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Subject: Enrollment

Report Name: **Oakland University Enrollment Fall 2010**

Official headcount for fall 2010 is 19,053, up by about 1% over last year. Total enrollment is at a new high, with record levels for undergraduate and new transfer students. The table below shows the breakout of fall 2010 compared to fall 2009.

Table I: Comparison of Fall Headcount, Credits and FYES

	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2010	15,530	3,523	19,053	186,426	21,073	207,499	6,195	968	7,163
Fall 2009	15,275	3,645	18,920	181,612	21,689	203,301	6,043	998	7,042
Difference	255	-122	133	4,814	-616	4,198	151	-30	121
% Diff	1.7%	-3.3%	0.7%	2.7%	-2.8%	2.1%	2.5%	-3.0%	1.7%

Undergraduate Enrollment

At 15,530, this is Oakland University's highest ever undergraduate enrollment. While undergraduate headcount increased by 2%, credits increased by 3%. The percent of full-time students remains 74%, but average credits increased slightly, from 12.2 to 12.3.

FTIACs - 2,311 first year students (FTIACs) enrolled for fall, down 6% from 2009. 96% of FTIACs are full-time, and are enrolled for an average of 14.8 credits, an increase of 0.5 credits over last year. Students (and parents) apparently responded to the message about the importance of a full credit load, which, may help improve first-year retention and eventual graduation rates. Figure 1 (next page) shows the percentage of FTIACs enrolled with 14 or more credits since 1993. For fall 2010, 67% of FTIACs enrolled in at least 14 credits, the highest percent since the mid-1980's. OIRA studies have shown that the retention rate for students who take 14 or more credits their first semester is typically higher than that of students who take 12 or 13 credits. For example, the return rate of 2009 FTIACs who were enrolled in 14 or more credits is 77%, compared to 68% of students enrolled in 12-13 credits students

The average ACT score for FTIACs is 22.4. The average H.S.G.P.A. is 3.28. Both are the highest since 1978. Historical ACT and H.S.G.P.A. information can be found at <http://www.oakland.edu/?id=9678&sid=250>.

About 39% of FTIACs are male, the same percent as last year. The percent of minority FTIACs is 24% compared to 19% in 2009. African-American students make up 15% of this year's class, compared to 13% last fall.

83% of FTIACs come from the tri-county area (Oakland, Macomb and Wayne), compared to 81% last year. Students from outside the tri-county area decreased from 16.5% to 14.7%, and come

from 56 (of 83) counties (compared to 37 counties in 2005). The slightly weaker out-state enrollment is most likely a reflection of the financial concerns facing many families. Out-of-state and international students comprise 2% of FTIACs compared to 2.4% last year.

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

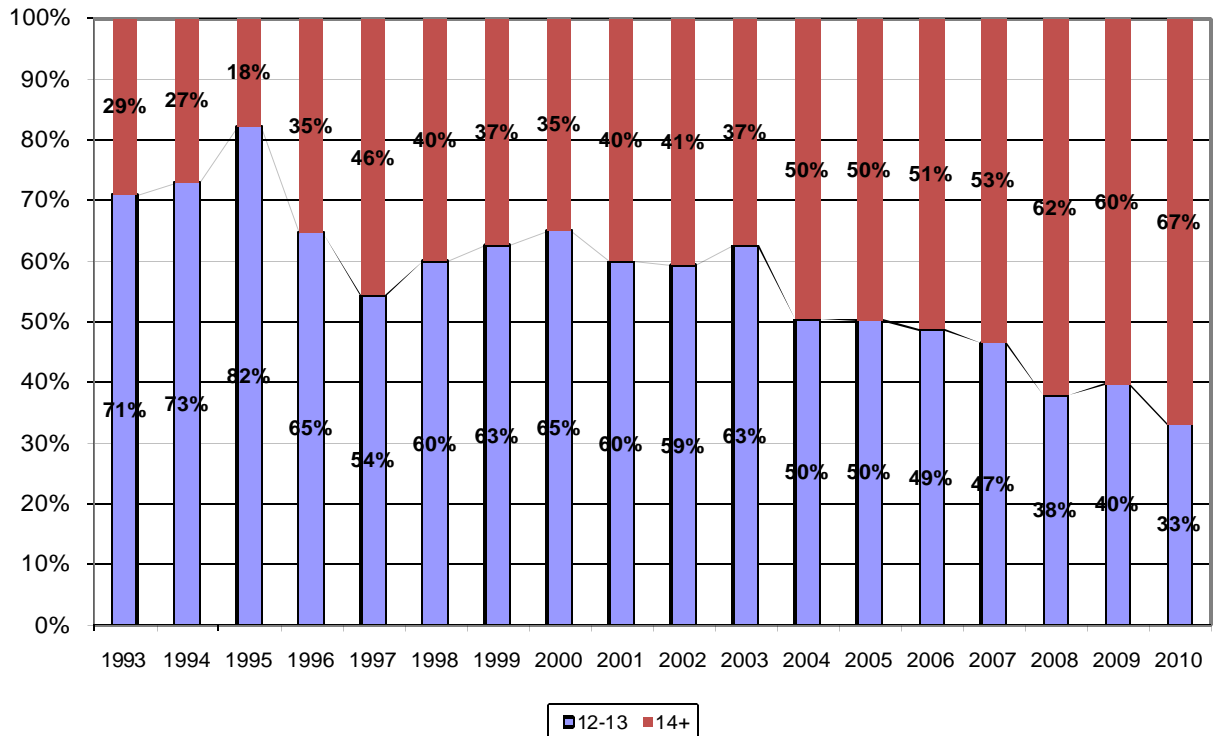


Table II: New and Returning Undergraduate Students

UNDERGRADUATE				
	FTIACs	Transfers	Other New UG	Returning
Fall 2010	2,311	1,825	516	10,878
Fall 2009	2,466	1,677	612	10,520
diff	-155	148	-96	358
% change	-6.3%	8.8%	-15.7%	3.4%

Note: New students include students admitted either summer or fall. Transfers include Second Undergraduate Degree Students.

Transfers - New transfers number 1,825, the largest class of transfer students ever. 62% of transfer students are female, 73% are full-time, 22% are from minority backgrounds, and 11% are from outside the tri-county area. Students who originally entered as transfers comprise 42% of all undergraduates, up slightly up from previous years.

Returning undergraduate students - The number of returning undergraduates is up 3.4%. The first-year student (FTIAC) return rate is 73% for the fall 2009 cohort, down 1% from 2008.

Community College Partnerships - There are 543 M2O students enrolled at OU this fall, compared to 505 in 2009, an increase of 8%. Table III compares 2010 M2O enrollment to 2009 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 2010	279	155	109	543
Fall 2009	240	160	105	505
Differences	39	-5	4	38
% Diff	16%	-3%	4%	8%

Table IV: Enrollment of New M2O Students by Location

	Exclusively OU	Dual: OU & Macomb	Exclusively MCC	Total
FTIAC Admit M2O	39	34	26	99
Transfer Admit M2O	10	3	8	21
Convert to M2O	6	6	1	13
Total	55	43	35	133

In addition, two students are enrolled in the new SC2O partnership with St. Clair County Community College, one at OU and one at SCCCC.

Graduate Enrollment

New graduate enrollment is down across the board, but returning graduate enrollment is up by 2% at the master's level, and 14% at the doctoral level. Overall, graduate headcount decreased by 3.3%. Credits decreased by 2.8%, and FYES by 3.0% (due to the slightly lower proportion of doctoral level enrollment this year). The average graduate enrollment is 5.98 credits in 2010 compared to 5.95 in 2009.

Table V: New and Returning Graduate Students

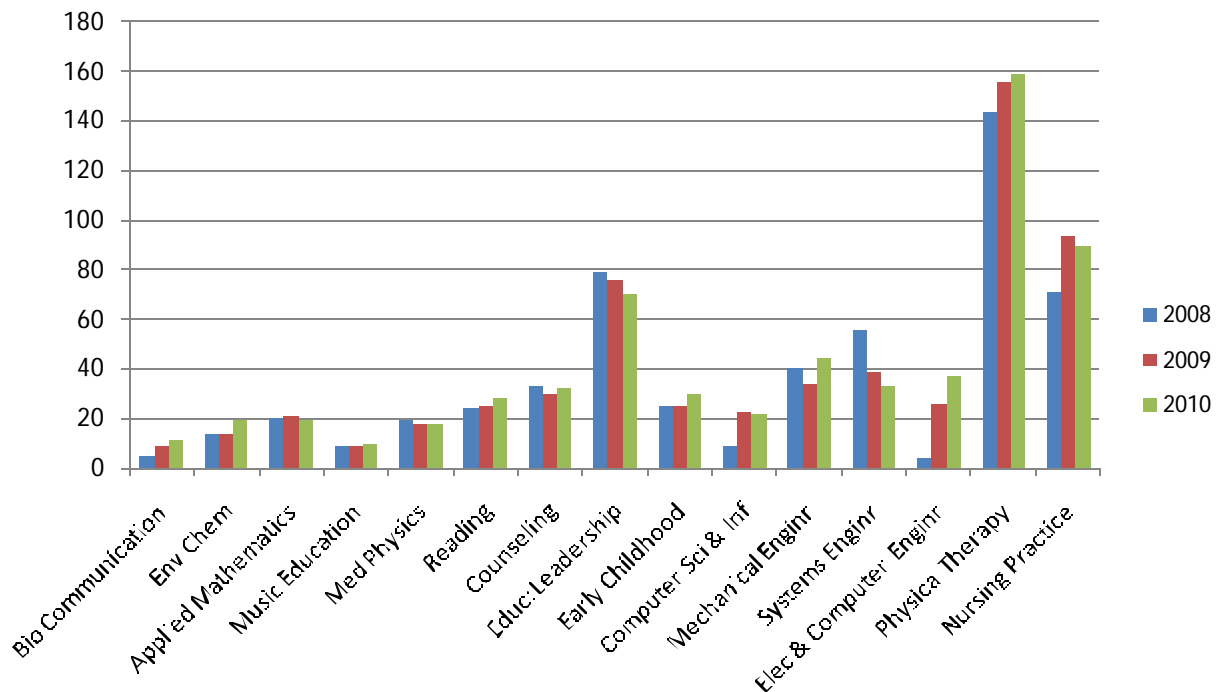
GRADUATE				
	New Grad I	New Grad II	Professional Development	Returning
Fall 2010	767	175	52	2,529
Fall 2009	830	240	134	2,441
diff	-63	-65	-82	88
% change	-7.6%	-27.1%	-61.2%	3.6%

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

Graduate enrollment increased in three schools; 6% in CAS, 3% in SHS and 2% in SON. Enrollment decreased by 8% in SEHS, 4% in SECS and 3% in SBA compared to 2009.

Compared to last year, the number of new doctoral students dropped from 240 to 175. Figure 2 shows enrollment by program.

Figure 2: Doctoral Enrollment 2008-2010



Enrollment by School or College

The College and SHS experienced increases in undergraduate majors. CAS, SHS and SON 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 VI shows the rate of change in majors, SCH and FYES by school compared to fall 2009. (The totals below come from section files and therefore do not match directly back to data from the student files found in Table I).

Table VI: Change in Headcount, Student Credit Hours and FYES by School and Level

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	10.4%	3.1%	3.0%	6.1%	4.0%	5.0%	10.1%	3.1%	3.1%
SBA	-1.7%	-0.3%	0%	-2.8%	1.8%	1.7%	-1.9%	0.0%	0.0%
SEHS	-1.4%	-6.6%	-6.6%	-7.8%	-6.7%	-7.1%	-4.9%	-6.6%	-6.9%
SECS	-0.1%	1.6%	1.5%	-3.6%	-2.2%	-2.4%	-1.2%	0.7%	0.3%
SHS	14%	18.5%	17.8%	3.2%	0.6%	1.1%	12.6%	13.8%	11.7%
SON	-14%	2%	0%	2%	-5%	-6%	-11.9%	1%	-1.5%
OU	1.7%	2.6%	2.5%	-3.3%	-2.7%	-2.8%	0.7%	2.1%	1.7%

Figure 3 (next page) shows the change in student credit hours (SCH) from fall 2009 to fall 2010, while Table VII recalculates the credits as FYES since 2006. (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

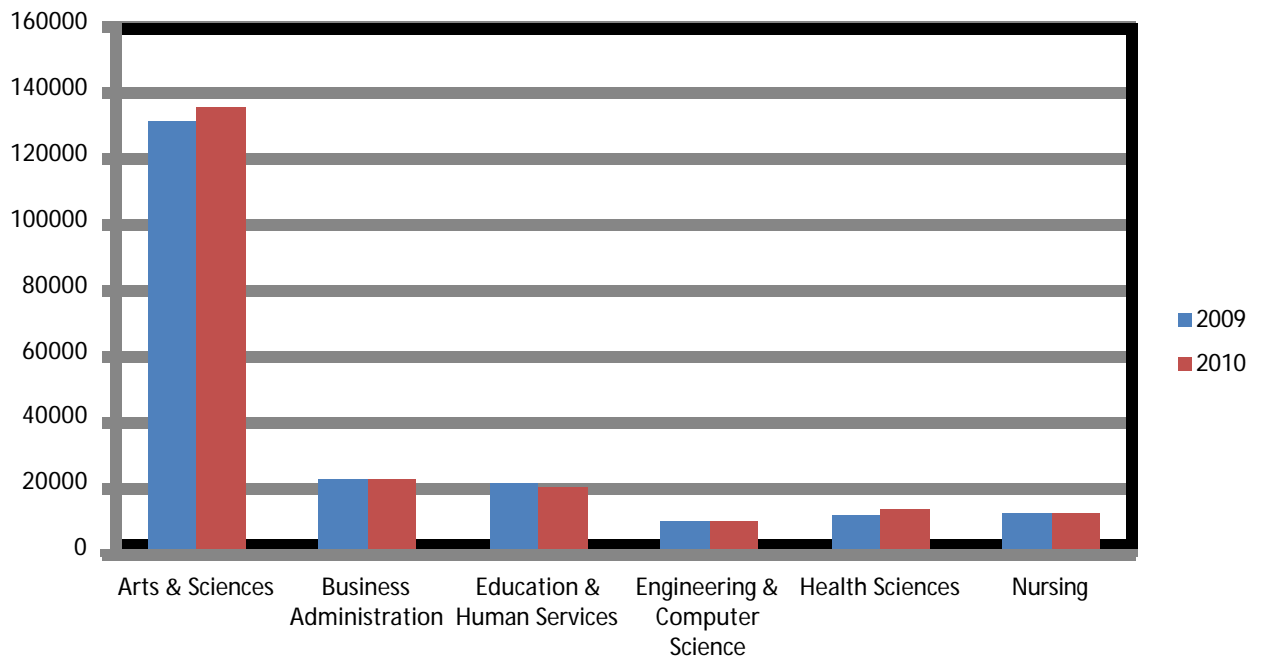


Table VII: FYES by School/College

	Fall 2006	Fall 2007	Fall 2008	Fall 2009	Fall 2010	One year % Change	5 years % Change
CAS	3,864	3,967	4,102	4,374	4,509	3.1%	16.7%
SBA	662	690	734	744	744	0.0%	12.4%
SEHS	959	879	835	786	731	-6.9%	-23.8%
SECS	337	329	311	308	309	0.3%	-8.4%
SHS	320	364	373	406	453	11.7%	41.8%
SON	281	312	362	385	379	-1.5%	34.8%

Figure 4 and Table VIII (page 6) show students enrolled by school/college for fall terms from 2006 to 2010. *Health Sciences and the College experienced strong growth compared to both 2006 and 2009. Nursing experienced strong growth through 2009, but dropped sharply in 2010.*

Health Sciences majors grew by 13% and FYES by 12%, but, *new SHS undergraduate students are flat, and graduate students are down 5%. Arts and Sciences majors grew by 10% and FYES 3%. New majors in CAS are up 9%, while new graduate students are down 8%. Nursing is down 12% in majors and 2% in FYES. New SON undergraduates are down 22% and new graduates 29%.*

Business Administration majors decreased by 2%, while FYES remained flat. *New undergraduate enrollment was down 5%, while new graduate was down 20%. Education and Human Services headcount is down 5% and FYES 7%. Most of the drop in SEHS is due to the decline in graduate education, but undergraduate enrollment is down as well. New SEHS undergraduate students are up 20%, but new graduate students are down 8%.*

Engineering and Computer Science is down 1.2% in student enrollment, but flat in FYES. *New undergraduates are down 2.5%, while new grads are down 10%.*

Figure 4: Enrollment in Majors/Programs by College or School, Fall 2006-10

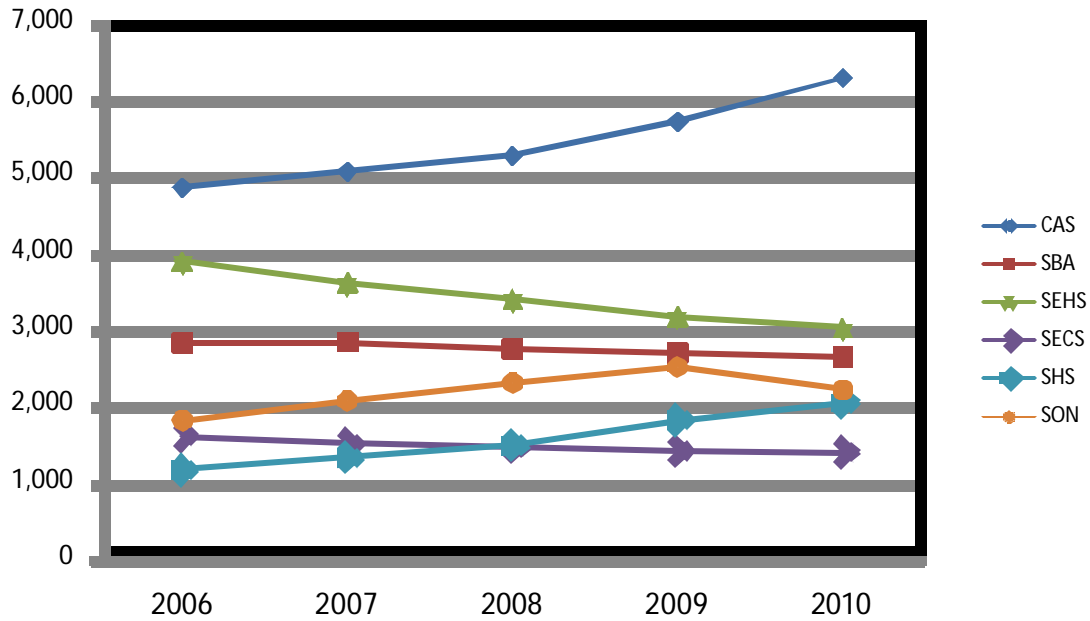


Table VIII: Enrollment of Students by College/School, 2006-2010

	2006	2007	2008	2009	2010	One year % Change	5 years % Change
CAS	4,818	5,029	5,234	5,680	6,251	10.1%	29.7%
SBA	2,791	2,805	2,720	2,661	2,610	-1.9%	-6.5%
SEHS	3,852	3,581	3,361	3,142	2,988	-4.9%	-22.4%
SECS	1,569	1,476	1,434	1,384	1,368	-1.2%	-12.8%
SHS	1,137	1,300	1,459	1,787	2,013	12.6%	77.0%
SON	1,783	2,040	2,275	2,479	2,184	-11.9%	22.5%
University Programs	1,279	1,378	1,284	1,265	1,186	-6.2%	-7.3%
Not Designated	508	473	402	522	453	-13.2%	-10.8%
Total	17,737	18,082	18,169	18,920	19,053	0.7%	7.4%

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

Only CAS, SEHS, and SECS gained FTIACs, but new transfers are up in all the schools and CAS except SECS. New masters were down everywhere except SHS, while doctoral level students were down everywhere but the College.

Table IX: New Student Enrollment by School/College 2009-2010

	FTIAC			Transfer			Masters			Doctoral		
	2010	2009	% diff	2010	2009	% diff	2010	2009	% diff	2010	2009	% diff
CAS	891	819	9%	705	642	10%	108	117	-8%	15	15	0%
SBA	247	276	-11%	227	221	3%	135	169	-20%			
SEHS	131	112	17%	173	141	23%	339	347	-2%	83	113	-27%
SECS	149	145	3%	124	135	-8%	76	79	-4%	20	28	-29%
SHS	310	338	-8%	190	163	17%	50	49	2%	40	46	-13%
SON	142	323	-56%	322	275	17%	59	69	-14%	17	38	-55%

Off-Campus Enrollment

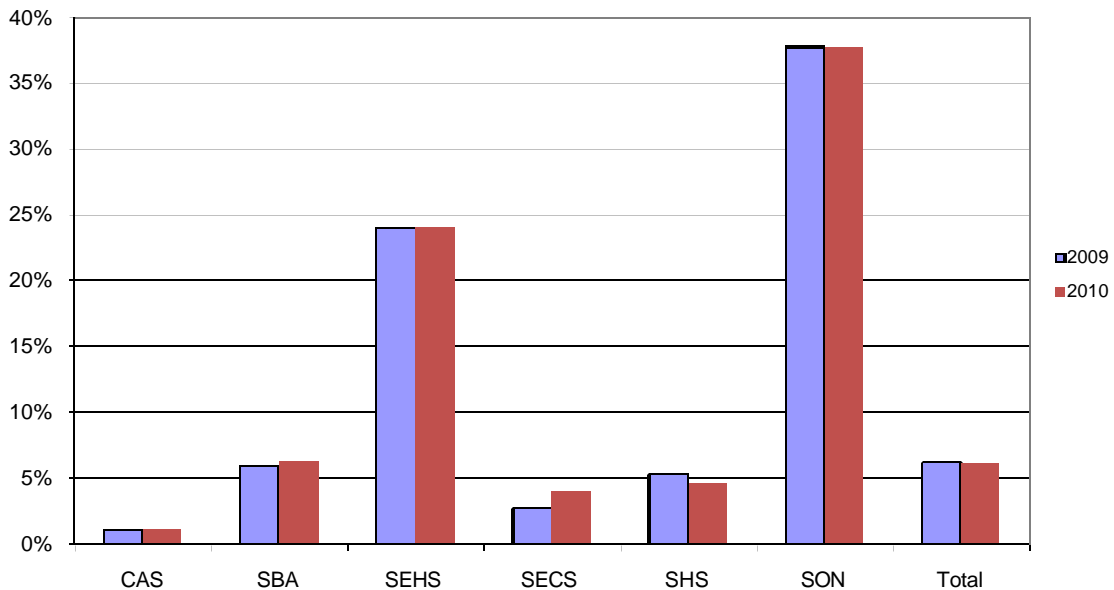
Table X presents the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. *The percent of graduate students enrolled exclusively off-campus decreased again, while the percent of graduate students taking courses on-campus 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 is most likely 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 X: Undergraduate and Graduate Enrollment by Location

	On-Campus		Off-Campus			
			Mixed On/Off		Exclusively Off	
	UG	GR	UG	GR	UG	GR
2010	90.0%	75.6%	8.9%	9.2%	1.1%	15.2%
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%

Figure 5 shows the proportion of credits delivered off-campus in 2010 by unit. About 1% 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 2010 and Fall 2009



Enrollment at the Macomb Centers - There are a total of 1,121 students enrolled at either the Macomb University Center or Intermediate School District, compared to 1,162 in 2009 and 1,211 in 2008. While enrollment has increased in courses offered by CAS, SBA, and SECS, it has decreased significantly in SEHS and SON.

Tables XI through XV detail various aspects of enrollment at the Macomb Centers. Table XII notes that about 72% of graduate students who take classes at Macomb are enrolled exclusively there (compared with only 10% of undergraduate students) and Table XIII notes that new student enrollment at Macomb is down for both undergraduates and graduates.

Table XI: Change in Total Enrollment at Macomb

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Fall 2010	282	839	1121
Fall 2009	339	823	1162
Differences	-57	16	-41
% Diff	-17%	1.9%	-3.5%

Table XII: Undergraduate and Graduate Enrollment at Macomb

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	88	764	852
Graduate	194	75	269
Total	282	839	1,121

Table XIII: Change in New Student Enrollment in Macomb

	Fall 2008	Fall 2009	Fall 2010	Difference 09-10	% Diff
Undergraduate	118	137	110	-27	-20%
Graduate	166	115	87	-28	-24%
Total	284	252	197	-55	-22%

Table XIV: New Undergraduate and Graduate Enrollment at Macomb

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	16	94	110
Graduate	77	10	87
Total	93	104	197

There are 924 continuing students at the two Macomb locations, compared to 910 in 2009. Note that the only Macomb Oakland partnership (M2O) students included in this data would be those who are enrolled in OU classes at Macomb

Table XV shows that overall enrollments and student credit hours at the Macomb locations are down about 6% from last year.

Table XV: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2010	1,587	5,860
Fall 2009	1,698	6,231
Difference	-111	-371
% Difference	-6.5%	-6.0%

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 likely that more students are choosing to enroll in web courses rather than evening courses.*

Table XVI: Undergraduate and Graduate Enrollment by Day/Evening

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2010	52%	29%	42%	20%	6%	51%
2009	54%	27%	40%	18%	6%	55%
2008	55%	26%	38%	18%	7%	57%

Online Enrollment

Table XVII: Students Enrolled in Online Courses and Percent of All Students

	Exclusively Online		Mixed Online/Other		Total Online
	Students	Percent	Students	Percent	
Undergraduate	411	2.6%	1,607	10.3%	2,018
Graduate	291	8.3%	213	6.0%	504
Total	702	3.7%	1,820	9.6%	2,522

2,522 students are enrolled in 125 Internet courses for a total of 11,262 credit hours. Enrollments in web courses are up 16% (from 2,736 to 3,187) while credits in web courses are up 15% (from 9,788 to 11,262). Table XVIII shows the SCH of web enrollments by unit.

Table XVIII: SCH in Online Courses by School/College

	2010	2009	2008	2007
AS	5,356	4,912	2,584	1,856
BA	466	342	158	219
ED	1,102	620	740	337
EG	1,056	588	525	470
HS	344	183	92	64
NR	2,914	3,143	2,771	2,141
Total	11,262	9,788	6,870	5,087

International Student Enrollment

There are 409 students who are not US citizens or permanent residents enrolled in Fall 2010. This includes students on all visa types, in addition to J and F.

Table XIX International Student Enrollment

	Undergraduate	Graduate	Total
FA10	157	252	409
FA09	146	255	401
%Diff 09-10	8%	-1%	2%

Table XX: International Student Enrollment by School/College

	Undergraduate	Masters	Doctoral	Total
CAS	44	30	25	99
SBA	33	28	1	62
SEHS	4	7	6	17
SECS	26	64	52	142
SHS	11	32	4	47
SON	15	3	0	18
Other	24			24
Total	157	164	88	409

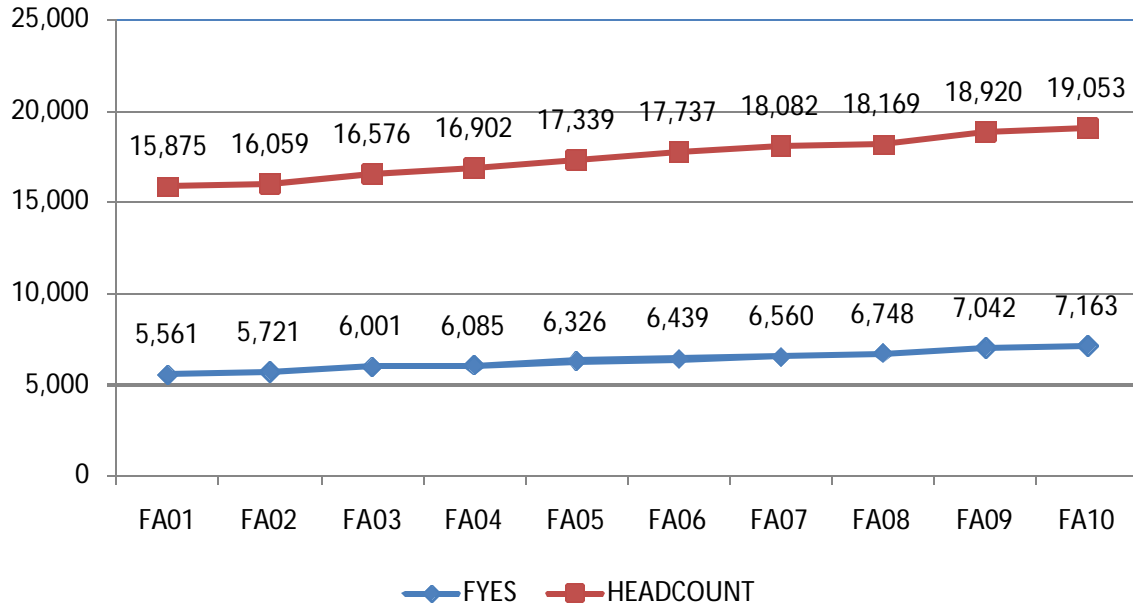
The largest group of international students is from India (126), followed by students from China (50), and from Canada (35). Students from India are concentrated in graduate programs in Exercise Science (27), and in programs in Engineering and Computer Science (56).

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.

The Big Picture

Figure 6 illustrates the steady growth in FYES and headcount over the past ten years. Headcount has increased by 20% and FYES by 29% over this period.

Figure 6: Ten Year Headcount and FYES, Fall 2000-2010



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