

September 27, 2010

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director
Institutional Research and Assessment

Subject: Fall 2010 Enrollment

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.

	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. 2,311 first year students (FTIAC) are enrolled, down 6% from 2009, but the number of new transfers is up to 1,825, the largest class of transfer students to date. New other (non-degree) enrollment is down due to drops in high school and post-bachelor students. Returning student enrollment is up 3.4%. The first-year student (FTIAC) return rate is 73% for the fall 2009 cohort, a decrease of 1% compared to the 2008 cohort.

While undergraduate headcount increased by 2%, credits increased by 3%, returning to the typical pattern in which credits increase at a higher rate than headcount. In fall 2010, the percent of full-time students remains 74%, but average credits increased slightly, from 12.2 to 12.3. Average credits for new first-year students in particular, went from 14.3 to 14.8, as the percent of students enrolled for 14 or more credits went from 60% to 67%. Students (and parents) apparently responded to the message about the importance of a full credit load, which, hopefully, will help improve first-year retention.

	New Student Enrollment							
	FTIAC	Transfer	Other UG	Total New UG	Master's level	Doctoral Level	Profssnl Devpmnt	Total New Grad
Fall 2010	2,311	1,825	516	4,652	767	175	52	994
Fall 2009	2,466	1,677	612	4,755	830	240	134	1,204
Difference	-155	148	-96	-103	-63	-65	-82	-210
% Diff	-6.3%	8.8%	-15.7%	-2.2%	-7.6%	-27%	-61%	-17.4%

*New Transfers include Second UG Degree Students

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

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).

Enrollment by School/College

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

	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%

FTIACs are up in the College, Education and Human Services, and Engineering and Computer Science, but down in the other schools. New transfer students are up the College and all the schools except Engineering and Computer Science. At the graduate level, only SHS had a small increase in new master's students, while doctoral enrollment is flat in CAS and down everywhere else.

The following table shows the rate of increase or decrease in majors, SCH and FYES by school compared to Fall 2009.

	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%

Source: Official section files, fall 2010 and fall 2009

OU at Macomb

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. Enrollment has increased in courses offered by CAS, SBA, and SECS, but is down significantly in SEHS and SON.

Total Students	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%

About 72% of graduate students who take classes at Macomb are enrolled exclusively there, compared to only 10% of undergraduates. Total enrollment breaks out as follows:

Total Students Fall 2010	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	88	764	852
Graduate	194	75	269
Total	282	839	1,121

New student enrollment is down at both the undergraduate and graduate levels.

New Students	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%

Macomb's new students break out as follows:

New Students Fall 2010	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	16	94	110
Graduate	77	10	87
Total	93	104	197

There are also 924 continuing students at the two sites, 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. The Registrar reports that there are 594 M2O students enrolled this fall, compared to 531 in 2009, an increase of 12%. The table below compares 2010 M2O enrollment to 2009.

M2O	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
Fall 2010	290	183	121	594
Fall 2009	240	176	115	531
Differences	50	7	6	63
% Diff	21%	4%	5%	12%

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

Annual FYES

Total FYES production to date for FY11 is 8,032, about 2.5% over last year at this time and on track to meet FYES targets for the year.