

January 30, 2010

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director
Institutional Research and Assessment

Subject: Winter 2010 Official Enrollment

Official headcount for Winter 2010 is 17,844, up more than 5% over last year. Credits are 188,613, and FYES are 6,551, over 6% more than last year. The table below shows the breakout.

	HEADCOUNT			CREDITS			FYES*		
	UG	GRAD	TOTAL	UG	GRAD	TOTAL	UG	GRAD	TOTAL
Winter 10	14,173	3,671	17,844	165,904	22,709	188,613	5,507	1,045	6,551
Winter 09	13,475	3,504	16,979	156,539	20,682	177,221	5,202	961	6,164
Difference	698	167	865	9,365	2,027	11,392	304	83	388
% change	5.2%	4.8%	5.1%	6.0%	9.8%	6.4%	5.8%	8.7%	6.3%

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

The increase is in undergraduate and graduate enrollment, which is up by about 5% in both. 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-line during the first week of classes. Historically, 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 0.6%, which added 26 FYES to the total. Average credits taken by masters level students increased more than average credits of doctoral level students, which is why the increase in graduate credits is greater than the increase in FYES.

NEW STUDENT ENROLLMENT

	NEW FTIAC	NEW TRANS*	OTHER UG**	TOTAL UG	GRAD I	GRAD II	OTHER GRAD	TOTAL GRAD
Winter 10	42	655	292	989	330	51	181	562
Winter 09	56	592	325	973	311	41	101	453
Difference	-14	63	-33	16	19	10	80	109
% change	-25%	10%	-10%	1.6%	6.1%	24%	79%	24%

* 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 down, while transfers are up compared to last winter term. Returning students are also up by 5.5%, helped some by the fall to winter FTIAC return rate of 90.8%, which is slightly greater than last year.

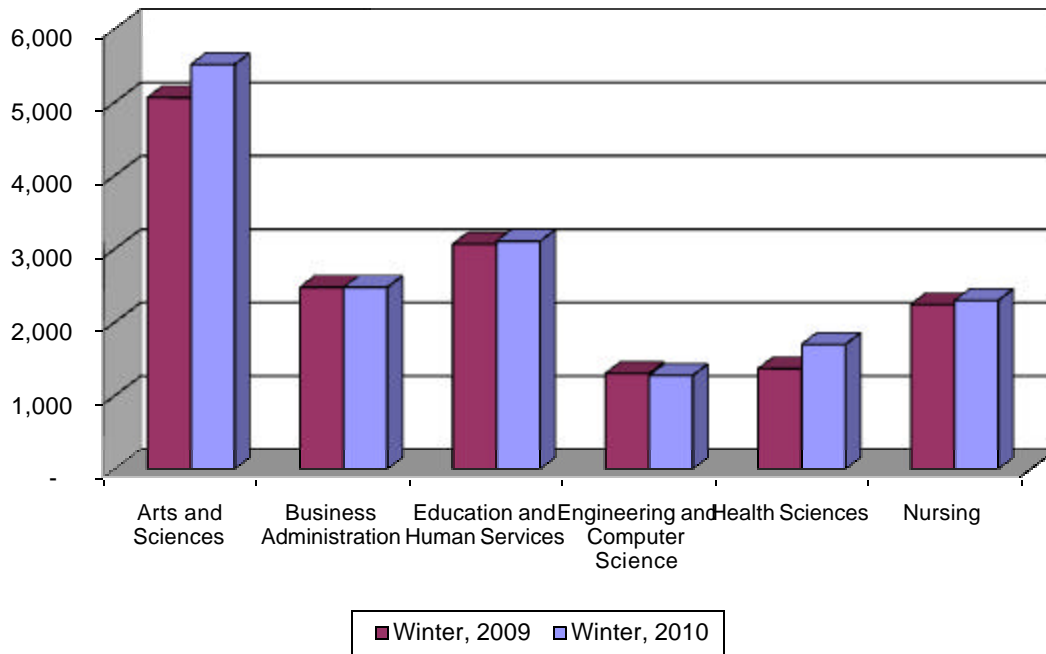
New graduate enrollment is up by 24%, as masters' level students are up by 6%, doctoral by 24%, and professional development by 79%. In addition, a nearly 2% increase in returning students contributed to the overall growth in graduate enrollment.

New Graduate by School/College

	Winter, 2009	Winter, 2010	%Change
College of Arts and Sciences	56	55	-1.8%
School of Business Administration	67	75	12%
School of Education & Human Services	216	307	42%
School of Engineering and Computer Science	57	66	16%
School of Health Sciences	10	20	100%
School of Nursing	47	39	-17%

The School of Nursing experienced a sharp decline in new graduate students, while the College of Arts and Sciences was flat. All the other schools saw significant growth in new graduate enrollment compared to last year.

Enrollment by School/College



SHS grew by 24% in headcount, and 10.5% in FYES, with most of the growth being in undergraduate students. SON increased by 2.5% in headcount, mostly in returning graduate students, while FYES is flat. The College of Arts and Sciences enrollment also grew in both undergraduate and graduate students, 9% overall, while FYES increased 8% compared to last year. Business Administration's headcount is flat, while FYES are up 3%, with increases occurring at graduate level. Education and Human Services is up in both headcount and FYES (1.3% and 9%), as graduate enrollment rebounded from last year's low. Engineering and Computer Science decreased by 2% in headcount (both undergraduate and graduate are down), but is up 5.4% in FYES.

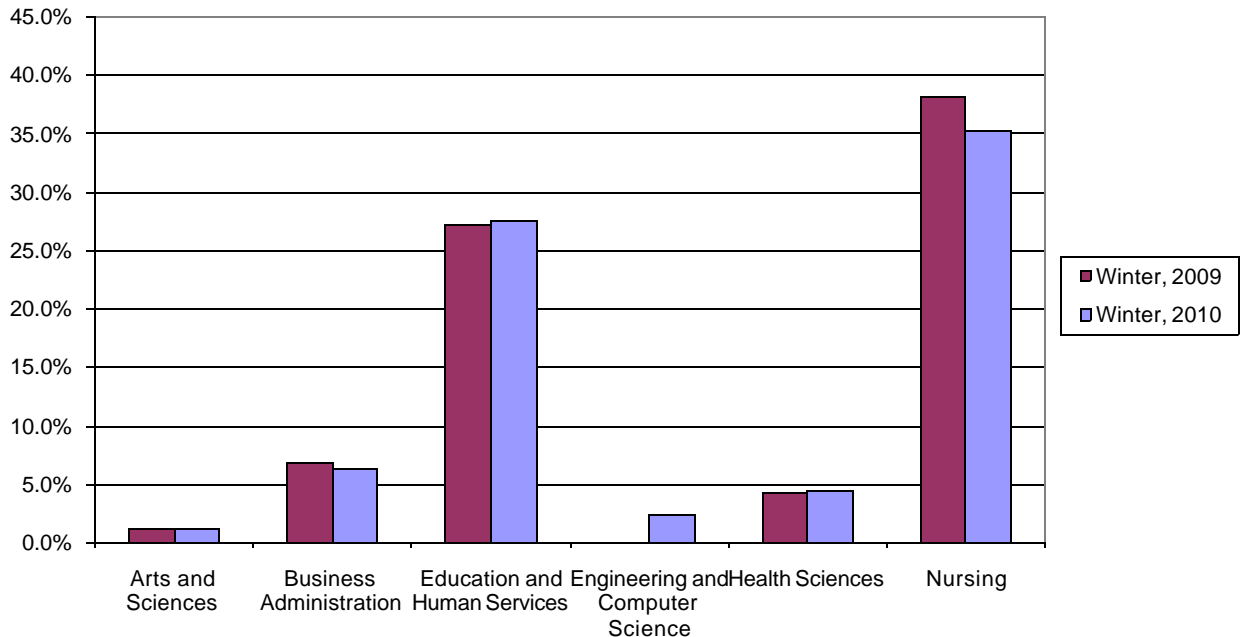
FYES by School/College

	Winter, 2009	Winter, 2010	% Change
College of Arts & Sciences	3,603	3,894	8.1%
School of Business Administration	680	702	3.2%
School of Education and Human Services	814	837	2.8%
School of Engineering and Computer Science	301	317	5.4%
School of Health Sciences	352	389	10.5%
School of Nursing	395	392	-0.8%
Honors College*	19	20	8.8%

*include KL from 200910

Looking at enrollment by location, off-campus enrollment is up slightly except in Business Administration and Nursing. The chart below depicts the credits generated off-campus in Winter 2009 and Winter 2010.

Off-Campus Courses by School/College
Percentage of Total Credits in Winter 2009 and Winter 2010



Macomb County Expansion

There are a total of 1196 students enrolled at either the Macomb University Center or Intermediate School District, 3.5% more than in Winter 2009. One third are enrolled exclusively at the Macomb sites and of these, 33 are new students, up from 20 last year.

Undergraduate and Graduate Enrollment at Macomb

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	109	771	880
Graduate	250	66	316
Total	359	837	1196

New Undergraduate and Graduate Enrollment at Macomb

New Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	12	51	63
Graduate	21	9	30
Total	33	60	93

Compare 2010 and 2009

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Winter 2010	359	837	1196
Winter 2009	339	817	1156
Differences	20	20	40
% Diff	5.9%	2.4%	3.5%

Most undergraduates taking classes at Macomb are also taking classes on OU's main campus (88%). 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. Although 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 that the flexibility and convenience provided by offering courses in both locations contributes to students' choice of OU.

Included in the undergraduate count are 299 Macomb to Oakland (M2O) students enrolled in OU classes. With 205 M2O students enrolled only in courses at MCC, the total M2O enrollment is 504, up 35% over last year.

M2O Enrollment by Campus

New Students	Exclusively OU	Mixed OU/MCC	Exclusively MCC	Total M2O
Winter 2010	209	90	205	504
Winter 2009	151	83	140	374
Differences	58	7	65	130
% Difference	38%	8%	46%	35%

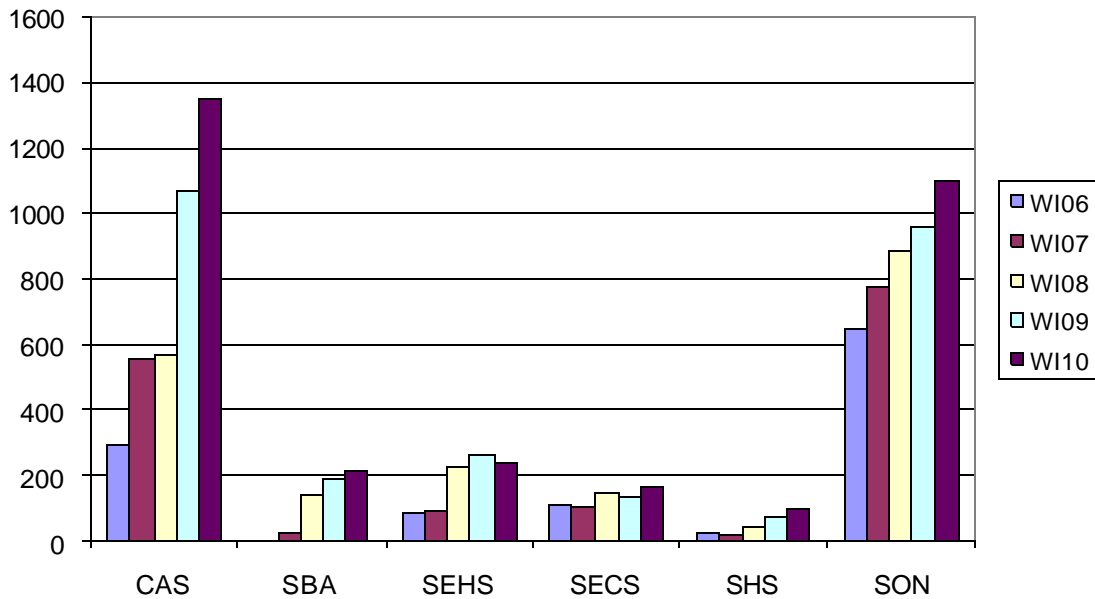
A significantly higher proportion of graduate students are enrolled exclusively at Macomb. Over 84% of SEHS students take all their courses at Macomb, as do about 15% of SBA students.

The table on page 5 summarizes Macomb University Center course enrollments by program for 2008 to 2010.

Course Enrollments by Program at Macomb Centers 2008 - 2010								
	Fall 2008		Winter 2009		Fall 2009		Winter 2010	
	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll
Arts & Sciences								
Communications	7	182	7	209	12	219	13	222
Journalism	4	84	4	56	3	38	3	41
CAS Support Courses	2	35	3	38	3	41	3	58
CAS Total	13	301	14	303	18	298	19	321
Business Administration								
MBA	4	45	1	7	2	27	2	23
SBA Undergraduate Programs	11	258	11	286	9	271	10	277
SBA Total	15	303	12	293	11	298	12	300
Education & Human Services								
Counseling MA (& CE)	5	136	4	69	6	101	4	87
Education Leadership PhD	3	22	3	24	2	12	2	16
Education Administration EdS - Macomb	4	40	4	34	5	60	4	42
Human Resource Development	8	159	7	200	8	180	8	174
Reading & Language Arts MAT (& CE)	6	70	5	97	6	62	7	84
Elementary Education/Certification	11	192	11	189	12	190	14	202
Educational Studies MAT, MATEE, MED (& CE)	10	144	8	101	10	139	11	145
Human Development & Child Studies (CE)	3	47	2	54	4	72	4	64
SEHS Total	50	810	44	768	53	816	54	814
Engineering & Computer Science								
SECS Undergraduate Programs	7	76	5	55	4	56	4	47
SECS Total	7	76	5	55	4	56	4	47
Health Sciences								
Occupational Health & Safety	3	44	1	4	1	31	0	0
Nursing								
	4	190	7	340	4	199	6	289.0
University Total	92	1724	83	1763	91	1698	95	1771

On-line course offerings continue to grow. The chart on page 6 shows the trend in enrollments in totally on-line courses since 2006.

Growth in WEB Enrollments Winter 2006 - Winter 2010



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 2010 Web Course Offering, Enrollment, and Credit Hours by School/College				
		Total	Internet	% Internet
CAS	#	1,308	54	4.1%
	Enrld	32,180	1,348	4.2%
	SCH	115,762	5,355	4.6%
SBA	#	223	8	3.6%
	Enrld	5,937	216	3.6%
	SCH	20,282	733	3.6%
SEHS	#	361	16	4.4%
	Enrld	5,306	240	4.5%
	SCH	21,391	775	3.6%
SECS	#	202	6	3.0%
	Enrld	2,951	165	5.6%
	SCH	8,635	654	7.6%
SHS	#	160	7	4.4%
	Enrld	3,288	99	3.0%
	SCH	10,066	276	2.7%
SON	#	139	34	24.5%
	Enrld	4,354	1,102	25.3%
	SCH	11,866	3,242	27.3%

So far cumulative FYES for FY10 is 14,390, compared to 13,667 at this point last year, an increase of 5%. OU is on track to exceed FYES projections for the year.