

**OAKLAND UNIVERSITY**  
**OFFICE OF INSTITUTIONAL RESEARCH AND ASSESSMENT**  
 Phone: (248) 370-2387 /Fax: (248) 370-2973 Email: oira@oakland.edu

Date: November 4, 2009

Subject: Enrollment

Report Name: **Oakland University Enrollment Fall 2009**

Official headcount for Fall 2009 is 18,920, up by 4% over last year. Enrollment is at record levels for undergraduate, first year and new transfer students. The table below shows the breakout of Fall 2009 compared to Fall 2008.

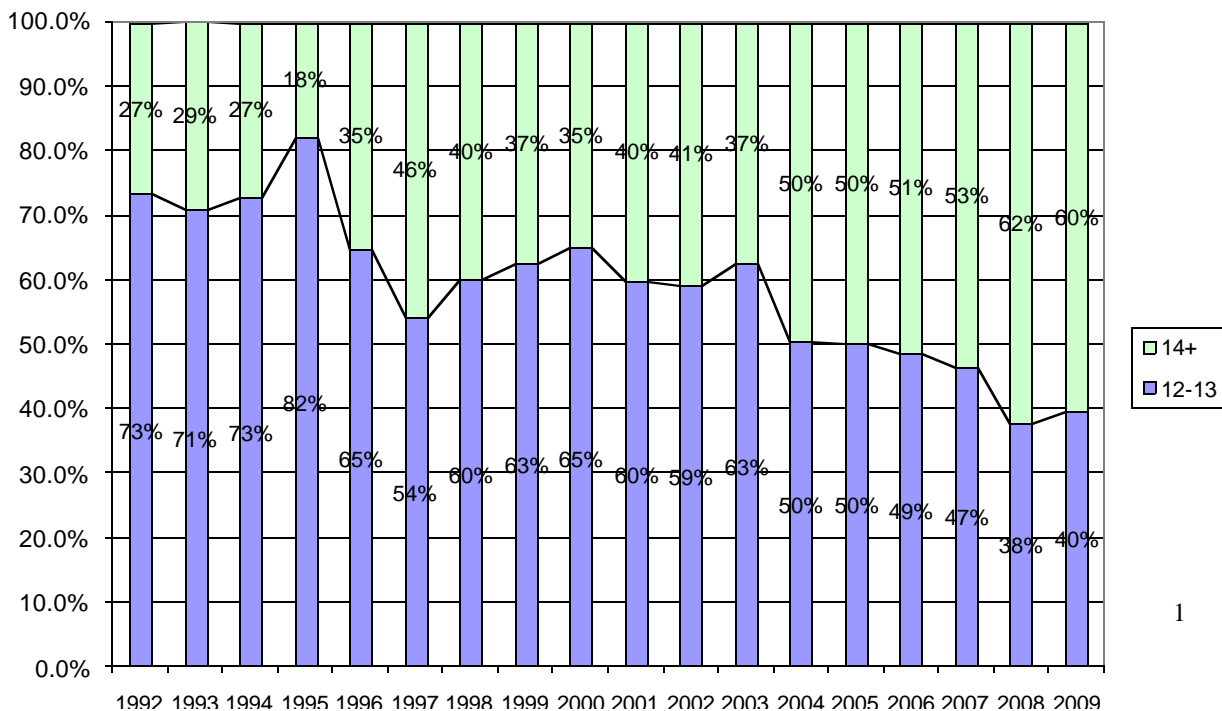
	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2009	15,275	3,645	18,920	181,612	21,689	203,301	6,043	998	7,042
Fall 2008	14,397	3,772	18,169	172,624	21,869	194,493	5,740	1,009	6,748
Difference	878	-127	751	8,988	-180	8,808	304	-10	293
% Diff	6.1%	-3.4%	4.1%	5.2%	-0.8%	4.5%	5.3%	-1.0%	4.3%

**Undergraduate Enrollment**

While undergraduate headcount increased by 6.1%, credits increased by 5.2%. This is a change from the pattern we have seen in past years, in which credits increased at a higher rate than headcount. In Fall 2009, the percent of full-time students remains at 74%, but average credits drop slightly, from 12.24 to 12.22.

*FTIACs* (1<sup>st</sup> time in any college) At 2,466, this year's class of first-year students (FTIACs) is **4.9% larger than 2008 and the largest ever**. The number of applications and admissions were up by 31% and 15% this year. 95% of FTIACs are full-time and are enrolled for an average of 14.3 credits, compared to 14.4 last year. Figure 1 shows the percent of FTIACs enrolled in 14 or more credits. While it is down slightly this year, there has been a general increase in this percent since 1996. Students who enroll in 14 or more credits in the first semester are significantly more likely to be retained and graduate.

**Figure 1: % of FTIACs Enrolled in 14 or More Credits**



About 39% of FTIACs are male, compared to 38% last year. The percent of minority FTIACs is 19% compared to 20% in 2008. African-American students make up 13% of this year's class compared to 14% last fall.

The most significant shift is in geographic origin. 81% of FTIACs come from the tri-county area (Oakland, Macomb and Wayne), compared to 85% last year, while students from outside the tri-county area increased from **13.5% to 16.5%, and come from 60 (of 70) counties (compared to 37 counties in 2005)**. This shift reflects intensified recruitment efforts to expand OU's enrollment base. Out-of-state and international students comprise 2.4% of FTIACs compared to 1.9% last year.

The average ACT **score for FTIACs is 22.2. The average H.S.G.P.A. is 3.27**. Both are the highest score since 1978. (Historical ACT and H.S.G.P.A. information can be found at <http://www.oakland.edu/?id=9638&sid=250>).

*Transfers* New transfers number 1,677, also a record. 61% of transfer students are female, **71% are full-time**, 17% are from minority backgrounds, and 13% are from outside the tri-county area. 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 2009	2,466	1,677	612	10,520
Fall 2008	2,350	1,504	466	10,077
diff	116	173	146	443
% change	4.9%	11.5%	31.3%	4.4%
GRADUATE				
	New Grad I*	New Grad II	Professional Development	Returning
Fall 2009	830	240	134	2,441
Fall 2008	826	205	181	2,560
diff	4	35	-47	-119
% change	0.5%	17.1%	-26.0%	-4.6%

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 2009. New Transfers include Second Undergraduate Degree Students. Grad II includes students admitted to doctoral or the Education Specialist programs.

**\*New graduate numbers corrected December 7, 2009**

*Returning undergraduate students* The number of returning undergraduate students is up 4.4%, compared to an increase of 2.1% last year. The **first-year student (FTIAC) return rate is 74% for the Fall 2008 cohort, the highest return rate in ten years**. (Note: the percent of FTIACs enrolled in 14 or more credits rose to 62% in 2008, from a previous high of 53% in 2007. The return rate of students enrolled in 14 or more credits is 78%, compared to 69% of students enrolled in 12-13 credits students).

### Graduate Enrollment

At the graduate level, headcount decreased by 3.4%, credits by 0.8%, and FYES by 1.0%. The number of returning graduate students is down by 5%, an improvement over the 8% decrease last fall, and it is consistent with the recent decreases in new students. However, **masters students enrolled in more credits than has been typical recently**,

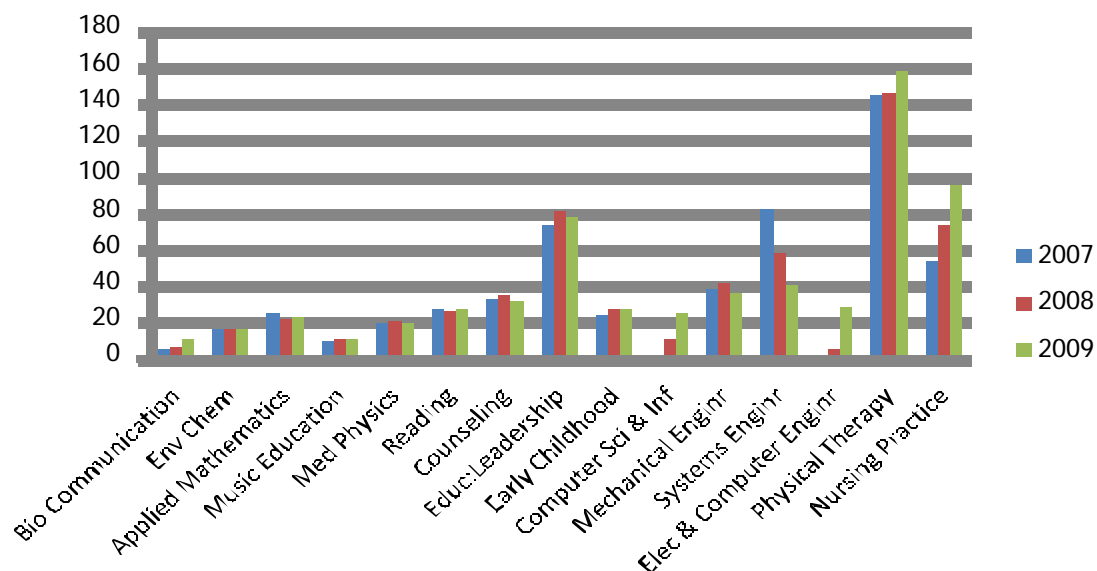
**so the total credits and FYES are almost even with last year.** The average graduate enrollment is 5.95 credits in 2009 compared to 5.8 in 2008.

**New doctoral level enrollment is up 17%** and new master's admitted students are up by 0.5%, while professional development student enrollment is down 26%.

Graduate enrollment increased in three schools; 27% in SON, 14% in CAS, and 5% in SHS. Enrollment decreased by 11% in SECS, 8% in SBA, and 3% in SEHS compare to last year.

Enrollment in doctoral and specialist programs continues to grow. Figure 2 shows enrollment by program. New doctoral enrollment has gone up from 155 to 240 since 2006.

**Figure 2: Doctoral Enrollment 2007-2009**



**Enrollment by School or College**

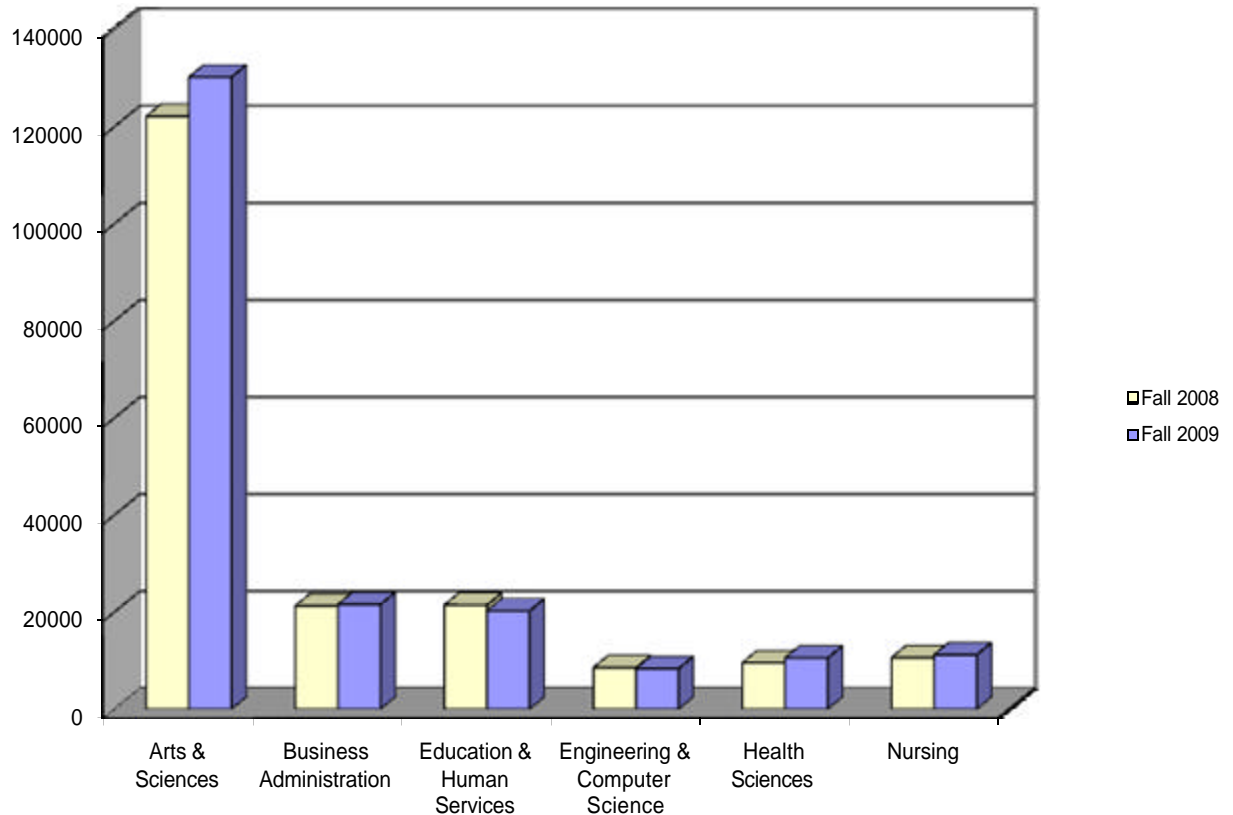
**The College and all but two schools experienced increases in undergraduate majors.** SON, CAS, and SHS also had increases in graduate enrollment. SEHS continues to show declines at both levels. SECS is flat at the undergraduate level, and is down again in graduate enrollment. Table III shows the rate of increase or decrease in majors, SCH and FYES by school compared to Fall 2008.

**Table III. Change in Headcount, Student Credit Hours and FYES by School and Level Fall 2009 to Fall 2008**

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	8.1%	6.5%	6.5%	13.6%	13.6%	11.6%	8.5%	6.6%	6.6%
SBA	-1.9%	1.6%	2%	-3.3%	0.3%	0.2%	-2.2%	1.4%	1.4%
SEHS	-2.2%	-2.9%	-3.0%	-9.8%	-8.4%	-8.2%	-6.5%	-5.6%	-5.9%
SECS	0.0%	-1.3%	-1.1%	-10.7%	-4.8%	-0.9%	-3.5%	-2.1%	-1.1%
SHS	26%	13.4%	13.2%	5.2%	2.2%	1.9%	22.5%	10.2%	8.8%
SON	7%	3%	4%	27%	26%	17%	9.0%	6%	6.4%
OU	6.1%	5.1%	5.2%	-3.4%	-1.1%	-1.2%	4.1%	4.4%	4.3%

Figure 3 shows the change in student credit hours (SCH) from Fall 2008 to Fall 2009, while Table IV recalculates the credits as FYES since 2005. (Other analyses of SCH can be found at the OIRA website: <http://www.oakland.edu/?id=9640&sid=250>).

**Figure 3: Total Student Credit Hours Taught by School/College**



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

	Fall 2005	Fall 2006	Fall 2007	Fall 2008	Fall 2009	One year % Change	5 years % Change
CAS	3741	3864	3967	4102	4374	6.6%	16.9%
SBA	760	662	690	734	744	1.4%	-2.1%
SEHS	945	959	879	835	786	-5.9%	-16.8%
SECS	334	337	329	311	308	-1.1%	-7.8%
SHS	304	320	364	373	406	8.8%	33.5%
SON	233	281	312	362	385	6.4%	65.7%

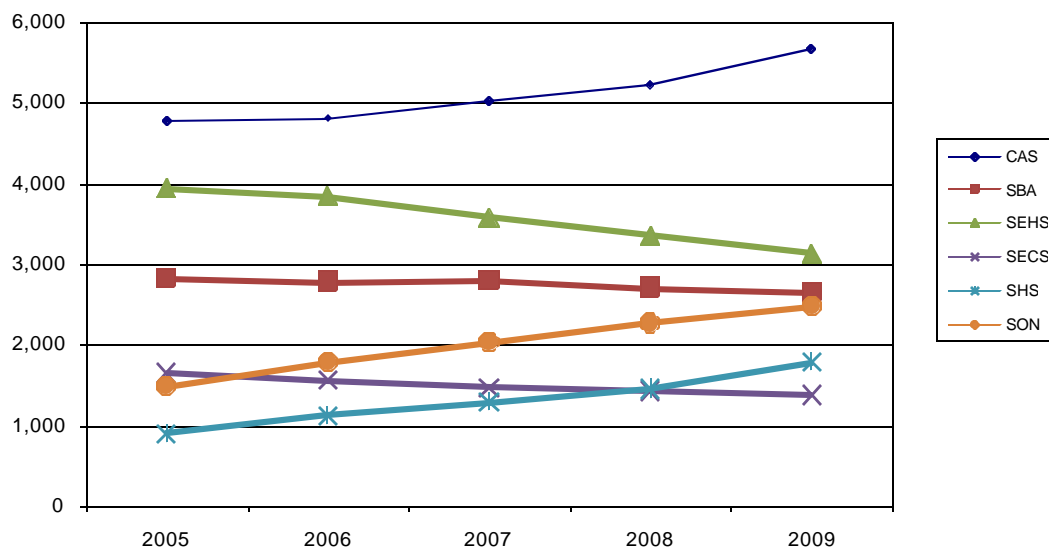
Figure 4 and Table V (next page) show students enrolled in majors/programs by school/college for the fall terms from 2005 to 2009. ***The schools of Health Sciences and Nursing continue to show strong growth, as does the College.***

Nursing's enrollment is up by 9% in headcount and 6% in FYES. New undergraduate SON students are up 7% and new graduate students 37%. Health Sciences majors grew by 23% and FYES by 9%. New SHS undergraduate students are up 34% and

graduate students 17%. College of Arts and Sciences majors grew by 8.5% and FYES by 7%. New CAS undergraduates are up 14%, and new graduate students up 13%. Business Administration majors decreased by 2%, however FYES increased 1.4%.

SEHS headcount is down 6.5% and FYES 6%. Most of the drop in SEHS is due to the decline in graduate education, but undergraduate enrollment is down as well. New FTIACs and masters students are down, but new transfer and doctoral students are up some.

**Figure 4: Enrollment in Majors/Programs by College or School, Fall 2005-09**



Engineering and Computer Science is down 3.5% in student enrollment and 1% in FYES. The decreases are in graduate enrollment, while undergraduate is flat. However, FYES decreased at both the undergraduate and graduate levels

**Table V: Enrollment of Students by College/School, 2005-2009**

	2005	2006	2007	2008	2009	One year % Change	5 years % Change
CAS	4,782	4,818	5,029	5,234	5,680	8.5%	18.8%
SBA	2,827	2,791	2,805	2,720	2,661	-2.2%	-5.9%
SEHS	3,941	3,852	3,581	3,361	3,142	-6.5%	-20.3%
SECS	1,663	1,569	1,476	1,434	1,384	-3.5%	-16.8%
SHS	915	1,137	1,300	1,459	1,787	22.5%	95.3%
SON	1,497	1,783	2,040	2,275	2,479	9.0%	65.6%
University Programs	1,209	1,279	1,378	1,284	1,265	-1.5%	4.6%
Not Designated	505	508	473	402	522	29.9%	3.4%
<b>Total</b>	<b>17,339</b>	<b>17,737</b>	<b>18,082</b>	<b>18,169</b>	<b>18,920</b>	<b>4.1%</b>	<b>9.1%</b>

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

Only CAS and SHS gained FTIACs, but **new transfers are up in all the schools** and CAS. Similarly, new masters level students were down in SEHS and SECS, but **doctoral enrollment was up for all**.

**Table VI: New Student Enrollment by School/College 2008-2009**

	FTIAC			Transfer			Masters			Doctoral		
	2009	2008	% diff	2009	2008	% diff	2009	2008	% diff	2009	2008	% diff
CAS	819	725	13%	642	558	15%	117	104	13%	15	13	15%
SBA	276	297	-7%	221	213	4%	169	142	19%			
SEHS	112	130	-14%	141	132	7%	347	390	-11%	113	103	10%
SECS	145	174	-17%	135	125	8%	79	98	-19%	28	22	27%
SHS	338	238	42%	163	136	20%	49	45	9%	46	36	28%
SON	323	322	0%	275	240	15%	69	47	47%	38	31	23%

### Off-Campus Enrollment

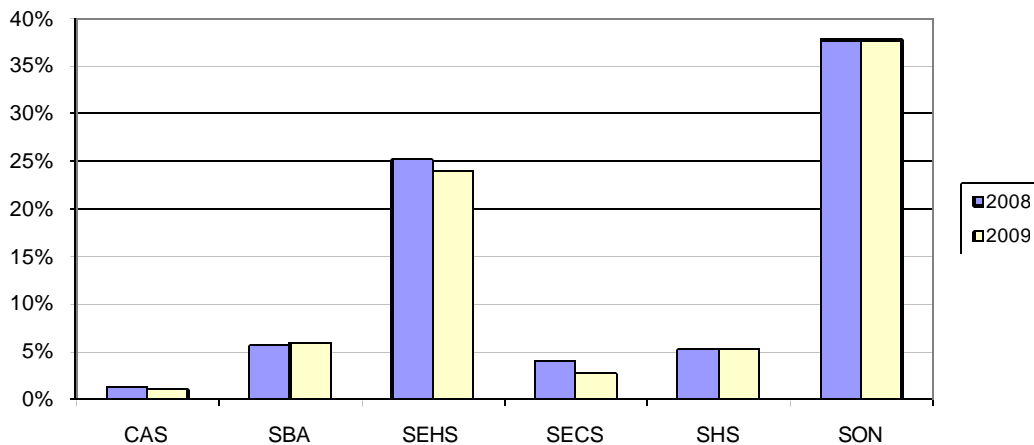
Table VII presents the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. **The percent of graduate students enrolled exclusively off-campus decreased again**, while the percent of graduate students taking courses on-campus went up. Undergraduate students continue to enroll primarily in classes on the OU campus, **but a substantial number continue to take courses both on and off campus**. This may be the result of course availability, i.e. courses may be offered off campus rather than on the main campus, forcing students to attend in both places.

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

	On-Campus		Off-Campus			
			Mixed On/Off		Exclusively Off	
	UG	G	UG	G	UG	G
2009	90.3%	73.4%	8.4%	9.2%	1.3%	17.4%
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%

Figure 5 shows the proportion of credits delivered off-campus in 2009 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 2009 and Fall 2008**



**Enrollment at the Macomb Centers**

There are a total of **1,162 students enrolled at either the Macomb University Center or Intermediate School District, compared to 1,211** in 2008.

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

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Fall 2009	339	823	1162
Fall 2008	392	819	1211
Differences	-53	4	-49
% Diff	-13.5%	0.5%	-4.0%

About 76% of graduate students who take classes at Macomb are enrolled only there, compared to only 11% 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
Fall 2009			
Undergraduate	89	742	831
Graduate	250	81	331
Total	339	823	1162

New undergraduate enrollment has grown, while graduate enrollment is down.

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

New Students	Undergraduate	Graduate	Total New
Fall 2009	137	115	252
Fall 2008	118	166	284
Differences	19	-51	-32
% Diff	16%	-31%	-11%

Macomb's new students break out as follows:

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

New Students Fall 2009	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	16	121	137
Graduate	98	17	115
<b>Total</b>	<b>114</b>	<b>138</b>	<b>252</b>

There are also 1,043 continuing students at the two sites. Overall enrollments and student credit hours at the Macomb locations are down slightly from last year.

	Enrollments	Student Credit Hours
Fall 2009	1723	6239
Fall 2008	1761	6272
Difference	-38	-33
% Difference	-2.2%	-0.5%

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 531 M2O students enrolled this fall, compared to 355 in 2008, an increase of 50%.

	2009	2008	Difference	% Diff
OU classes only	240	130	110	85%
Macomb classes only	176	129	47	36%
Both OU and Macomb	115	96	19	20%
<b>Total M2O</b>	<b>531</b>	<b>355</b>	<b>176</b>	<b>50%</b>

### Day/Evening Enrollment

More undergraduate students enrolled in a combination of day and evening classes than last year, moving away from exclusively evening or day. 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 6% 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 is also possible that more students are choosing to enroll in web courses rather than evening courses.**

The increase in graduate enrollment in daytime classes is most likely due to increases in full-time doctoral students.

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

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2009	54%	27%	40%	18%	6%	55%
2008	55%	26%	38%	18%	7%	57%
2007	53%	22%	38%	17%	8%	62%



### Enrollment in Web Courses

2,124 students are enrolled in 116\* Internet courses for a total of 9,788 credit hours. Enrollments in web courses are up 36% (from 2,007 to 2,736) while credits in web courses are up 42% (from 6,870 to 9,788). Table XIII shows the percentage of web enrollments by unit.

**Table XIII: SCH in On-line Courses by School/College**

	2009	2008	2007
AS	4912	2584	1856
BA	342	158	219
ED	620	740	337
EG	588	525	470
HS	183	92	64
NR	3143	2771	2141
Total	9788	6870	5087

### International Student Enrollment

There are 401 students who are not US citizens or permanent residents enrolled in Fall 2009. This includes students on all visa types, in addition to J and F.

**Table XIV International Student Enrollment**

	UG	Grad	Total
FA09	146	255	401
FA08	149	278	427
%Diff 08-09	-2%	-8%	-6%

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

	Undergrad	Masters	Doctoral	Total
CAS	34	21	21	76
SBA	35	27		62
SEHS	4	9	5	18
SECS	23	72	45	140
SHS	8	50	3	61
SON	13	2		15
OTHER	29			29
TOTAL	146	181	74	401

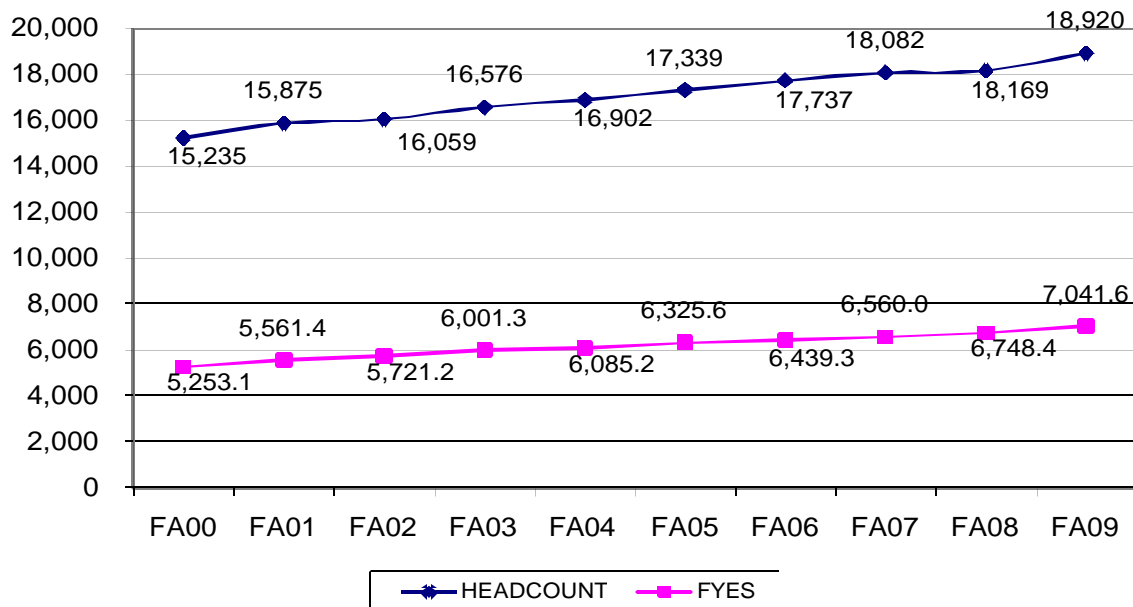
The largest group of international students is from India (134), followed by students from China (40), and from Canada (34). Students from India are concentrated in graduate programs in Exercise Science (45), and in programs in Engineering and Computer Science (51). Undergraduate and graduate students from China are enrolled in programs across the schools and the College, although more are in programs in Engineering and Computer Science. Graduate students from Canada also tend to be enrolled in programs in SECS, while undergraduates are enrolled in a variety of majors.

\*corrected 11/05/09

## The Big Picture

Figure 6 illustrates the steady growth in FYES and headcount over the past ten years. **Headcount has increased by 24% and FYES by 34% over this period.**

**Figure 6: 10 Year Headcount and FYES, Fall 2000-2009**



**For additional data and reports, visit the OIRA website:**  
**<http://www.oakland.edu/?id=9623&sid=250>**