

February 22, 2011

MEMORANDUM

TO: Oakland University Community

FROM: Laura Schartman, Director  
Institutional Research and Assessment

Subject: Winter 2011 Official Enrollment

Official headcount for Winter 2011 is 18,158, up 1.8% over last year. Credits are 191,972, and FYES are 6,647, close to 2% up from last year. The table below shows the breakout.

	HEADCOUNT			CREDITS			FYES*		
	UG	GRAD	TOTAL	UG	GRAD	TOTAL	UG	GRAD	TOTAL
Winter 11	14,655	3,503	18,158	170,840	21,132	191,972	5,673	973	6,647
Winter 10	14,173	3,671	17,844	165,904	22,709	188,613	5,507	1,045	6,551
Difference	482	-168	314	4,936	-1,577	3,359	166	-71	95
% change	3.4%	-4.6%	1.8%	3.0%	-6.9%	1.8%	3.0%	-6.8%	1.5%

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

**Undergraduate Enrollment**

Undergraduate enrollment is up by 3.4%, while credits and FYES increased by 3%. The implementation of full-year enrollment resulted in some front-loading of undergraduate enrollment, so there was more correction after the start of classes. Although headcount increased between the first day and the count date, the proportion of students who withdrew from all classes increased slightly (from 2.4% to 2.7%) while credits decreased by 0.7% in that period.

**NEW STUDENT ENROLLMENT**

	NEW FTIAC	NEW TRANS*	OTHER UG**	TOTAL UG	GRAD I	GRAD II	OTHER GRAD	TOTAL GRAD
Winter 11	37	704	249	990	297	48	130	475
Winter 10	42	655	292	989	330	51	181	562
Difference	-5	49	-43	1	-33	-3	-51	-87
% change	-11.9%	7.5%	-14.7%	0.1%	-10.0%	-5.9%	-28.2%	-15.5%

\* New Transfers include Second UG Degree Students

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

New FTIACs and other undergraduate students are down, while transfers are up compared to last winter term. Returning students are also up almost 4%, while the fall to winter FTIAC return rate is 90.8%, the same as last year.

So far cumulative FYES for FY11 is 14,679, compared to 14,390 at this point last year, an increase of 2%. OU is on track to exceed FYES projections for the year.

### Graduate Enrollment

New graduate enrollment is down by 15%, as masters' level students are down by 10%, doctoral by 6%, and professional development by 28%. In addition, a nearly 3% decrease in returning students contributed to the overall decline in graduate enrollment.

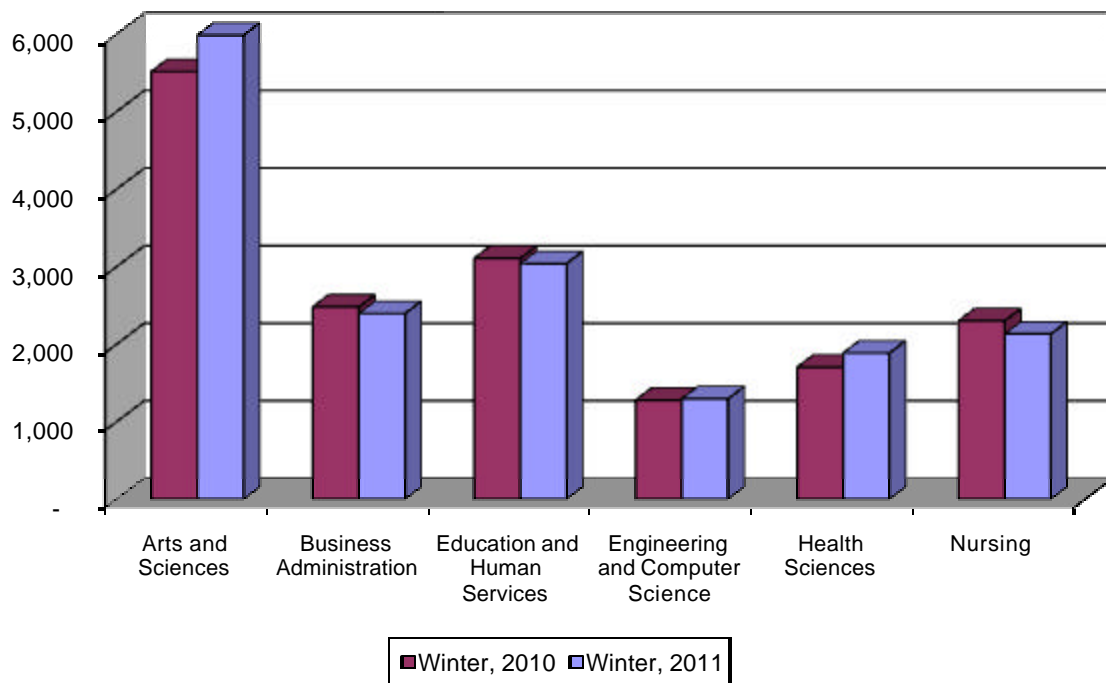
New Graduate by School/College			
	Winter, 2010	Winter, 2011	%Change
College of Arts and Sciences	55	49	-10.9%
School of Business Administration	75	51	-32.0%
School of Education & Human Services	307	276	-10.1%
School of Engineering and Computer Science	66	48	-27.3%
School of Health Sciences	20	13	-35.0%
School of Nursing	39	38	-2.6%

All the schools and the College lost new graduate enrollment compared to last year. The schools of Health Sciences, Business Administration, and Engineering and Computer Science experienced the sharpest declines, while Nursing dropped the least.

### Winter Enrollment by School/College

Health Sciences grew by 11% in headcount, and 3% in FYES, with most of the growth occurring in undergraduate enrollment. Nursing decreased by 7% in headcount, mostly in returning undergraduate students, while FYES is up 6%.

### Change in Enrollment by School/College



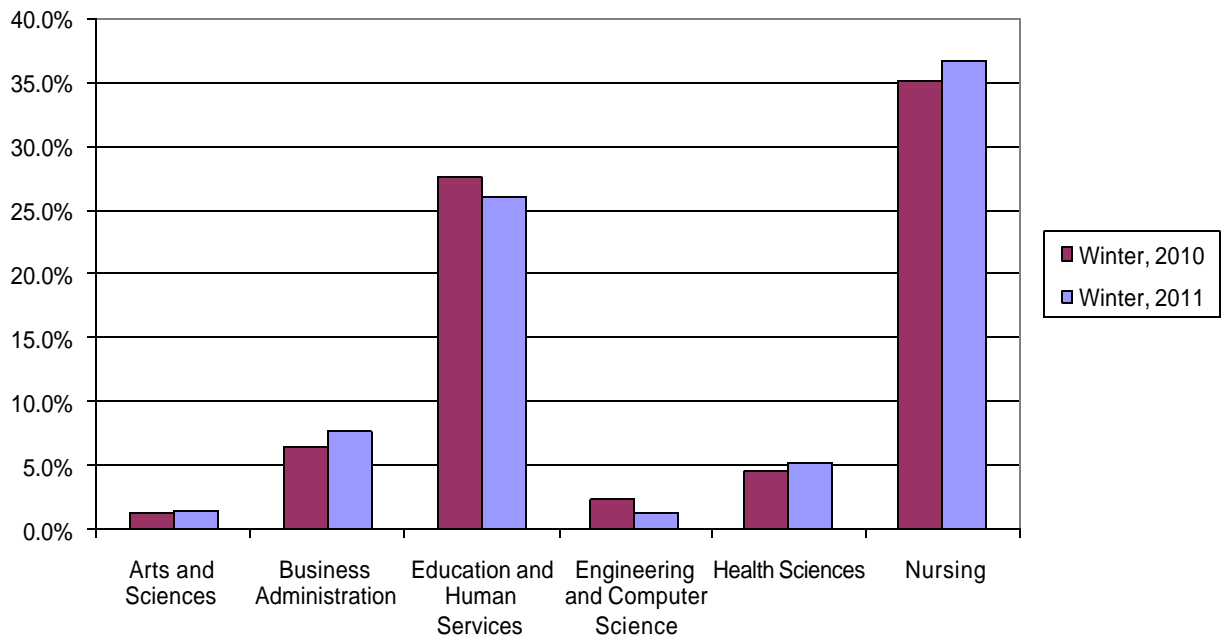
Arts and Sciences is up almost 9%, thanks to continuing growth of undergraduate enrollment, while FYES increased 3% compared to last year. In Business Administration, headcount is down 3% and FYES are down 2%. Education and Human Services is down in both headcount and FYES (2 % and 3%), mostly due to continued low graduate enrollment. Engineering and Computer Science increased by 1% in headcount (undergraduate is up), but is down 4% in FYES.

Compare Difference in Headcount, Student Credit Hours and FYES by School and Level									
By Level	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	9.6%	3.2%	3.1%	-4.5%	-7.3%	-7.1%	8.5%	2.9%	2.8%
SBA	-1.6%	-0.9%	-1%	-10.9%	-7.0%	-7.3%	-3.4%	-1.8%	-2.1%
SEHS	2.6%	7.0%	7.0%	-5.5%	-10.7%	-10.9%	-2.2%	-2.0%	-3.4%
SECS	3.3%	-3.6%	-3.6%	-3.0%	-5.0%	-3.2%	1.3%	-3.9%	-3.5%
SHS	13.4%	5.4%	4.6%	-4.0%	1.8%	0.8%	10.8%	4.6%	3.3%
SON	-9.7%	4.8%	6.2%	10.1%	3.6%	5.6%	-7.4%	4.6%	6.1%
OU	3.4%	3.0%	3.0%	-4.6%	-7.0%	-6.7%	1.8%	1.8%	1.5%

### Off-Campus Enrollment

Looking at enrollment by location, off-campus enrollment is up slightly except in Education and Human Services and Engineering and Computer Science. The chart below depicts the credits generated off-campus in Winter 2010 and Winter 2011.

Off-Campus Courses by School/College  
Percentage of Total Credits in Winter 2010 and Winter 2011



### Macomb County Expansion

There are a total of 1139 students enrolled at either the Macomb University Center or Intermediate School District, 5% less than in Winter 2010. About 28% of these students are enrolled exclusively at the Macomb sites.

#### Undergraduate and Graduate Enrollment at Macomb

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	128	766	894
Graduate	187	58	245
Total	315	824	1139

#### New Undergraduate and Graduate Enrollment at Macomb

New Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	10	35	45
Graduate	14	4	18
Total	24	39	63

#### Compare 2011 and 2010

Total Students	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Winter 2011	315	824	1139
Winter 2010	359	837	1196
Differences	-44	-13	-57
% Diff	-12.3%	-1.6%	-4.8%

Most undergraduates taking classes at Macomb are also taking classes on OU's main campus (86%). A significantly higher proportion of graduate students are enrolled exclusively at Macomb. Over 80% of SEHS students take all their courses at Macomb, as do about 23% of SBA students.

The table on page 5 summarizes Macomb University Center course enrollments by program for 2009 to 2011. The programs in Communications and undergraduate Business Administration have been growing at a steady pace. Health Sciences and Nursing offered no courses in Macomb this semester.

## Course Enrollments by Program at Macomb Centers 2009 - 2011

	Fall 2009		Winter 2010		Fall 2010		Winter 2011	
	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll	# Sect	Enroll
<b>Arts &amp; Sciences</b>								
<b>Communications</b>	12	219	10	222	8	195	12	268
<b>Journalism</b>	3	38	3	41	3	28	1	16
<b>CAS Support Courses</b>	3	41	3	58	6	116	4	101
<b>CAS Total</b>	<b>18</b>	<b>298</b>	<b>16</b>	<b>321</b>	<b>17</b>	<b>339</b>	<b>17</b>	<b>385</b>
<b>Business Administration</b>								
<b>MBA</b>	2	27	2	23	2	18	2	16
<b>SBA Undergraduate Programs</b>	9	271	10	277	11	313	15	372
<b>SBA Total</b>	<b>11</b>	<b>298</b>	<b>12</b>	<b>300</b>	<b>13</b>	<b>331</b>	<b>17</b>	<b>388</b>
<b>Education &amp; Human Services</b>								
<b>Counseling MA (&amp; CE)</b>	6	101	4	87	6	95	4	52
<b>Education Leadership PhD</b>	2	12	2	16	1	8	0	7
<b>Education Administration EdS - Macomb</b>	5	60	4	42	4	56	4	53
<b>Human Resource Development</b>	8	180	8	174	8	177	11	244
<b>Reading &amp; Language Arts MAT (&amp; CE)</b>	6	62	7	84	3	48	6	64
<b>Elementary Education/Certification</b>	12	190	14	202	12	161	13	181
<b>Educational Studies MAT, MATEE, MED (&amp; CE)</b>	10	139	11	145	9	118	8	106
<b>Human Development &amp; Child Studies/Special Ed</b>	4	72	4	64	5	56	4	47
<b>SEHS Total</b>	<b>53</b>	<b>816</b>	<b>54</b>	<b>814</b>	<b>48</b>	<b>719</b>	<b>50</b>	<b>754</b>
<b>Engineering &amp; Computer Science</b>								
<b>SECS Undergraduate Programs</b>	4	56	4	47	6	86	4	47
<b>Health Sciences</b>								
<b>*Occupational Health &amp; Safety</b>	1	31	0	0	2	30	0	0
<b>Nursing</b>	4	199	6	289	2	82	0	0
<b>University Total</b>	<b>91</b>	<b>1698</b>	<b>92</b>	<b>1771</b>	<b>88</b>	<b>1587</b>	<b>88</b>	<b>1574</b>

### Community College Consortium Enrollments

Included in the undergraduate count are 380 Macomb to Oakland (M2O) students enrolled in OU classes and 11 students from OCC to Oakland (O2O) students. With 153 M2O students enrolled only in courses at MCC, the total M2O enrollment is 533, up 6% over last year.

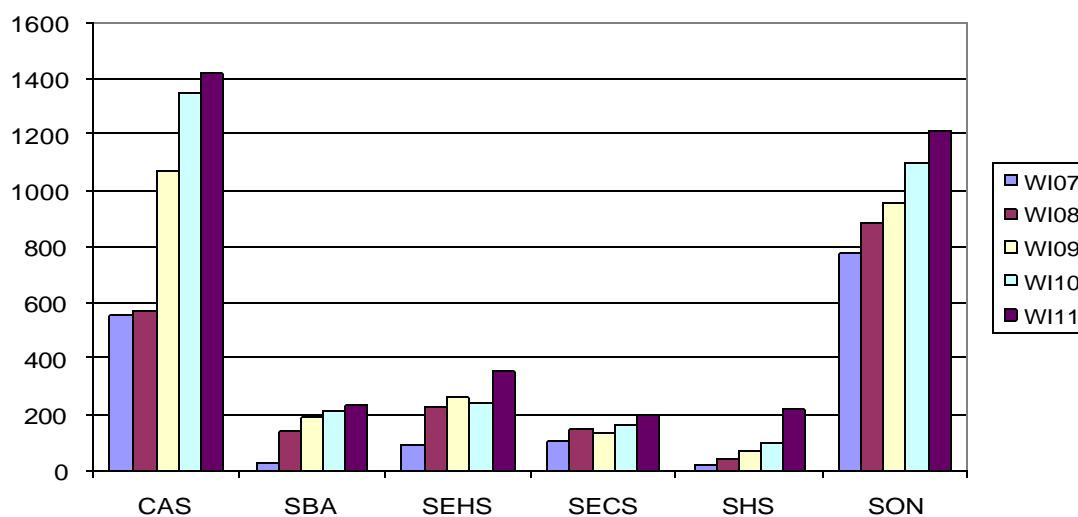
#### M2O Enrollment by Campus

	Exclusively OU	Mixed OU/MCC	Exclusively MCC	Total M2O
Winter 2011	284	96	153	533
Winter 2010	209	90	205	504
Differences	75	6	-52	29
% Difference	36%	7%	-25%	6%

### Enrollment in On-line Courses

On-line course offerings continue to grow. The chart below shows the trend in enrollments in totally on-line courses since 2007.

**Growth in WEB Enrollments Winter 2007 - Winter 2011**



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 2011 Web Course Offering, Enrollment, and Credit Hours by School/College				
		Total	Internet	% Internet
<b>CAS</b>	#	1,156	51	4.4%
	Enrld	33,181	1,419	4.3%
	SCH	119,130	5,654	4.7%
<b>SBA</b>	#	225	10	4.4%
	Enrld	5,867	232	4.0%
	SCH	19,911	776	3.9%
<b>SEHS</b>	#	294	22	7.5%
	Enrld	5,366	353	6.6%
	SCH	20,960	1,180	5.6%
<b>SECS</b>	#	129	7	5.4%
	Enrld	2,924	195	6.7%
	SCH	8,299	777	9.4%
<b>SHS</b>	#	137	12	8.8%
	Enrld	3,409	221	6.5%
	SCH	10,526	679	6.5%
<b>SON</b>	#	123	34	27.6%
	Enrld	4,614	1,217	26.4%
	SCH	12,414	3,357	27.0%