively off-campus is down again, as is the percentage of mixed enrollment. Undergraduate students continue to enroll primarily in classes on the OU campus.

**Table XII: Undergraduate and graduate enrollment by location**

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2012	1.3%	12%	8.5%	10%	90%	77%
2011	1.3%	15%	8.5%	12%	90%	74%
2010	1.1%	15%	8.9%	9%	90%	76%

Figure 6 shows the proportion of credits delivered off-campus in 2012 by unit. About 3% of CAS credits are taken off-campus, while SON enrolls 42% of its credits at off-campus sites. SOM students take a quarter of their credits at Beaumont Hospital.

**Figure 6: Percent of total credits off-campus in fall 2012 and fall 2011**



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.

Table XIII shows a total of 851 students enrolled at either the Macomb University Center or Intermediate School District, compared to 988 in 2011. Some of the drop in enrollment at this site may be caused by a shift to the AFC – where enrollment increased over 50%, as seen in Table XVII. Although there were declines in enrollment at MUC and MISD, this was balanced with an increase in enrollment at AFC.

**Table XIII: Enrollment at the Macomb University Center (MUC & MISD) 2011 and 2012**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
<b>Total Students</b>			
Fall 2012	168	683	851
Fall 2011	265	723	988
Differences	-97	-40	-137
% Diff	-37%	-5.5%	-13.9%

About 63% of graduate students who take classes at MUC are enrolled exclusively there, compared to only 11% of undergraduates. There are also 733 continuing students at the two sites, compared to 815 in 2011. New student enrollment has declined at both the undergraduate and graduate levels at MUC and MISD, which can be seen in the following tables.

**Table XIV: MUC & MISD enrollment by level**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
<b>Total Students Fall 2012</b>			
Undergraduate	79	630	709
Graduate	89	53	142
Total	168	683	851

**Table XV: Change in new student enrollment in Macomb University Center: 2010 – 2012**

	2010	2011	2012	% Diff 11-12
<b>New Students</b>				
Undergraduate	110	95	68	-28.4%
Graduate	87	78	50	-35.9%
Total	197	173	118	-31.8%

**Table XVI: New student enrollment at MUC & MISD**

<b>New Students Fall 2012</b>	Exclusively Macomb University Ctr	Mixed U Ctr/Other	Total Macomb University Center
Undergraduate	13	55	68
Graduate	26	24	50
Total	39	79	118

The Anton-Frankel Center in Mt. Clemens continues to show substantial gains in enrollment. 640 students enrolled at the AFC this fall, with most of them also enrolled at other locations either on campus or at the university center.

**Table XVII: Enrollment at the Anton-Frankel Center 2011 and 2012**

<b>Total Students</b>	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2012	76	564	640
Fall 2011	29	374	403
Differences	47	190	237
% Diff	162%	50.8%	58.8%

**Table XVIII: AFC Enrollment by Level**

<b>Total Students Fall 2012</b>	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	63	495	558
Graduate	13	69	82
Total	76	564	640

**Table XIX: New student enrollment at AFC Fall 2012**

<b>New Students Fall 2012</b>	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	27	111	138
Graduate	2	16	18
Total	29	127	156

With the addition of the AFC, total enrollment at the Macomb County locations has risen 7%. However, the number of students enrolled exclusively at the Macomb locations is down 16%.

**Table XX: Total enrollment at Macomb County locations**

<b>Total Students</b>	<b>Exclusively Macomb</b>	<b>Mixed Macomb/Other</b>	<b>Total Macomb</b>
Fall 2012	255	1203	1458
Fall 2011	302	1065	1367
Differences	-47	138	91
% Diff	-16%	13%	7%

**Table XXI: Macomb enrollment by level fall 2012**

<b>Total Students Fall 2012</b>	<b>Exclusively Macomb</b>	<b>Mixed Macomb/Other</b>	<b>Total Macomb</b>
Undergraduate	153	1081	1234
Graduate	102	122	224
Total	255	1203	1,458

Table XXII shows that overall 2012 enrollments and student credit hours at the combined Macomb locations has increased significantly from 2011.

**Table XXII: Enrollments and SCH at Macomb**

	<b>Enrollments</b>	<b>Student Credit Hours</b>
Fall 2012	2,093	7,778
Fall 2011	1,949	7,238
Difference	144	540
% Difference	7%	7%

## Evening enrollment

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Students who are enrolled exclusively in evening classes have been decreasing steadily since 2008. However, enrollment of evening graduate students increased slightly in 2012 when compared with 2011 with a corresponding decrease in mixed enrollment and increase in web based courses.

**Table XXIII: Undergraduate and graduate enrollment in evening courses**

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2012	56%	34%	39%	18%	5%	48%
2011	54%	34%	40%	20%	6%	45%
2010	52%	29%	42%	20%	6%	51%
2009	54%	27%	40%	18%	6%	55%
2008	55%	26%	38%	18%	7%	57%



## Online enrollment

3,496 students are enrolled in 177 Internet courses for a total of 15,379 credit hours. Enrollments in web courses are up 9.2% while credits in web courses are up 6.6%. Table XXIV shows the increase in the proportion of students taking course online. Table XXV shows the SCH of web enrollments by unit.

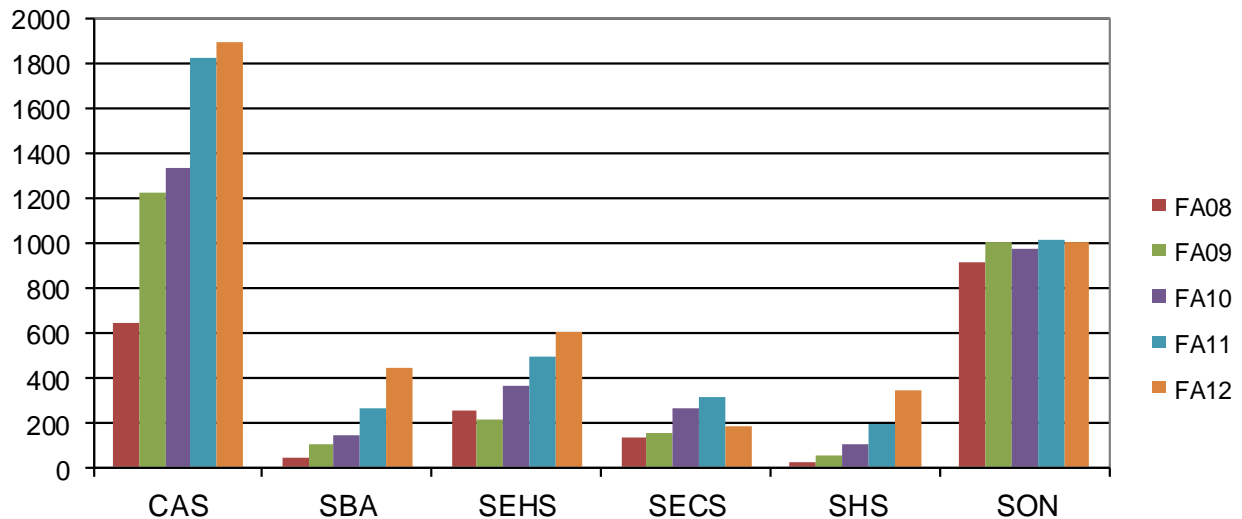
**Table XXIV: Students enrolled in online courses and percent of all students**

	Exclusively Online		Mixed Online/ Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2012	3.7%	10.5%	14.6%	7.4%	18.3%	17.9%
2011	3.1%	9.7%	14.0%	7.1%	17.1%	16.8%
2010	2.7%	8.5%	10.6%	6.2%	13.3%	14.7%
2009	2.6%	6.4%	9.0%	5.2%	11.6%	11.6%
2008	2.2%	5.4%	6.2%	4.2%	8.4%	9.6%

**Table XXV: SCH in online courses by school/college**

	2008	2009	2010	2011	2012
AS	2,584	4,912	5,472	7,308	7,604
BA	158	342	466	847	1,454
ED	740	620	1,198	1,482	1,999
EG	525	588	1,056	1,178	666
HS	92	183	411	608	786
NR	2,771	3,143	2,914	2,866	2,736
Total	6,870	9,788	11,541	14,423	15,379

**Figure 7: Trends in online enrollment by school/college 2008-2012**



## International student enrollment

There are 389 students who are not US citizens or permanent residents enrolled in fall 2012, 2% more than in fall 2011. This includes students on all visa types, in addition to J and F.

**Table XXVI: International student enrollment 2011 and 2012**

	Undergraduate	Graduate	Total
fall 2012	165	224	389
fall 2011	152	230	382
%Diff 11-12	9%	-3%	2%

The largest group of international students is from India (85), followed by students from China (65) and Canada (57). Students from India are concentrated in graduate programs in Engineering and Computer Science (39). Undergraduate and graduate students from China are enrolled in programs across the schools and the College except HS and NR, although more are in programs in Engineering and Computer Science.

**Table XXVII: International student enrollment by school/college**

	Undergraduate	Masters	Doctoral	Total
CAS	43	15	31	89
SBA	41	37	0	78
SEHS	4	7	1	12
SECS	36	52	67	155
SHS	13	6	2	21
SON	12	4	0	16
SOM			2	2
Other	16			16
Total	165	121	103	389

## The big picture

Overall, total enrollment has increased 1.9% from last year. Over the last 10 years, enrollment has increased by 19%. Though some areas may show declines in some years, the overall 10 year enrollment trend has been one of steady and sustained growth. Figure 8 shows the big picture trend of the last 10 years.

**Figure 8: Ten year headcount and FYES, fall 2003-2012**

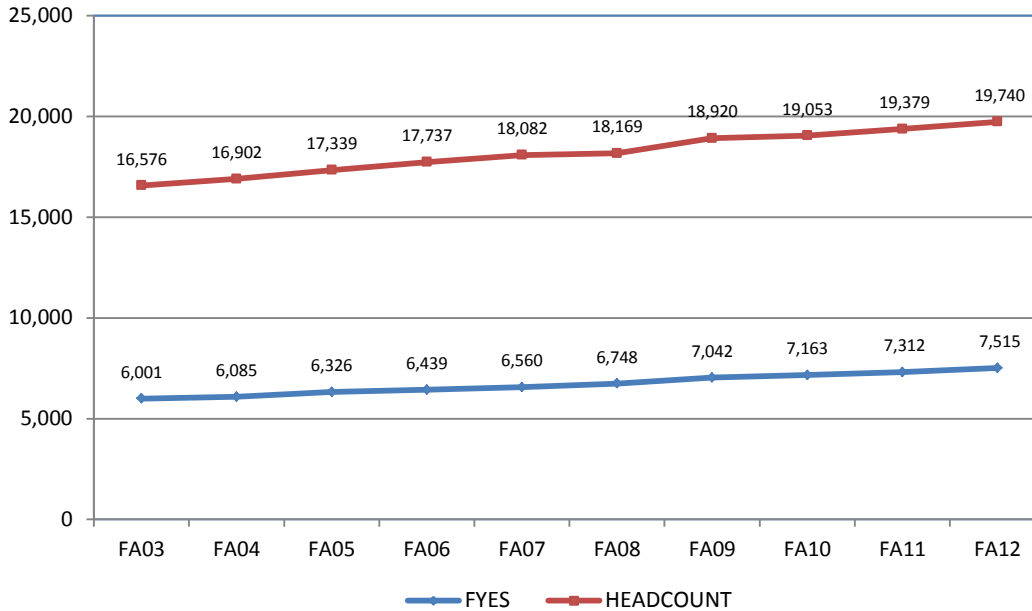


Table XXXIX shows the distribution of students in various enrollment categories (online, off-campus, evening, etc.) for undergraduate and graduate students for the last three years. Since 2003, OIRA has noticed an enrollment pattern that suggests that on-line courses are replacing evening and off-campus course enrollments, particularly for graduate students.

**Table XXVIII: Enrollment type comparison by level 2010-2012**

	Undergraduate			Graduate		
	2010	2011	2012	2010	2011	2012
Online	2.7%	3.1%	3.7%	8.5%	9.7%	10.5%
Off-Campus	1.1%	1.3%	1.3%	15.2%	14.9%	12.3%
Evening	6%	6%	5%	51%	45%	48%
On-campus	90%	90.1%	90.2%	75.6%	73.7%	77.3%

For additional data and reports, visit the OIRA website: [www.oakland.edu/oira](http://www.oakland.edu/oira)