

September 26, 2008

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director
Institutional Research and Assessment

Subject: Fall 2008 Enrollment

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.

	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%

2,350 first year students are enrolled this fall; Oakland University's largest entering class. Transfers also increased, and at 1,674, this is the largest class of transfer students as well. The number of returning undergraduate students is up 2.1%, compared to an increase of 1.4% last year.

The first-year student (FTIAC) return rate is 72% for the Fall 2007 cohort, a little down from the 2006 cohort (73%) an indication that OU has not yet turned the corner on first year retention.

	New Student Enrollment							
	FTIAC	Transfer	Other UG	Total New UG	Master's level	Doctoral Level	Profssnl Devlpmnt	Total New Grad
Fall 2008	2,350	1,674	296	4,320	826	205	181	1,212
Fall 2007	2,345	1,516	358	4,219	817	211	168	1,196
Difference	5	158	-62	101	9	-6	13	16
% Diff	0.2%	10.4%	-17.3%	2.4%	1.1%	-3%	8%	1.3%

*New Transfers include Second UG Degree Students

**New Other UG includes Post Bachelor, College Guest, and Non-Matriculated students

The picture on new graduate enrollment is improved some. New master's admitted students are up by 1%, just slightly below the high of 838 reached in 2005. There are six fewer new doctoral students than the record number in Fall 2007, and professional development students (non-degree seeking) are up by 8%.

The table below shows new student enrollment by school and college.

	FTIAC			Transfer			Masters			Doctoral		
	Fall 2008	Fall 2007	% diff	Fall 2008	Fall 2007	% diff	Fall 2008	Fall 2007	% diff	Fall 2008	Fall 2007	% diff
CAS	725	730	-1%	564	415	36%	104	82	27%	13	13	0%
SBA	297	326	-9%	215	218	-1%	142	118	20%			
SEHS	130	123	6%	136	129	5%	390	360	8%	103	107	-4%
SECS	174	148	18%	126	85	48%	98	85	15%	22	19	16%
SHS	238	219	9%	137	111	23%	45	41	10%	36	37	-3%
SON	322	263	22%	395	277	43%	47	40	18%	31	30	3%

While undergraduate headcount increased by 2.2%, 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%.

At the graduate level, headcount decreased by 5.5%, credits by 5.5%, and FYES by 4.2%. The number of returning graduate students is down by 8.4%, compared to a decrease of 4% last year.

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.

	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%	-10.9%	-18.2%	-17.8%	-2.8%	-4.2%	-5.5%
SHS	14%	-0.9%	-0.8%	6.3%	7.8%	8.1%	12.2%	1.4%	2.4%
SON	12%	18%	17%	11%	9%	12%	11.5%	17%	16.1%
OU	2.2%	3.9%	3.9%	-5.5%	-4.8%	-3.6%	0.5%	2.9%	2.7%

Following up on efforts to expand OU's presence in Macomb, 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.

Total Students: Fall	2007	2008	Difference	% Diff
Undergraduate	709	856	147	21%
Graduate	333	355	22	7%
Total	1,042	1,211	169	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:

Total Students: Fall	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	110	746	856
Graduate	282	73	355
Total	392	819	1,211

New student enrollment has grown.

New Students: Fall	2006	2007	2008	Difference 07-08	% Diff
Undergraduate	40	44	118	74	168%
Graduate	101	75	166	91	121%
Total	141	119	284	165	139%

Macomb's new students break out as follows:

New Students Fall 2008	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	26	92	118
Graduate	135	31	166
Total	161	123	284

There are also 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.

Total FYES production for Fall 2008 is 6,748, about 26 FYES more than projected for the term, so we remain on track to meet FYES targets for the year. However, graduate FYES are lower than expected, while undergraduate FYES are higher.