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Date: December 6, 2011

Subject: Enrollment

Report Name: **Oakland University Enrollment Fall 2011**

Official headcount for fall 2011 is 19,379 including the new 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 8075, about 1% over last year at this time.

Table I shows the breakout of fall 2011 compared to fall 2010. The School of Medicine (SOM) enrollment is included in the graduate totals. Fifty SOM students are enrolled for a total of 1,800 credits (36 credits each), which equates to 25 FYES.

**Table I: Comparison of Fall Headcount, Credits and FYES**

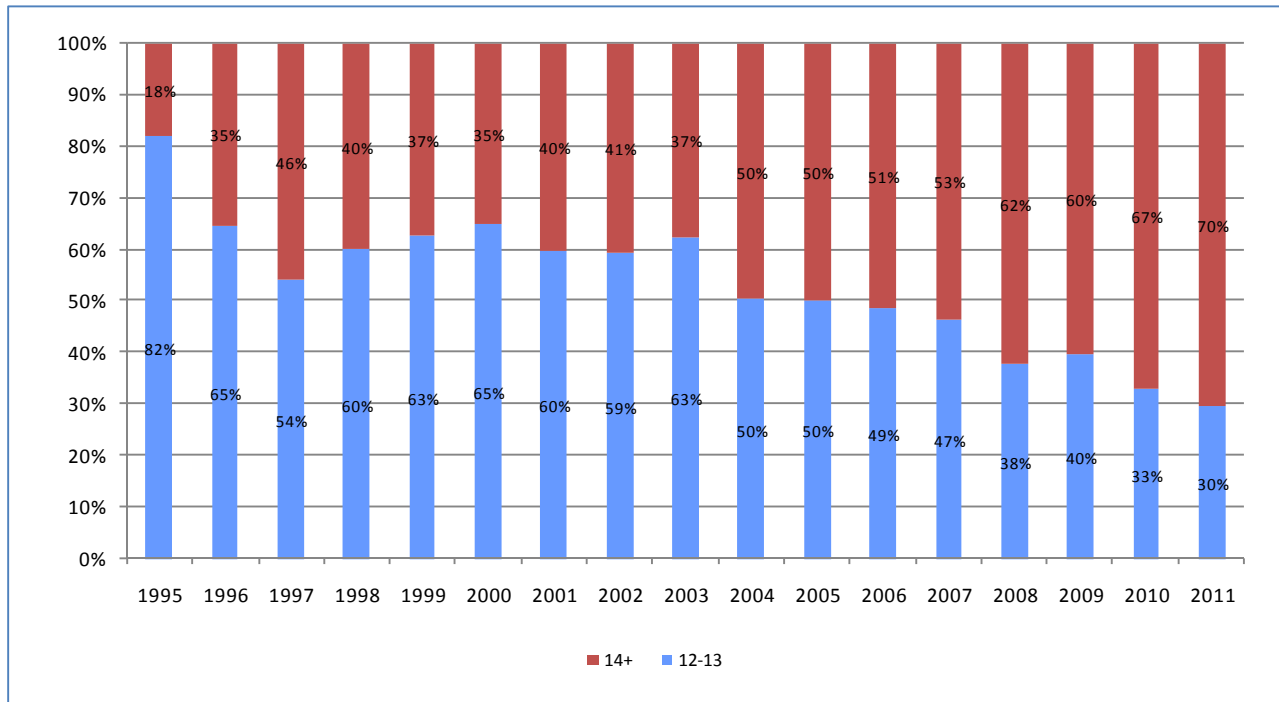
	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2011	15,838	3,541	19,379	190,713	22,751	213,464	6,327	985	7,311
Fall 2010	15,530	3,523	19,053	186,426	21,073	207,499	6,195	968	7,163
Difference	308	18	326	4,287	1,678	5,965	132	16	148
% Diff	2.0%	0.5%	1.7%	2.3%	8.0%	2.9%	2.1%	1.7%	2.1%

**Undergraduate Enrollment**

At 15,838, this is Oakland University's highest ever undergraduate enrollment. While undergraduate headcount increased by 2%, credits increased by 2.3%. The percent of full-time students remains 74%, but average credits increased slightly, from 12.2 to 12.3.

**FTIACs** - 2,361 first year students (FTIACs) enrolled for fall, up 2% over 2010 and the second largest incoming class. 95% of FTIACs are full-time. Average credits for new first-year students went from 14.76 to 14.78, as the percent of students enrolled for 14 or more credits went from 65% to 68%. 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 53% for the 2010 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 (next page) shows how the percentage of full-time FTIACs enrolled with 14 or more credits has been increasing since 1995.

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



The average ACT score for 2011 FTIACs is 22.5, the highest since before 1978. The average H.S.G.P.A. is 3.27. (Historical ACT and H.S.G.P.A. information can be found at <http://www.oakland.edu/?id=9678&sid=250>).

About 39.5% of FTIACs are male, the same percent as last year. The percent of minority FTIACs is 22% compared to 24% in 2010. African-American students make up 14% of this year's class, compared to 15% a year ago. 83% of FTIACs come from the tri-county area (Oakland, Macomb and Wayne), the same as last year. 15% of students come from other Michigan counties, and come from 56 (of 83) counties (compared to 37 counties in 2005). Out-of-state and international students comprise 2.2% of FTIACs compared to 2% last year.

**Table II: New and Returning Undergraduate Students**

UNDERGRADUATE				
	FTIACs	Transfers	Other New UG	Returning
Fall 2011	2,361	1,891	474	11,052
Fall 2010	2,311	1,825	516	10,878
Difference	50	66	-42	174
% Change	2.2%	3.6%	-8.1%	1.6%

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

**Transfers** – There are 1,891 new transfers, the largest class of transfer students ever. 62% of transfer students are female, 21% are from minority backgrounds, and 11% are from outside the tri-county area. 71% are full-time, down 2% from last year. Students who originally entered as transfers comprise 41% of all undergraduates, down slightly from previous years.

**Returning undergraduate students** - The number of returning undergraduates increased by almost 2% compared to 2010. The first-year student (FTIAC) return rate is 73% for the fall 2010 FTIAC cohort, the same as 2009 cohort.

**Community College Partnerships** - There are 625 M2O students enrolled at OU this fall, compared to 543 in 2010, an increase of 15%. Table III compares 2011 M2O enrollment to 2010 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 2011	339	160	126	625
Fall 2010	279	155	109	543
Differences	60	5	17	82
% Diff	22%	3%	16%	15%

**Table IV: Enrollment of New M2O Students by Location**

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
FTIAC Admit M2O	52	28	43	123
Transfer Admit M2O	6	3	2	11
Convert to M2O	1	0	4	5
Total	59	31	49	139

Of the 151 O2O (Oakland Community College Partnership) students enrolled this fall, 107 are new to the O2O program.

**Table V: Enrollment of O2O Students by Location**

O2O	OU classes only	OCC classes only	Both OU & OCC	Total O2O
Fall 2011	77	27	47	151

**Table VI: Enrollment of New O2O Students by Location**

	OU classes only	OCC classes only	Both OU & OCC	Total O2O
FTIAC Admit O2O	35	6	20	61
Transfer Admit O2O	11	5	7	23
Convert to O2O	7	4	12	23
Total	53	15	39	107

Additional information about students in the CC2O programs is available at the OIRA website .

### Graduate Enrollment

Graduate enrollment is up overall, driven by the addition of the School of Medicine, and also significant increases in new doctoral and professional development students in other areas. New master's level students are down slightly, while returning graduate enrollment is down by 6%. Overall, graduate headcount increased by 0.5% and FYES increased by 2%. Credits increased by 8% due to the difference in how credits are assigned in SOM.

**Table VII: New and Returning Graduate Students**

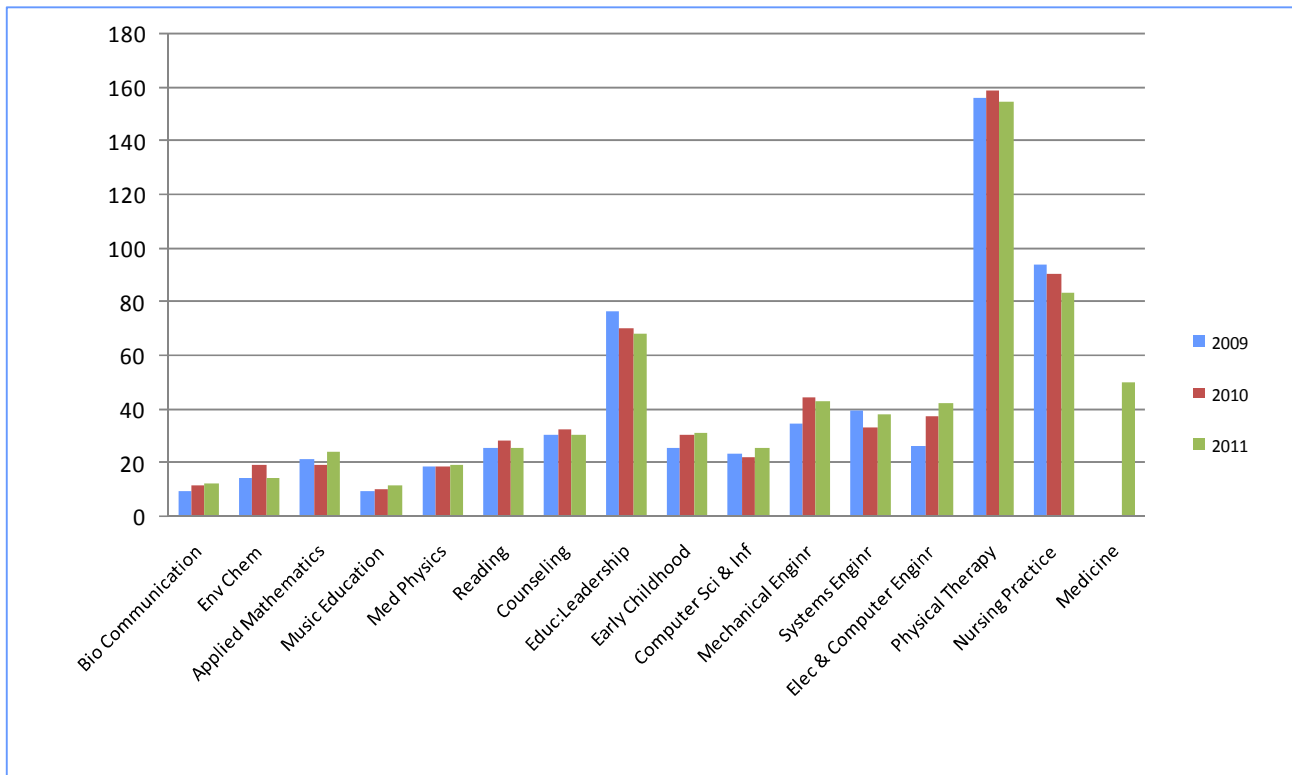
GRADUATE					
	New Grad I	New Grad II	Professional Development	Medical School	Returning
Fall 2011	754	251	161	50	2,375
Fall 2010	767	175	52		2,529
Difference	-13	76	109		-154
% Change	-1.7%	43.4%	209.6%		-6.1%

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

Compared to 2010, graduate enrollment increased in four schools: 7.5% in Engineering and Computer Science (SECS), 7% in Nursing (SON), 0.5% in Arts & Sciences (CAS), and 0.3% in Education and Human Services (SEHS). Enrollment decreased by 12% in Health Sciences (SHS) and 11% in Business Administration (SBA).

The number of new doctoral students increased in CAS, SON, and SECS. Figure 2 shows total doctoral enrollment by program.

**Figure 2: Doctoral Enrollment 2009-2011**



**Enrollment by School or College**

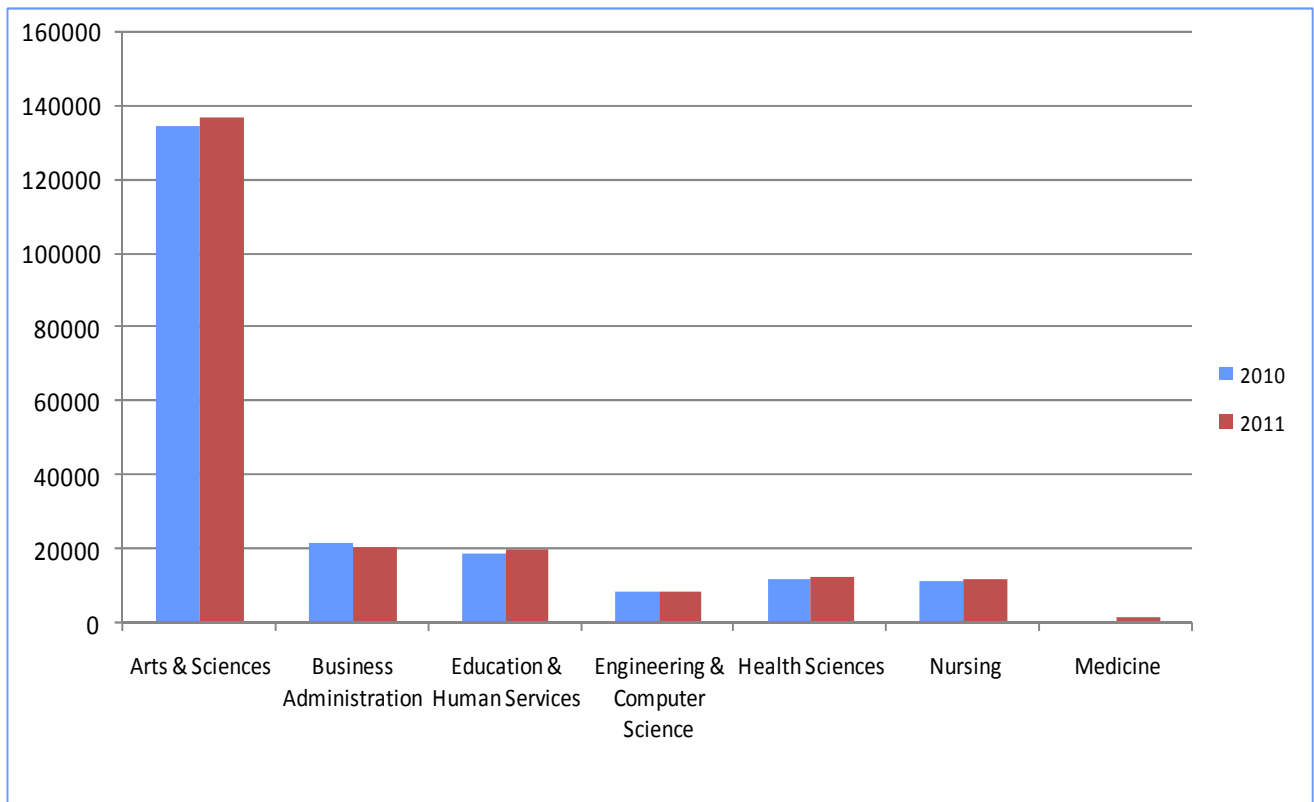
SHS, SECS, and CAS experienced increases in undergraduate majors. SECS, SON, CAS, and SEHS also had increases in graduate enrollment. SBA continues to show declines at both levels. Table VIII (next page) shows the rate of change in students, student credit hours (SCH) and FYES by school compared to fall 2010. (SOM enrollment is included in the OU total).

**Table VIII: 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	3.8%	1.7%	1.6%	0.5%	5.1%	5.4%	3.6%	1.7%	1.7%
SBA	-0.2%	-3.9%	-4.0%	-11.2%	-11.3%	-11.4%	-2.3%	-4.9%	-5.2%
SEHS	-5.5%	9.2%	9.3%	0.3%	2.9%	2.0%	-2.4%	6.3%	5.3%
SECS	6.5%	0.7%	0.6%	7.5%	0.8%	1.5%	6.8%	0.7%	0.9%
SHS	7.3%	8.8%	9.0%	-11.9%	-9.8%	-9.1%	4.5%	4.5%	3.1%
SON	-1.7%	7.9%	5.4%	6.8%	5.6%	5.6%	-0.5%	7.6%	5.4%
OU	2.0%	2.3%	2.1%	0.5%	8.2%	1.9%	1.7%	2.9%	2.1%

Figure 3 shows the change in student credit hours by school from fall 2010 to fall 2011, while Table IX (next page) recalculates the credits as FYES since 2007. (Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

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



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

	Fall 2007	Fall 2008	Fall 2009	Fall 2010	Fall 2011	One year % Change	5 years % Change
CAS	3,967	4,102	4,374	4,509	4,586	1.7%	15.6%
SBA	690	734	744	744	706	-5.2%	2.3%
SEHS	879	835	786	731	770	5.3%	-12.4%
SECS	329	311	308	309	311	0.9%	-5.4%
SHS	364	373	406	453	467	3.1%	28.3%
SON	312	362	385	379	400	5.4%	28.2%
SOM					25		

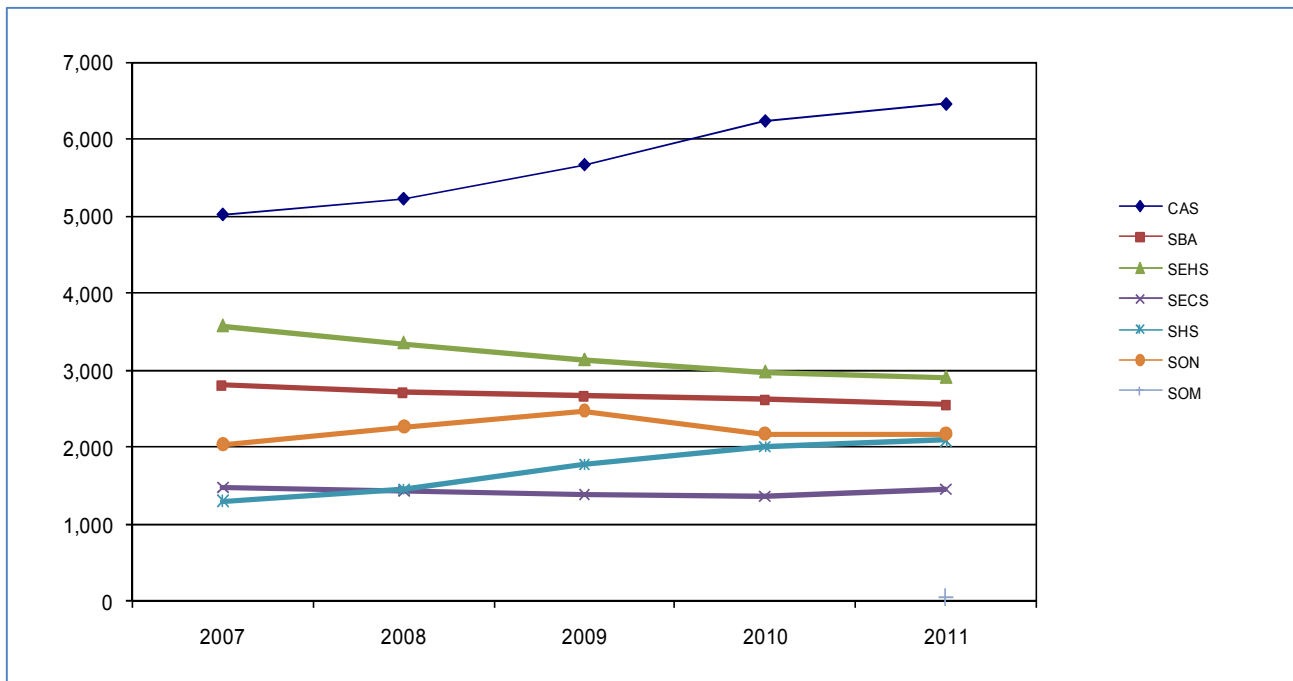
Figure 4 and Table X (page 7) show student enrollment by school/college from 2007 to 2011. SHS and CAS experienced steady growth through the period. SON experienced strong growth through 2009, but dropped in 2010 and 2011. SBA, SEHS and SECS have experienced declines in enrollment, although SECS has gained most of it back this fall.

Health Sciences majors increased by 4.5% and FYES by 3% over 2010. New transfer students are up, however FTIACS are down some and new graduate students are down 20%.

Arts and Sciences majors grew by 3.5% and FYES 2%. New undergraduate enrollment in CAS is down 3.5%, while new graduate students are up 21%.

Engineering and Computer Science is up 7% in student enrollment, but flat in FYES. SECS enrollment had been declining since 2003 but this year returns to close to where it was in 2007. New SECS undergraduates are up 18%, while new grads are up 31%.

**Figure 4: Enrollment in Majors/Programs by College or School, Fall 2007-2011**



Nursing enrollment is flat, but FYES is up 5%. New FTIACS are down, but transfers are up 11% and new graduates are up 18%.

Business Administration majors decreased by 2% and FYES by 5%. New undergraduate enrollment was up 8%, while new graduate was down 15%.

Education and Human Services headcount is down 2%, but up 5% in FYES. Most of the drop in SEHS is due to the 5% decline in undergraduate education, while graduate enrollment is slightly up. New SEHS undergraduate students are down 15%, while new graduate students are down 5%.

**Table X: Enrollment of Students by College/School, 2007-2011**

	2007	2008	2009	2010	2011	One year % Change	5 years % Change
CAS	5,029	5,234	5,680	6,251	6,472	3.5%	28.7%
SBA	2,805	2,720	2,661	2,610	2,551	-2.3%	-9.1%
SEHS	3,581	3,361	3,142	2,988	2,916	-2.4%	-18.6%
SECS	1,476	1,434	1,384	1,368	1,461	6.8%	-1.0%
SHS	1,300	1,459	1,787	2,013	2,104	4.5%	61.8%
SON	2,040	2,275	2,479	2,184	2,174	-0.5%	6.6%
SOM					50		
University Programs	1,378	1,284	1,265	1,186	1,196	0.8%	-13.2%
Not Designated	473	402	522	453	455	0.4%	-3.8%
Total	18,082	18,169	18,920	19,053	19,379	1.7%	7.2%

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

Only SBA and SECS gained FTIACs, while new transfers are up in SBA, SON, and SHS. New masters were up in CAS, SECS, and SON, while all units experienced growth in doctoral enrollment.

**Table XI: New Student Enrollment by School/College 2010-2011**

	FTIAC			Transfer			Masters			Doctoral		
	2011	2010	% diff	2011	2010	% diff	2011	2010	% diff	2011	2010	% diff
CAS	847	891	-4.9%	699	705	-0.9%	127	108	18%	22	15	47%
SBA	269	247	8.9%	245	227	7.9%	115	135	-15%			
SEHS	108	131	-18%	149	173	-14%	316	339	-6.8%	87	83	4.8%
SECS	200	149	34%	122	124	-1.6%	99	76	30%	27	20	35%
SHS	291	310	-6.1%	230	190	21%	31	50	-38%	41	40	2.5%
SOM										50		
SON	133	142	-6.3%	357	322	11%	66	59	12%	24	17	41%

### 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, but mixed on/off is up due to off-campus growth in CAS (in Macomb) and SOM (Beaumont Hospital)

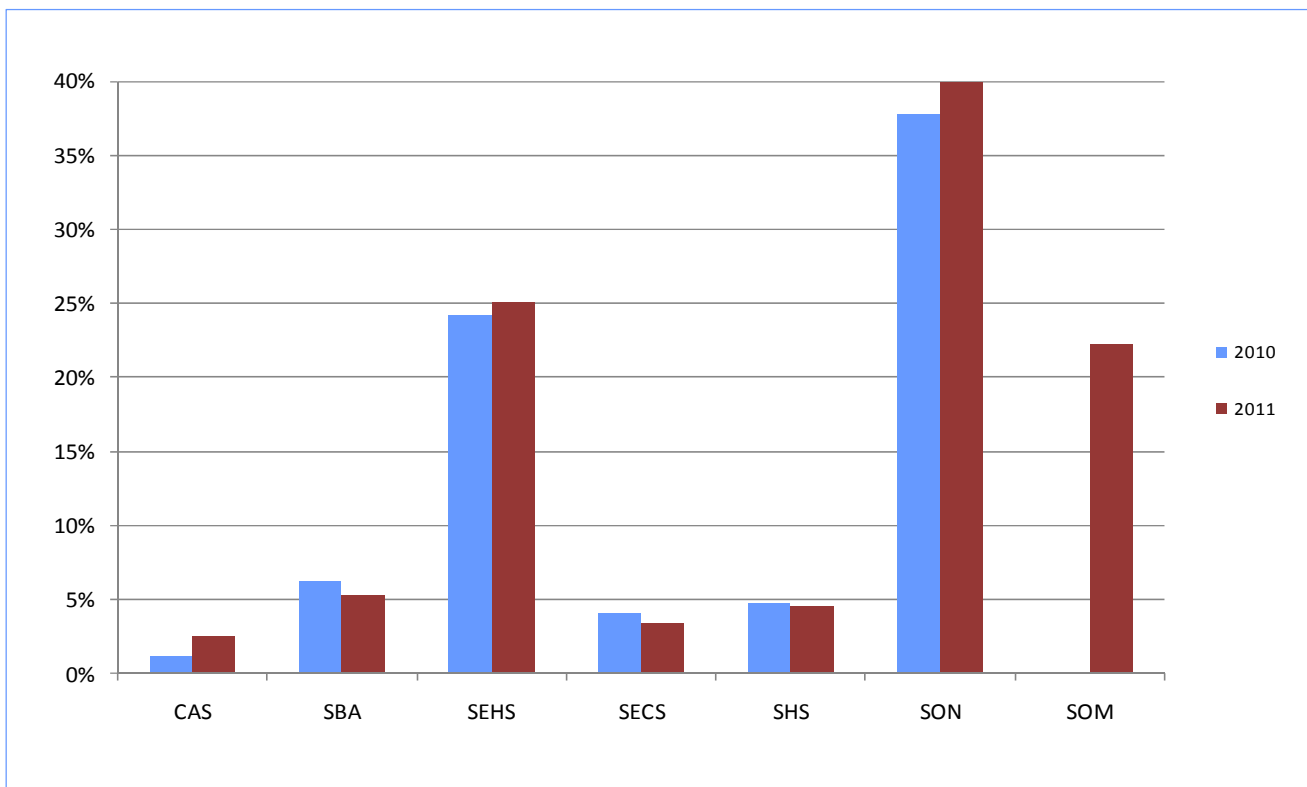
Undergraduate students continue to enroll primarily in classes on the OU campus, but there is growth in the number enrolled exclusively off-campus, again mostly at the Macomb sites.

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

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2011	1.3%	14.9%	8.5%	11.5%	90.1%	73.7%
2010	1.1%	15.2%	8.9%	9.2%	90.0%	75.6%
2009	1.3%	17.4%	8.4%	9.2%	90.3%	73.4%

Figure 5 shows the proportion of credits delivered off-campus in 2011 by unit. About 2.5% of CAS credits are taken off-campus, while SON enrolls 40% of its credits at off-campus sites. SOM students take almost a quarter of their credits at Beaumont Hospital.

**Figure 5: Percent of Total Credits Off-Campus in Fall 2011 and Fall 2010**





### Enrollment at the Macomb Centers

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

Table XIII shows a total of 988 students enrolled at either the Macomb University Center or Intermediate School District, compared to 1,121 in 2010. Some of the drop in enrollment at this site may have moved to the AFC.

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

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Fall 2011	265	723	988
Fall 2010	282	839	1121
Differences	-17	-116	-133
% Diff	-6%	-13.8%	-11.9%

About 68% of graduate students who take classes at Macomb are enrolled exclusively there, compared to only 14% of undergraduates.

**Table XIV: MUC & MISD Enrollment by Level**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	110	650	760
Graduate	155	73	228
Total	265	723	988

**Table XV: Change in New Student Enrollment in Macomb University Center**

New Students	2009	2010	2011	Difference 10-11	% Diff
Undergraduate	137	110	95	-15	-14%
Graduate	115	87	78	-9	-10%
Total	252	197	173	-24	-12%

New student enrollment is down at both the undergraduate and graduate levels and breaks out as follows:

**Table XVI: New Student Enrollment at MUC & MISD**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	17	78	95
Graduate	62	16	78
Total	79	94	173

There are also 815 continuing students at the two sites, compared to 924 in 2010. 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 new Anton-Frankel Center in Mt. Clemens experienced a strong opening semester. There are 403 students enrolled at the AFC, most of them also enrolled at other locations either on campus or at the MUC.

**Table XVII: Enrollment at the Anton-Frankel Center**

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2011	29	374	403

Only one of the 30 courses offered at AFC is a graduate course (cross-listed with an undergraduate course), so nearly all the enrollment at this time is undergraduate.

**Table XIII: AFC Enrollment by Level**

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	28	371	399
Graduate	1	3	4
Total	29	374	403

**Table XIX: New Student Enrollment at AFC**

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	6	98	104
Graduate	0	1	1
Total	6	99	105

With the addition of the AFC, total enrollment at the Macomb County locations has risen significantly, up 22%. Enrollment exclusively in Macomb is up 7%.

**Table XX: Total Enrollment at Macomb County Locations**

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Fall 2011	302	1065	1367
Fall 2010	282	839	1121
Differences	20	226	246
% Diff	7%	27%	22%

**Table XXI: Macomb Enrollment by Level**

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	146	989	1135
Graduate	156	76	232
Total	302	1065	1,367

Table XXII (next page) shows that overall enrollments and student credit hours at the Macomb locations are up significantly from last year.

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

	Enrollments	Student Credit Hours
Fall 2011	1,916	7,238
Fall 2010	1,587	5,860
Difference	329	1,378
% Difference	21%	24%

**Evening Enrollment**

Enrollment of students enrolled only in evening classes has been decreasing steadily. 17% of undergraduates were enrolled exclusively in evening courses in 1996, compared to 6% in recent years, mostly due to the demographic shift to more full-time, traditional age students who tend to prefer day courses. Over 3/4 of graduate students were enrolled in only in evening courses in 2003, down to just over 1/2 in 2011. Web course offerings have also grown substantially since 2001, so at both levels, students may be choosing to enroll in on-line rather than evening courses. In Table XXIII, 'other' includes both day and online courses.

**Table XXIII: Undergraduate and Graduate Enrollment in Evening Courses**

	Exclusively Evening		Mixed Other/ Evening		Exclusively Other	
	UG	GR	UG	GR	UG	GR
2011	6%	45%	40%	20%	54%	34%
2010	6%	51%	42%	20%	52%	29%
2009	6%	55%	40%	18%	54%	27%
2008	7%	57%	38%	18%	55%	26%

**Online Enrollment**

**Table XXIV: Students Enrolled in Online Courses and Percent of All Students**

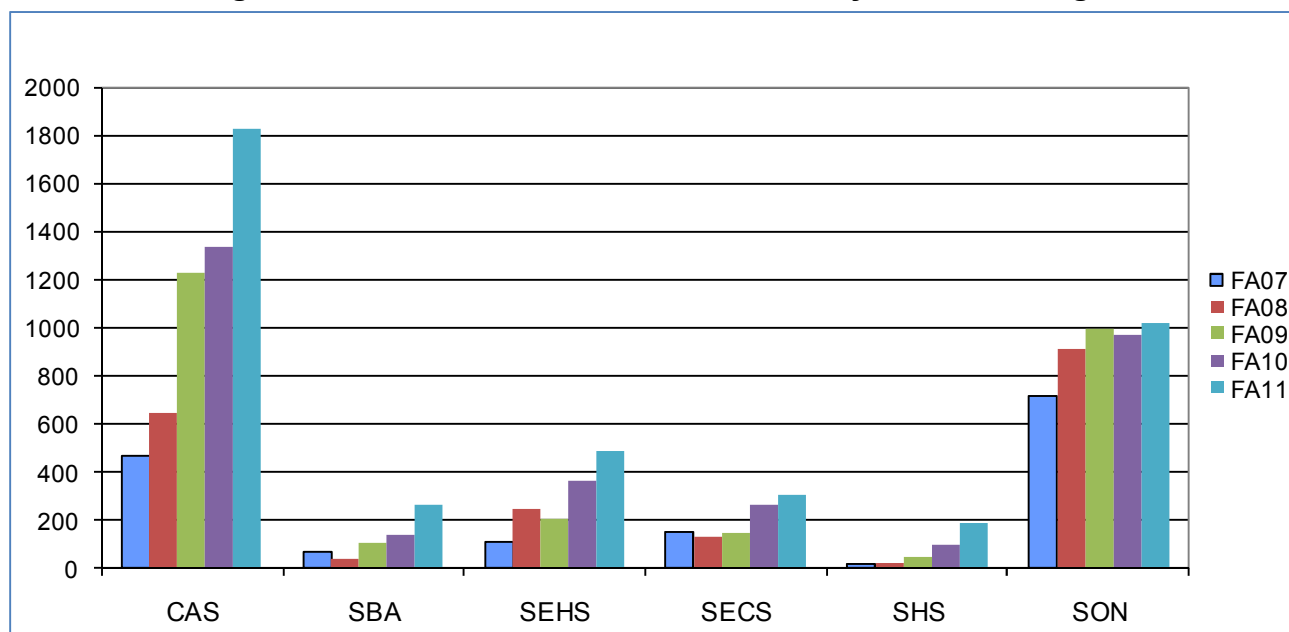
	Exclusively Online		Mixed Online/Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2011	3.1%	9.7%	14.0%	7.1%	17.1%	16.8%
2010	2.7%	8.5%	10.6%	6.2%	13.3%	14.7%
2009	2.6%	6.4%	9.0%	5.2%	11.6%	11.6%
2008	2.2%	5.4%	6.2%	4.2%	8.4%	9.6%

2,642 students are enrolled in 168 Internet courses for a total of 14,423 credit hours. Enrollments in web courses are up 27% (from 3,269 to 4,153) while credits in web courses are up 25% (from 11,541 to 14,423). Table XVIII shows the SCH of web enrollments by unit.

**Table XXV: SCH in Online Courses by School/College**

	2007	2008	2009	2010	2011
CAS	1,856	2,584	4,912	5,472	7,308
SBA	219	158	342	466	847
SEHS	337	740	620	1,198	1,482
SECS	470	525	588	1,056	1,178
SHS	64	92	183	411	608
SON	2,141	2,771	3,143	2,914	2,866
Total	5,087	6,870	9,788	11,541	14,423

**Figure 6: Enrollments in Online Courses by School/College**



### International Student Enrollment

There are 382 students who are not US citizens or permanent residents enrolled in fall 2011, 7% fewer than in fall 2010. This includes students on all visa types, in addition to J and F.

**Table XXVI: International Student Enrollment**

	Undergraduate	Graduate	Total
FA11	152	230	382
FA10	157	252	409
%Diff 10-11	-3%	-9%	-7%

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

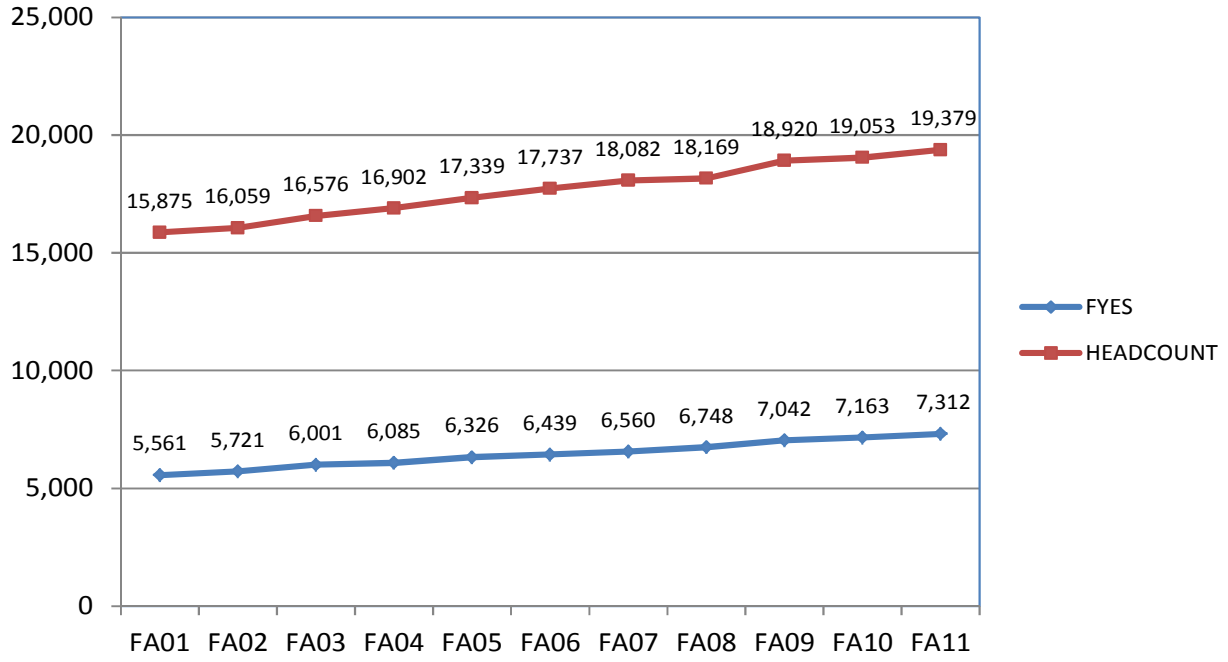
	Undergraduate	Masters	Doctoral	Total
CAS	37	25	31	93
SBA	30	33	0	63
SEHS	7	12	3	22
SECS	26	46	52	124
SHS	13	21	5	39
SON	14	2	0	16
Other	25	0	0	25
Total	152	139	91	382

The largest group of international students is from India (108), followed by students from China (45) and Canada (45). Students from India are concentrated in graduate programs in Exercise Science (15), and in programs in Engineering and Computer Science (43). 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.

### The Big Picture

Figure 6 illustrates the steady growth in FYES and headcount over the past ten years. Headcount has increased by 22% and FYES by 31% over this period.

**Figure 6: Ten Year Headcount and FYES, Fall 2001-2011**



**For additional data and reports, visit the OIRA website:**

<http://www.oakland.edu/?id=9623&sid=25>