

February 3, 2009

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director
Institutional Research and Assessment

Subject: Winter 2009 Official Enrollment

Official headcount for Winter 2009 is 16,979, up less than 1% over last year. Credits are 177,227, and FYES are 6,164, 1.6% more than last year. The table below shows the breakout.

	HEADCOUNT			CREDITS			FYES*		
	UG	GRAD	TOTAL	UG	GRAD	TOTAL	UG	GRAD	TOTAL
Winter 09	13,475	3,504	16,979	156,539	20,682	177,221	5,202	961	6,164
Winter 08	13,192	3,723	16,915	152,351	21,863	174,214	5,062	1,002	6,064
Difference	283	-219	64	4,188	-1,181	3,007	141	-41	100
% change	2.1%	-5.9%	0.4%	2.7%	-5.4%	1.7%	2.8%	-4.1%	1.6%

* FYES calculations exclude competency exam credits and on-line credits taken by non-resident students.

The increase is in undergraduate enrollment, which is up by over 2%. Graduate student enrollment is down by almost 6%. Undergraduate credits and FYES again appear to have been given a boost by the change in the add procedure to allow students to enroll in open sections on the WEB during the first week of classes. Traditionally, undergraduate credits have remained flat or decreased in the period between the first day of classes and the count date. This year, they increased by 0.3%, which added 12-14 FYES to the total.

NEW STUDENT ENROLLMENT

	NEW FTIAC	NEW TRANS*	OTHER UG**	TOTAL UG	GRAD I	GRAD II	OTHER GRAD	TOTAL GRAD
Winter 09	56	592	325	973	311	41	101	453
Winter 08	52	653	297	1,002	350	44	129	523
Difference	4	-61	28	-29	-39	-3	-28	-70
% change	7.7%	-9.3%	9.4%	-2.9%	-11.1%	-6.8%	-21.7%	-13.4%

* New Transfers include Second UG Degree Students

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

Note: Winter 2008 new student numbers revised to reflect coding changes made in 2009

New FTIACs and other undergraduate students are up, while transfers are down compared to last winter term. Returning students are also up by 2.6%, and the fall to winter FTIAC return rate is 90.2%, slightly greater than last year.

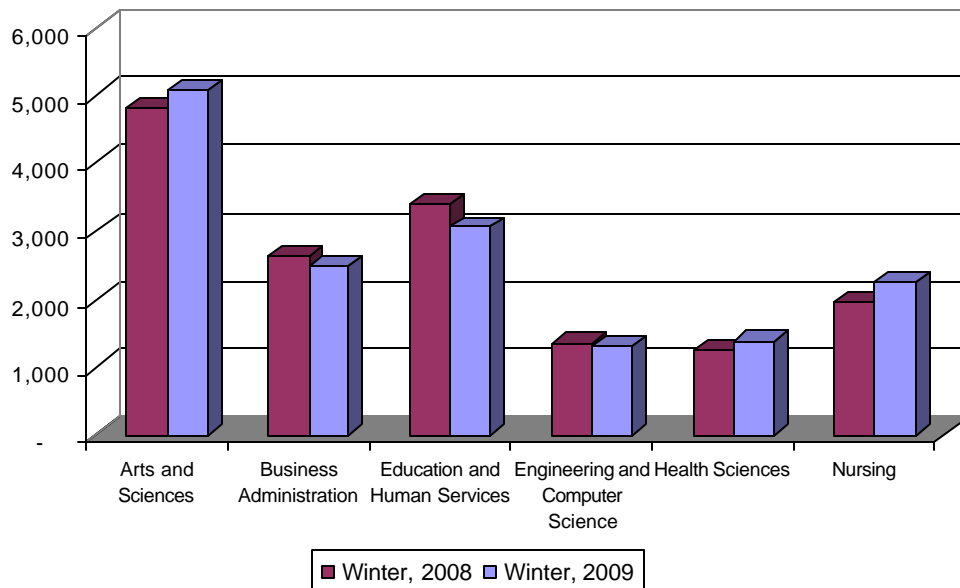
New graduate enrollment is down by 13%, as masters level students dropped by 11% and professional development by 22%. In addition, a nearly 5% decrease in returning students contributed to the overall decline in graduate enrollment.

New Graduates by School/College

	Winter, 2008	Winter, 2009	%Change
College of Arts and Sciences	44	56	27.3%
School of Business Administration	80	67	-16.3%
School of Education & Human Services	272	216	-20.6%
School of Engineering and Computer Science	69	57	-17.4%
School of Health Sciences	18	10	-44.4%
School of Nursing	40	47	17.5%

The College of Arts and Sciences and the School of Nursing experienced growth in new graduate enrollment.

Enrollment by School/College



The Schools of Health Sciences and Nursing continue to grow. SHS grew by 10% in headcount, and 7% in FYES, with most of the growth being in undergraduate students. SON increased by 14% in headcount and 16% in FYES, growing substantially in both undergraduate and graduate students. The College of Arts and Sciences enrollment also grew in both undergraduate and graduate students, 5% overall, while FYES increased 4% compared to last year. Business Administration's headcount is down 6%, while FYES are down 2%, with decreases occurring at both levels. Education and Human Services is down in both headcount and FYES (9.5% and 9%), as both undergraduate and graduate enrollment continue to fall. Engineering and Computer Science decreased by 3% in overall headcount and 4% in FYES, but experienced a slight increase in undergraduate enrollment.

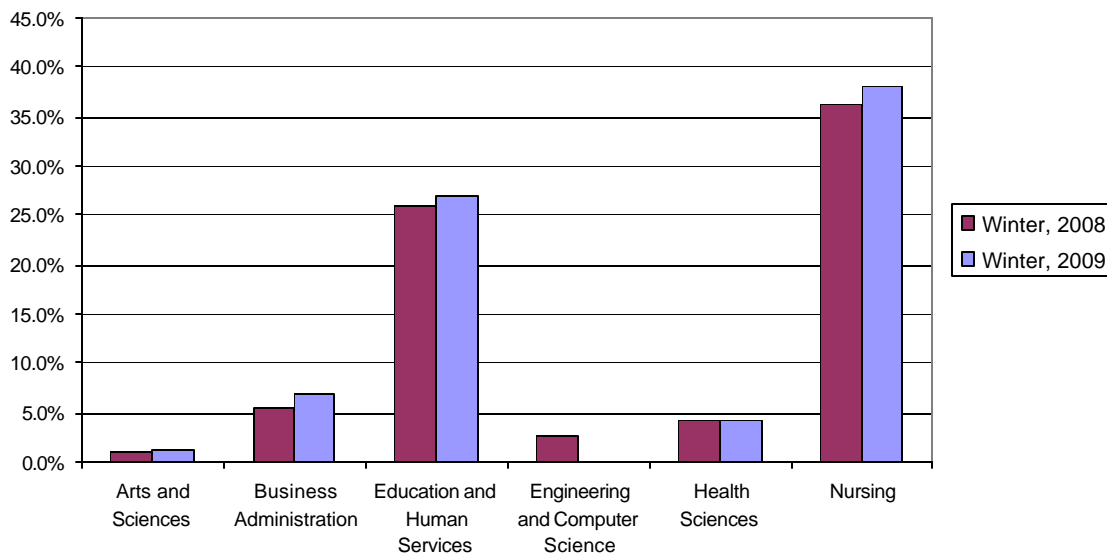
FYES by School/College

	Winter, 2008	Winter, 2009	% Change
College of Arts & Sciences	3,471	3,603	3.8%
School of Business Administration	697	680	-2.4%
School of Education and Human Services	892	814	-8.7%
School of Engineering and Computer Science	314	301	-4.2%
School of Health Sciences	329	352	6.9%
School of Nursing	339	395	16.4%
Honors College*	21	19	-12.8%

*include KL from 200910

Looking at enrollment by location, off-campus enrollment is up slightly except in Engineering and Health Sciences. The chart below depicts the change in the percentage of credits generated off-campus compared to Winter 2008.

Off-Campus Courses by School/College
Percentage of Total Credits in Winter 2008 and Winter 2009



Macomb County Expansion

Included in the undergraduate count are 234 Macomb to Oakland (M2O) students enrolled in OU classes. With 140 M2O students enrolled only in courses at MCC, the total M2O enrollment is 374, up almost 50% over last year.

	Exclusively OU	Mixed OU/MCC	Exclusively MCC	Total M2O
Winter 2009	151	83	140	374
Winter 2008	88	88	76	252
Differences	63	-5	64	122
% Diff	72%	-5.7%	84%	48%

There are a total of 1156 students enrolled at either the Macomb University Center or Intermediate School District, 18% more than the 976 in Winter 2008. One third (339) are enrolled exclusively at the Macomb sites and of these, 20 are new students, down from 28 last year.

Undergraduate and Graduate Enrollment at Macomb

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	112	758	870
Graduate	227	59	286
Total	339	817	1156

New Undergraduate and Graduate Enrollment at Macomb

New Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	10	33	43
Graduate	10	6	16
Total	20	39	59

Compare 2009 and 2008

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Winter 2009	339	817	1156
Winter 2008	327	649	976
Differences	12	168	180
% Diff	3.7%	25.9%	18.4%

Most undergraduates taking classes at Macomb (87%) are also taking classes on OU's main campus. The nursing students in the second degree program are an exception, in that many of their classes are offered on-line as well as at the University Center. In this context, it is not possible to say how many of these students would have attended Oakland if the university did not offer courses in Macomb. It appears likely that the flexibility and convenience provided by offering courses in both locations contributes to students' choice of OU.

A significantly higher proportion of graduate students are enrolled exclusively at Macomb. Over 81% of SEHS students take all their courses at Macomb, as do about 17% of SBA students.

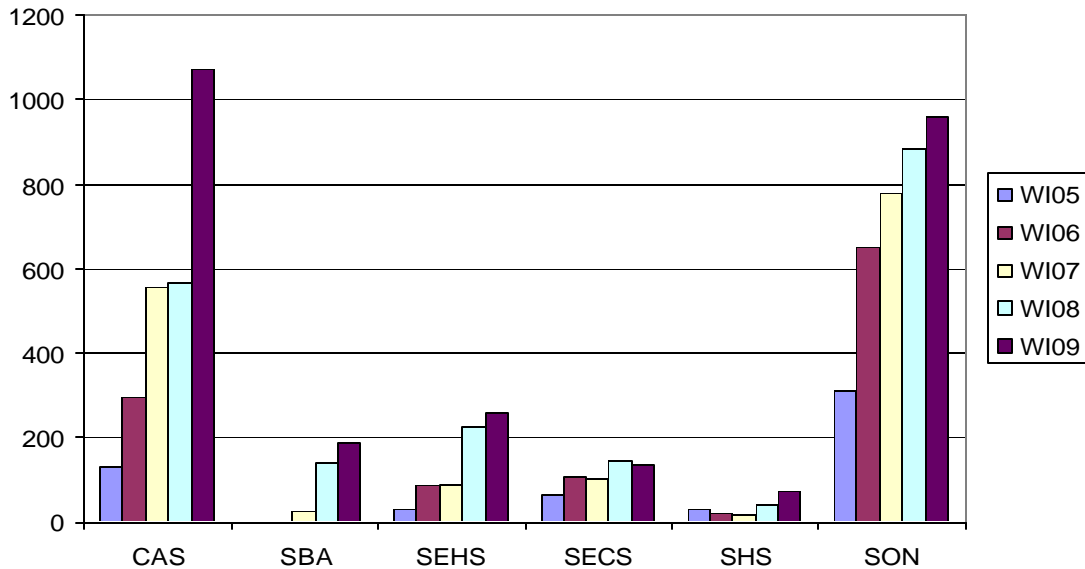
The table on page 5 summarizes Macomb University Center course enrollments by program for 2007 to 2009.

**Course Enrollments by Program at Macomb Centers
2007 - 2009**

	Fall 2007		Winter 2008		Fall 2008		Winter 2009	
	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll
Arts & Sciences								
Communications	7	214	6	163	7	182	7	209
Journalism	2	41	2	29	4	84	4	56
CAS Support Courses	1	22	2	17	2	35	3	38
CAS Total	10	277	10	209	13	301	14	303
Business Administration								
MBA	2	19	4	50	4	45	1	7
SBA Undergraduate Programs	8	187	10	174	11	258	11	286
SBA Total	10	206	14	224	15	303	12	293
Education & Human Services								
Counseling MA (& CE)	6	139	3	46	5	136	4	69
Education Leadership PhD	1	12	1	13	3	22	3	24
Education Administration EdS - Macomb	4	42	4	41	4	40	4	34
Human Resource Development	8	190	7	191	8	159	7	200
Reading & Language Arts MAT (& CE)	8	138	11	153	6	70	5	97
Elementary Education/Certification	11	206	11	197	11	192	11	189
Educational Studies MAT, MATEE, MED (& CE)	19	146	5	72	10	144	8	101
HumanDevelopment & Child Studies (CE)			1	15	3	47	2	54
SEHS Total	58	874	43	728	50	810	44	768
Engineering & Computer Science								
SECS Undergraduate Programs	2	25	3	41	7	76	5	55
SECS Graduate Programs								
SECS Total*	2	25	3	41	7	76	5	55
<i>*Total Sections counts crosslisted sections only once</i>								
Health Sciences								
*Occupational Health & Safety	1	27	2	22	3	44	1	4
Nursing	3	150	3	153	4	190	7	340
University Total	84	1559	75	1377	92	1724	83	1763

On-line course offerings continue to grow. The chart below shows the trend in enrollments in totally on-line courses since 2005.

Growth in WEB Enrollments Winter 2005 - Winter 2009



The College now leads in internet course offerings, enrollment, and student credit hours (SCH), while SON continues to deliver the largest proportion of SCH online. The table below shows the proportion of on-line courses, enrollments and SCH.

Winter 2009 Web Course Offering, Enrollment, and Credit Hours by School/College

		Total Courses	Internet Courses	% Internet
CAS	#	1,022	48	4.7%
	Enrld	29,278	1,071	3.7%
	SCH	107,183	4,254	4.0%
SBA	#	198	7	3.5%
	Enrld	5,736	190	3.3%
	SCH	19,705	654	3.3%
SEHS	#	269	18	7.1%
	Enrld	5,204	260	5.0%
	SCH	20,914	785	3.8%
SECS	#	127	5	6.3%
	Enrld	2,849	136	4.8%
	SCH	8,217	541	6.6%
SHS	#	114	5	4.4%
	Enrld	2,910	71	2.4%
	SCH	9,010	208	2.3%
SON	#	116	30	38.8%
	Enrld	4,294	961	22.4%
	SCH	11,631	2,941	25.3%

The bottom line - with 6,164 Winter 2009 FYES, cumulative FYES is 13,667, compared to 13,431 at this point last year, an increase of almost 2%. However, graduate FYES have been consistently below projections again this year, so the FYES mix is more heavily undergraduate than originally projected.