

Oakland University Enrollment Report: Fall 2018

OIRA

November 2018



Introduction and Executive Summary

Official headcount for fall 2018, including students in the School of Medicine (SOM), is 19,309, down 0.1% compared to last year. Total FYES production to date for FY18 is 8,661.4, about the same as last year.

Table I shows the breakout of fall 2018 compared to fall 2017. The School of Medicine (SOM) enrollment is included in the graduate totals. 494 SOM students are enrolled for a total of 21,140 credits and 247 FYES*.

Table I: Comparison of fall headcount, Credits and FYES

	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2018	15,799	3,510	19,309	204,648	41,084	245,732	6,816	1,182	7,998
Fall 2017	15,901	3,432	19,333	204,224	39,711	243,935	6,803	1,137	7,941
Difference	-102	78	-24	424	1,373	1,797	12	45	57
% Change	-0.6%	2.3%	-0.1%	0.2%	3.5%	0.7%	0.2%	4.0%	0.7%

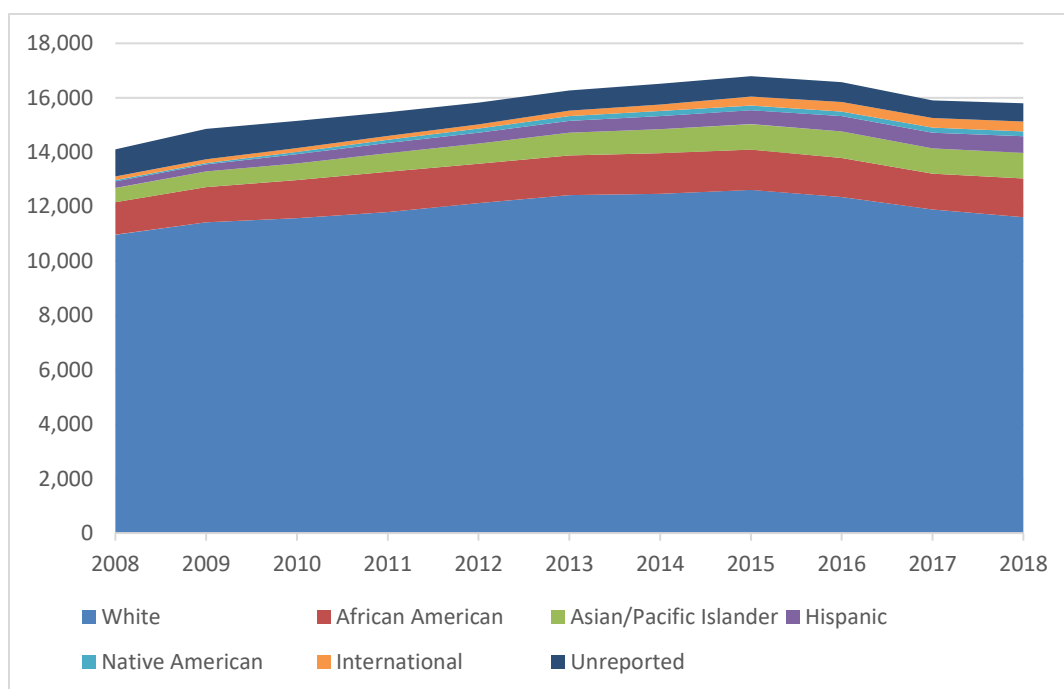
* SOM students are enrolled in an average of 42.79 credits, compared to 11 credits for full-time doctoral students in other programs, so SOM FYES is calculated differently. The result is that changes in graduate credits may not mirror changes in FYES.

Undergraduate enrollment

Undergraduate headcount decreased by 0.6%, but credits increased by 0.2% compared to last year. This is much better than what was projected, due in part to the almost 10% increase in new first-year students (FTIACs). Undergraduates continue to enroll full-time at an increasing rate: 80% of undergraduates are enrolled full-time this year compared to 75% in 2012. Average credits also increased again, from 12.86 to 12.96.

The undergraduate population continues to become more diverse. Of students whose race/ethnicity is reported, 74% are white, compared to 77% in 2012; 9% are African-American, 5.9% Asian, 3.8% Hispanic, 1.2% Native American, while about 4.3% are unreported.

Figure 1: Breakdown of undergraduate enrollment by race/ethnicity 2007 to 2018

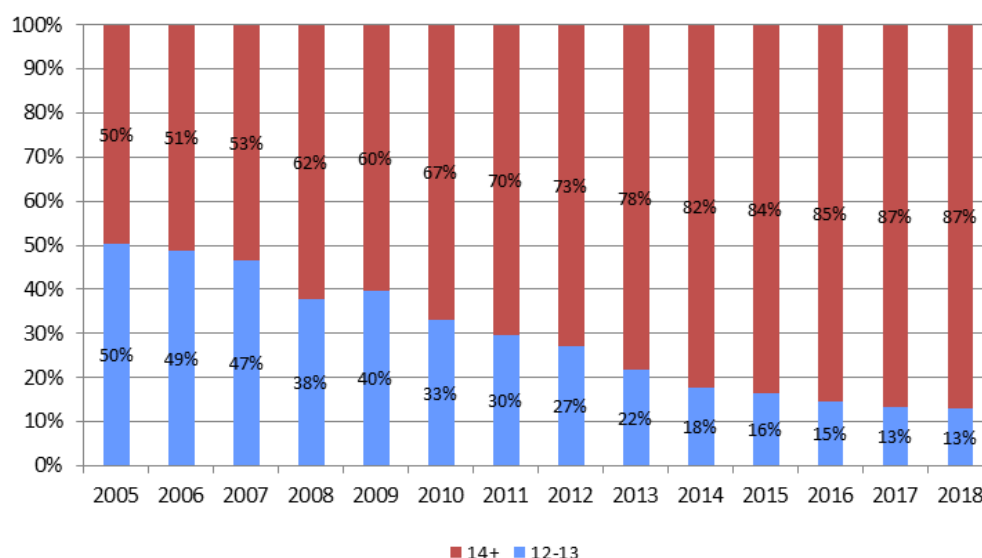


The gender mix also continued its trend toward more balance. This fall, women make up 56.4% of undergraduates, compared to 60.2% in fall 2012 (and 64% in 2000).

FTIACs – 2,700 first year students (FTIACs) enrolled for fall, 9.9% more than last year. 99% of FTIACs are enrolled full-time. Attesting to the success of OU's messaging about the importance of enrolling in 16 credits, average credits for new first-year students increased again, from 15.67 to 15.75. The percentage of FTIACs taking 14 or more credits has been increasing since 2006 (see Figure 2), and as a result, the proportion of students who achieved sophomore or higher status at the end of the first year has

increased from 41% for the 2003 cohort to 65% for the 2017 cohort. This percentage is an essential metric for tracking eventual cohort graduation rates and its rise is closely correlated with increases in 4-year graduation rates. 31% of the 2014 cohort graduated in 4 years, compared to just 12% of the 2003 cohort.

Figure 2: % of full-time FTIACs enrolled in 14 or more credits: 2005 to 2018



The levels of preparation of incoming students continues to be strong. The average HS GPA for 2018 FTIACs is 3.5, the highest since before 1978. The average ACT score is 24.6, however, the State of Michigan has changed over to the SAT, and test score data may not be as representative during the transition phase. Historical ACT and HS GPA can be found on the [OIRA website](#). SAT total score average is 1,128.

While 77% of FTIACs still come from the tri-county area (Oakland, Macomb, and Wayne counties), enrollment from other Michigan counties has been increasing and 19.6% of FTIACs are from outside the tri-county area this fall, compared to 14% in 2012. FTIACs now come from 58 of Michigan's 83 counties, a significant increase over 2005, when only 37 counties were represented. Out-of-state student enrollment is slightly increased from 1.8% to 2.3%, while international student enrollment decreased from 1.3% to 0.9%.

Minority students make up 26% of this year's incoming class. 14% of FTIACs are African-American, 6.1% Asian-American, 5.2% Hispanic, 1% Native American, and 0.2% Native Hawaiian. Total new and returning undergraduate student numbers are presented in Table II.

Table II: New* and returning undergraduate students

	FTIACs	Transfer	Other UG	Total New UG	Returning UG
Fall 2018	2,700	1,466	325	4,491	11,308
Fall 2017	2,456	1,513	360	4,329	11,572
Difference	244	-47	-35	162	-264
% Change	9.9%	-3.1%	-9.7%	3.7%	-2.3%

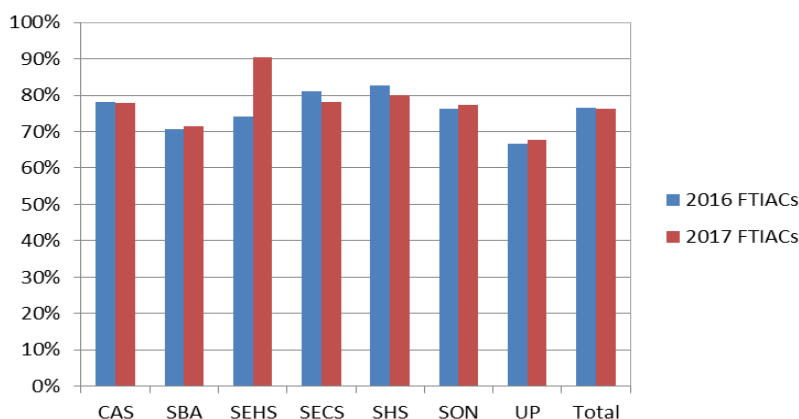
*New students include student admitted in both summer and fall. Transfers include second undergraduate degree students

New Transfers – Students who originally entered OU as transfer students comprise 38% of all undergraduates. At 1,466, the number of new transfers is down 3.1% compared to last year.

The primary feeder schools for transfer students are Oakland Community College (29%) and Macomb Community College (26%), with 55% of incoming transfers. Only about 22% of transfer students come from four-year schools in Michigan. 79% of transfer students are enrolled full time, 58% are female, 19% are from minority backgrounds. 89% are from the tri-county area, 11% are from other Michigan counties, and 5.2% are originally from other states or countries.

Returning undergraduate students - The number of returning undergraduates fell 2.3% compared to 2017, due in part to a substantial increase in the number of students graduating in 2017-18. The first-year student (FTIAC) return rate is 76.4% for the fall 2017FTIAC cohort, compared to 75% for the 2016 cohort. Historical retention rate data can be found on the [OIRA website](#). Retention rates by school and college for the past two years are shown in the chart below.

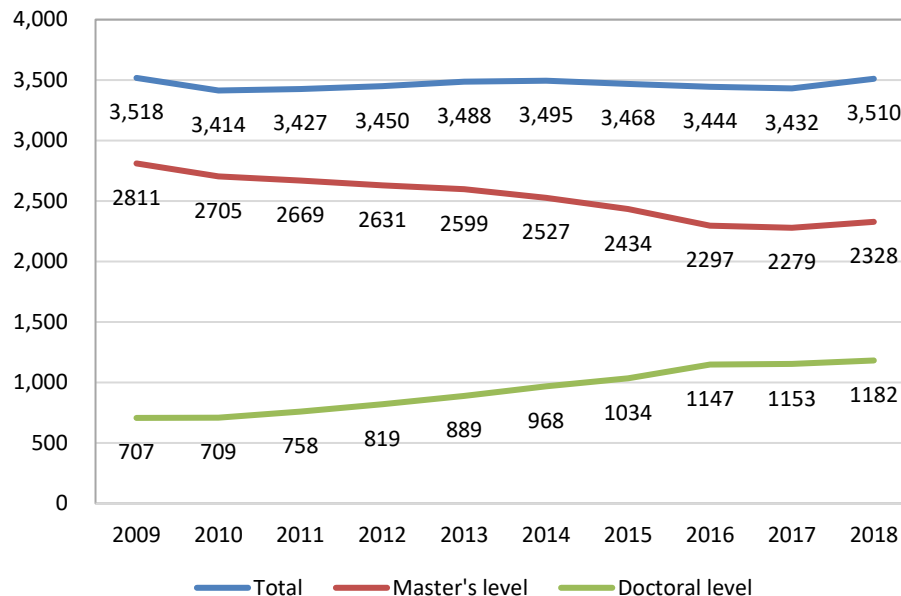
Figure 3: 2016-2017 FTIAC's first year retention by college and schools



Graduate enrollment

Overall, graduate headcount is 2.3% higher than last year. Graduate FYES are up by 4% while credits increased by 3.5%. (The difference is due to the larger number of credits taken by SOM students.) Enrollment in the School of Medicine (SOM) is up to 494, close to their planned maximum enrollment of 500 students.

Figure 4: Graduate enrollment 2009 – 2018



While overall master's level (grad I) enrollment is up 2.2%, new grad I enrollment is down 0.8%, with most of the growth in SHS.

Table III: New* graduate students

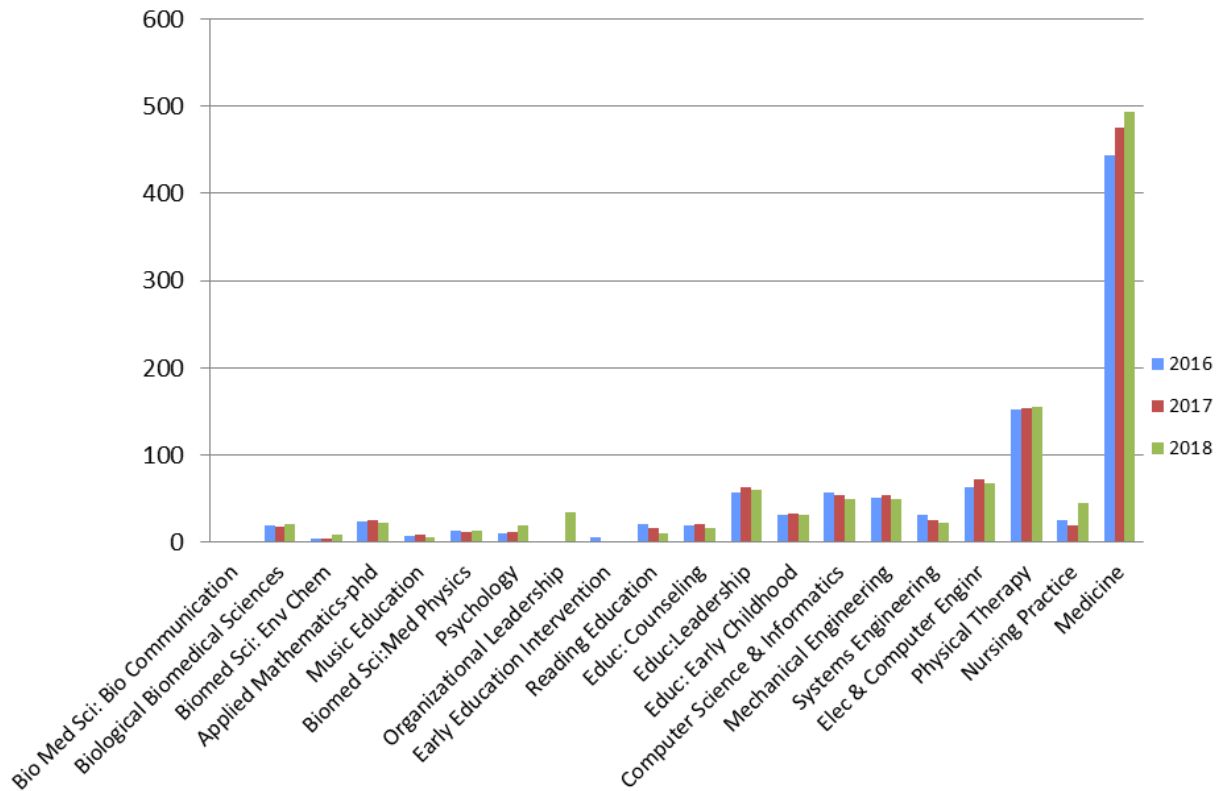
	Master's Level (G1)	Doctoral Level (G2)	Professional Development (G1)	School of Medicine (G2)	Total New Grad
Fall 2018	746	173	64	123	1106
Fall 2017	752	141	57	122	1072
Difference	-6	32	7	1	34
% Change	-0.8%	23%	12%	0.8%	3.2%

* New students include students admitted in either summer or fall. Grad II includes students in doctoral or specialist programs.

The number of new doctoral students outside of SOM increased by 23.

The chart below shows total doctoral enrollment by program. The 494 SOM students make up almost 42% of total doctoral enrollment. More detail on enrollment by school/college is found in the next section.

Figure 5: Doctoral enrollment 2016-2018



Returning graduate student enrollment is up 1.9% over last year. Much of this growth was buoyed by grad I, where returning enrollment was up 4.5%.

Enrollment by school or college

Comparison to 2017 – Engineering and Computer Science (SECS) enrollment is up at both the undergraduate and graduate levels, while Education and Human Services (SEHS) and Business Administration (SBA) are down at both levels. Arts and Science (CAS), Health Science (SHS), and Nursing (SON) are down in undergraduate enrollment, but up in graduate. The following table illustrates the change in students, student credit hours (SCH) and FYES by school compared to fall 2017. (The OU total includes SOM).

Table IV: Change in headcount, student credit hours & FYES by school & level

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	-1.5%	-1.7%	-1.7%	6.0%	6.5%	8.1%	-1.0%	-1.6%	-1.5%
SBA	-3.6%	-3.5%	-3.5%	-4.1%	-6.4%	-6.8%	-3.7%	-3.8%	-3.9%
SEHS	-1.9%	2.2%	2.2%	-3.2%	3.1%	2.7%	-2.5%	2.5%	2.4%
SECS	6.6%	10.6%	10.4%	10.7%	12.5%	9.0%	7.5%	11.0%	10.1%
SHS	-4.8%	0.5%	0.4%	1.2%	3.1%	3.3%	-4.1%	1.0%	1.3%
SON	-1.1%	7.8%	7.8%	1.7%	-0.1%	5.8%	-0.7%	6.6%	7.4%
OU	-0.6%	0.2%	0.2%	2.3%	3.3%	3.8%	-0.1%	0.7%	0.7%

Table V compares new student enrollment by school. Enrollment increased or decreased at varying rates across schools and levels.

Table V: New student enrollment by school/college 2017-2018

	FTIAC			Transfer			Masters			Doctoral		
	2018	2017	% diff	2018	2017	% diff	2018	2017	% diff	2018	2017	% diff
CAS	968	834	16%	463	505	-8.3%	106	112	-5.4%	22	19	16%
SBA	349	348	0.3%	220	247	-11%	139	131	6.1%	0	0	
SEHS	67	72	-6.9%	113	107	5.6%	204	218	-6.4%	65	47	38%
SECS	524	462	13%	269	261	3.1%	204	196	4.1%	18	32	-44%
SHS	298	295	1.0%	136	168	-19%	51	35	46%	38	39	-2.6%
SOM										123	122	0.8%
SON	164	150	9.3%	215	189	14%	42	60	-30%	30	4	650%

Enrollment trends – Figure 6 (next page) shows enrollment (headcount) trends by school/college since 2009. CAS grew steadily from 1998 through 2013, but has now had five years of declining enrollment. SHS had also experienced steady growth, but has now shown enrollment declines for 4 straight years. SON grew rapidly from 2000 through 2009, but has declined 8 years in a row. SEHS has been losing enrollment since it peaked at over 4,000 in 2004 and has had 7 years of enrollment declines. SBA

is slightly down this year after the highest enrollment in 2016. After a 7-year decline in the early 2000s, SECS enrollment has increased every year since 2012. SOM continues to grow and is now just a few students short of its planned capacity.

Figure 6: Enrollment in majors/programs by college or school, fall 2009-2018

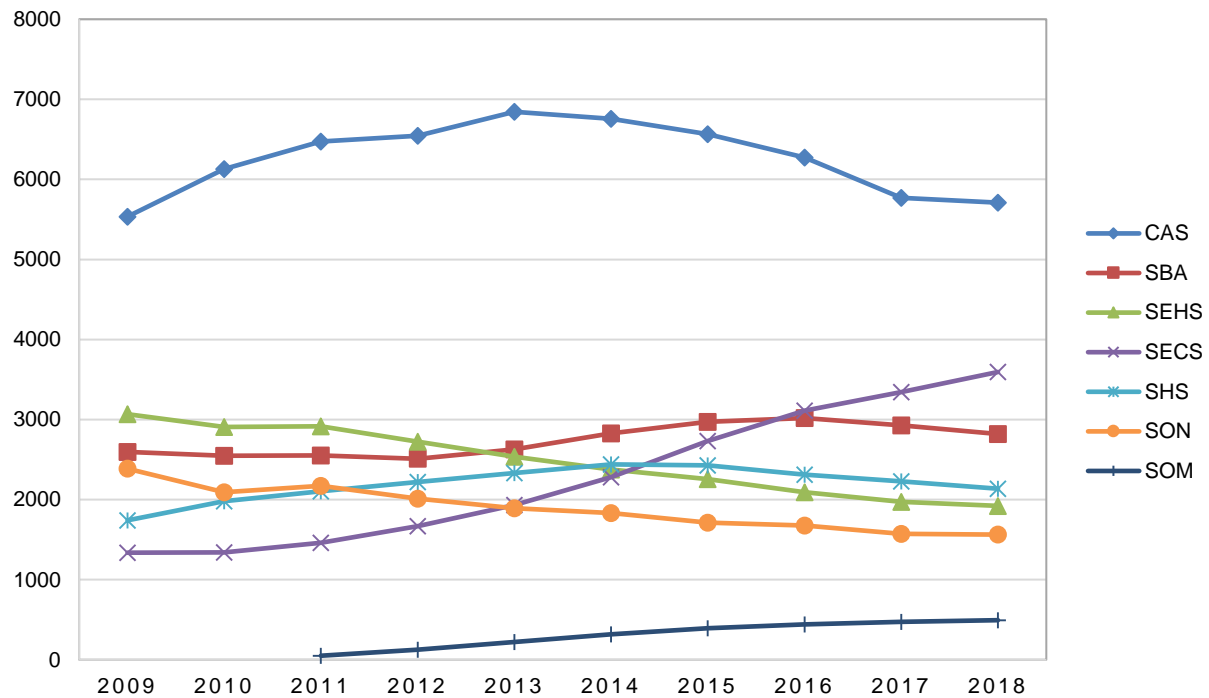


Figure 7 and the table on the next page show the distribution of credits and FYES for the College and the schools as well.

Figure 7: Total student credit hours taught by school/college

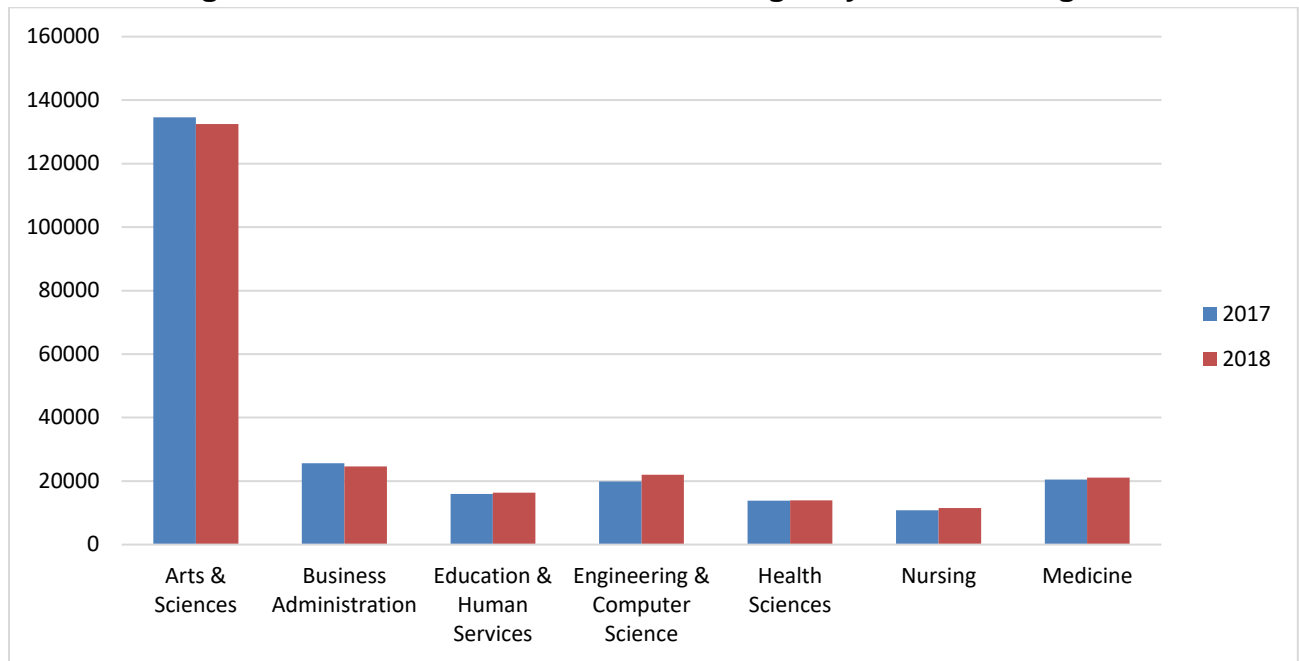


Table VI recalculates the credits as FYES and shows the distribution for the last five years.

Table VI: FYES by school/college

	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	One year % Change	5 years % Change
CAS	4,782	4,763	4,878	4,769	4,522	4,455	-1.5%	-6.8%
SBA	764	825	859	871	877	843	-3.9%	10%
SEHS	716	687	669	639	600	615	2.4%	-14%
SECS	411	488	576	662	714	786	10.1%	91%
SHS	540	560	545	537	523	530	1.3%	-1.9%
SON	379	371	358	372	374	402	7.4%	6.1%
SOM	112	159	196	222	238	247	4.0%	121%

Other analyses of SCH can be found at the OIRA website.

Place and time: off-campus, evening, and online enrollment

In past years, most OU students needing flexibility in scheduling had the choice to take classes in the evening or at an off-campus location (usually also in the evening). However, with the growth in online courses and programs, flexibility has increased and enrollment patterns have changed. The figures below display those changing patterns. Note that the area of most growth is in traditional undergraduate students taking at least one online course. (SOM is included in the traditional on-campus graduate enrollment).

Figure 8: Undergraduate enrollment by type/location

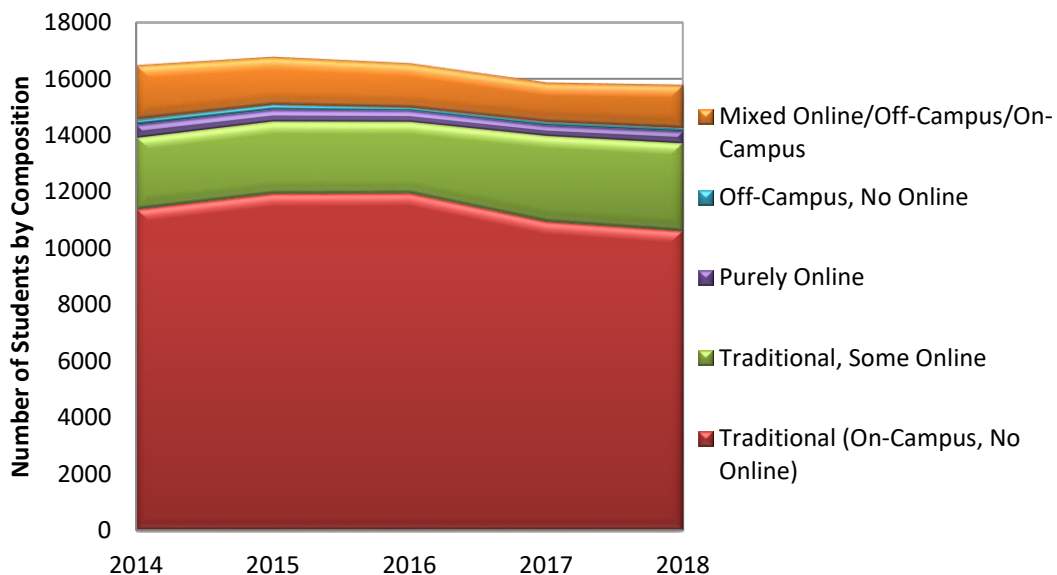
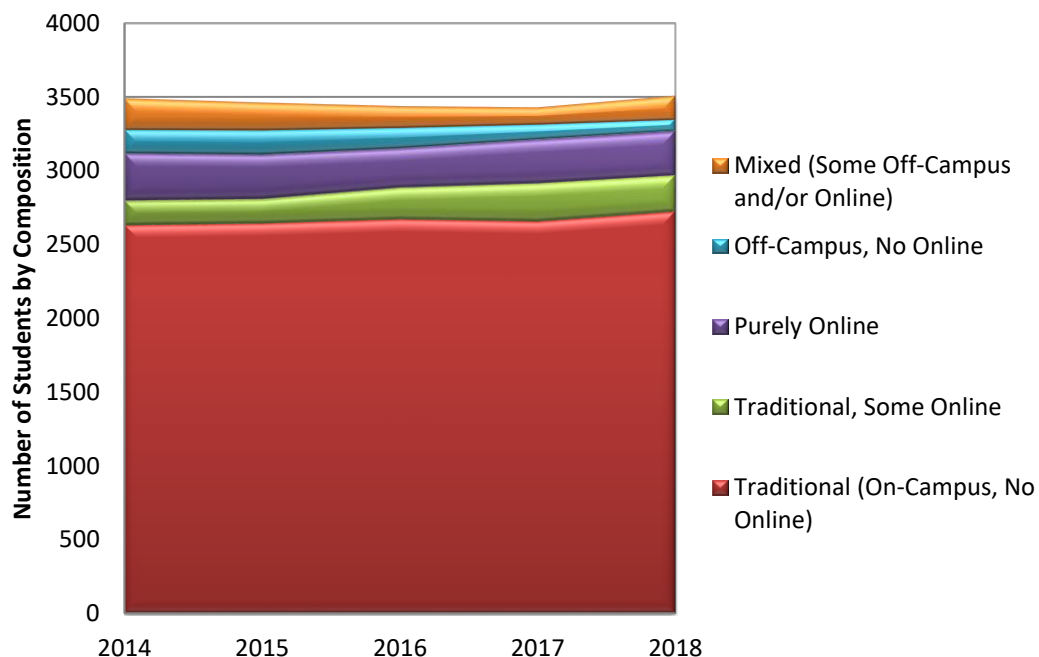


Figure 9: Graduate enrollment by type/location



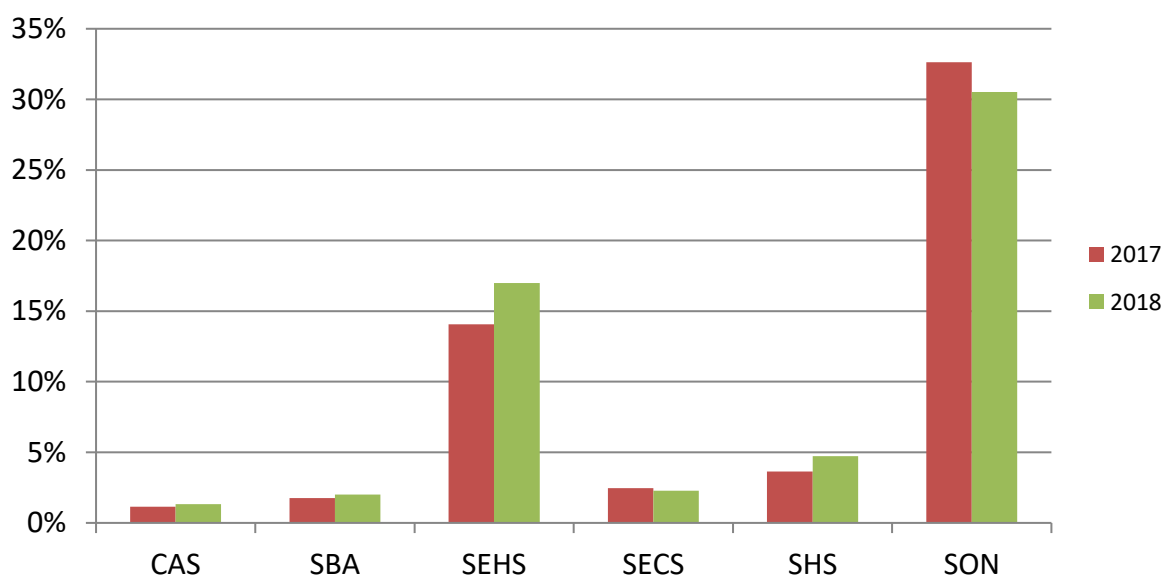
Off-campus enrollment – The table below displays the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students' enrolled mixed on- and off-campus increased, while exclusively off-campus is down. Undergraduate students continue to enroll primarily in classes on the OU campus. For this analysis, online is included in on-campus.

Table VII: Undergraduate and graduate enrollment by location

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2018	0.6%	2.3%	9.7%	4.6%	90%	93%
2017	0.7%	2.9%	8.9%	3.4%	90%	94%
2016	0.6%	4.1%	9.5%	4.2%	90%	92%

The chart below shows the proportion of credits delivered off-campus in 2018 by unit. 1.3% of CAS credits are taken off-campus, while SON enrolls 30.5% of its credits at off-campus sites.

Figure 10: Percent of total credits off-campus in fall 2018 and fall 2017



The following tables present enrollment data for the Macomb University Center (MUC and MISD), the Anton-Frankel Center (AFC) and the combined enrollment at the Macomb centers.

Tables VIII and IX show a total of 519 students enrolled at either the Macomb University Center or Intermediate School District, compared to 449 in 2017. SECS and SHS enrollment declined at the University Center while all other areas saw increases.

Table VIII: Enrollment at the Macomb University Center (MUC & MISD) 2017 and 2018

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Fall 2018	63	456	519
Fall 2017	68	381	449
Differences	-5	75	70
% Diff	-7.4%	20%	16%

65% of graduate students who take classes at Macomb are enrolled exclusively there, compared to only 8% of undergraduates.

Table IX: MUC & MISD enrollment by level

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	39	443	482
Graduate	24	13	37
Total	63	456	519

Overall new student enrollment is up from last fall. New transfer students are up 24% from last year by 15 students. Table X shows new student enrollment at MUC and MISD.

Table X: Composition of new student enrollment at MUC & MISD

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	8	77	85
Graduate	13	12	25
Total	21	89	110

Enrollment of the Anton-Frankel Center in Mt. Clemens is also up, 553 compared to 482 in 2017. Most are also enrolled at other locations either on campus or at the MUC.

Table XI: Enrollment at the Anton-Frankel Center 2017 and 2018

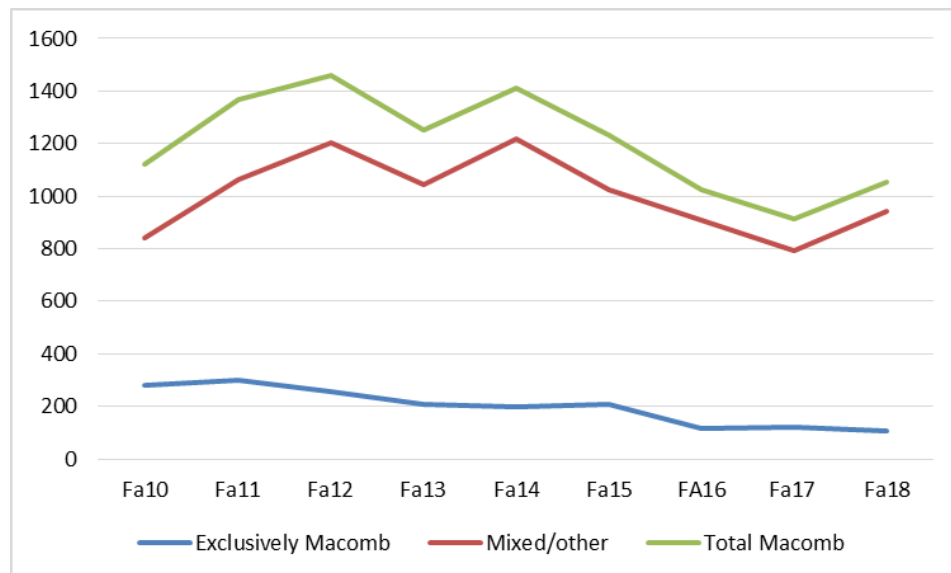
	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2018	43	510	553
Fall 2017	52	430	482
Differences	-9	80	71
% Diff	-17%	19%	15%

Table XII: Composition of new student enrollment at AFC Fall 2018

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	12	158	170
Graduate	0	1	1
Total	12	159	171

As seen below, total enrollment at the Macomb County locations has been on a downward trend since 2014. This year, however, marked the first enrollment increase in 4 years. None of this increase is coming from exclusively Macomb enrollments, which is down slightly and at its lowest level in recent history.

Figure XI: Total enrollment at Macomb County locations



Overall, 2018 enrollments and student credit hours at the combined Macomb locations has increased considerably from 2017.

Table XIII: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2018	1,782	6,124
Fall 2017	1,667	5,633
Difference	115	491
% Difference	6.9%	8.7%

Evening enrollment – The enrollment in evening classes had decreased steadily from about fall 2000, when 15% of undergraduates and 77% of graduate students were enrolled exclusively in evening courses. Since 2010, exclusively evening undergraduates has leveled off at 4-6%, while graduate enrollment ranges from 45 to 51%.

Table XIV: Undergraduate and graduate enrollment in evening courses

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
2018	55%	34%	41%	21%	4.1%	45%
2017	54%	35%	42%	19%	4.2%	46%
2016	53%	33%	43%	18%	4.4%	49%
2015	53%	32%	42%	17%	5.1%	51%
2014	54%	35%	41%	19%	5.1%	47%
2013	55%	34%	40%	19%	5.1%	47%
2012	56%	34%	39%	18%	5.1%	48%
2011	54%	34%	40%	20%	6.1%	45%
2010	52%	29%	42%	20%	6.1%	51%

At the undergraduate level, the decline is probably related to both the growth in full-time students, who tend to take classes during the day, as well as the increase in online course offerings.

Online enrollment – 4,772 students are enrolled in 231 Internet courses for a total of 20,164 credit hours. Enrollments in online courses are up 4% while credits in online courses are up 3.2%. Table XVI shows the proportion of students taking courses online. Table XVII shows the SCH of online enrollments by unit.

Table XV: Percentage of students enrolled in online courses

	Exclusively Online		Mixed Online/ Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2018	2.6%	8.5%	24%	7.9%	27%	16%
2017	2.3%	10.0%	23%	9.9%	25%	20%
2016	2.3%	8.8%	19%	8.1%	21%	17%

Table XVI: SCH in online courses by school/college

	2014	2015	2016	2017	2018
CAS	9,404	9,148	9,428	10,804	11,050
SBA	1,710	1,451	1,099	1,307	1,460
SEHS	1,723	1,852	1,795	2,012	2,084
SECS	1,000	1,103	1,109	970	1,183
SHS	1,383	1,128	1,506	1,796	1,532
SON	2,008	1,920	1,966	2,527	2,811
Total	17,374	16,708	17,053	19,535	20,164

International student enrollment

There are 902 students who are not US citizens or permanent residents enrolled in fall 2018, 4.6% more than in fall 2017. This includes students on all visa types, in addition to J and F.

Table XVII: International student enrollment 2017 and 2018

	Undergraduate	Graduate	Total
FA18	362	540	902
FA17	349	513	862
%Diff 17-18	3.7%	5.3%	4.6%

The largest group of international students is from India (226) and China (226), followed by students from Saudi Arabia (103), Canada (77) and Mexico (34). The following table shows international student enrollment by school and level.

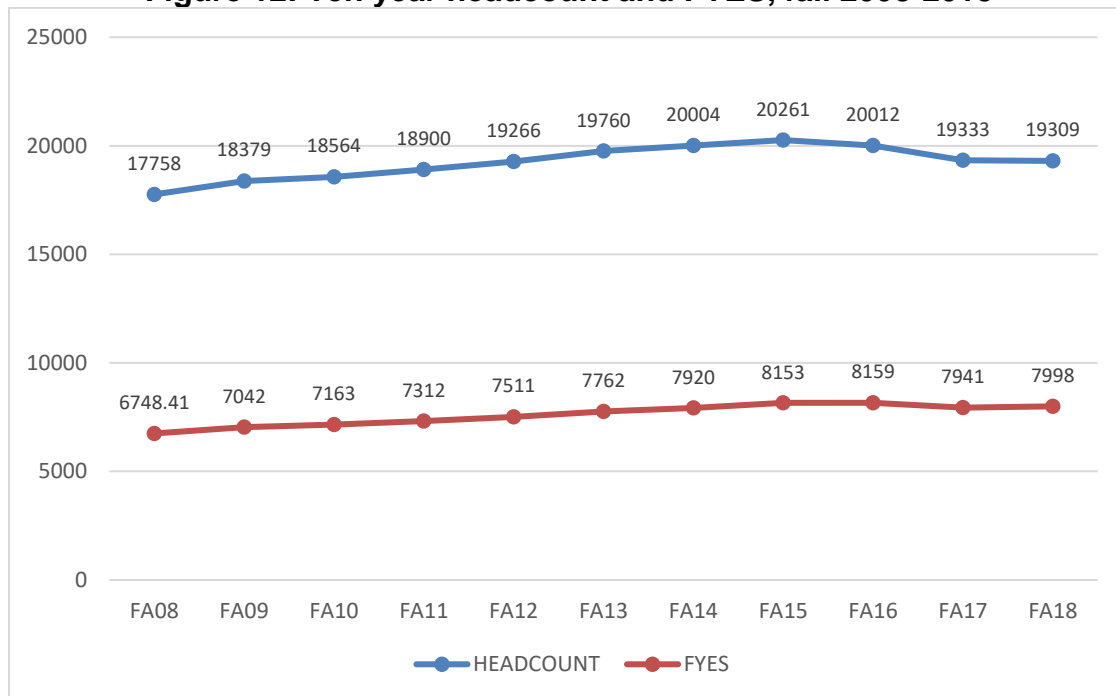
Table XIII: International student enrollment by school/college

	Undergraduate	Masters	Doctoral	Total
CAS	60	14	31	105
SBA	47	89		136
SEHS	8	12	13	33
SECS	163	233	116	512
SHS	34	10	3	47
SON	13	2		15
SOM			17	17
Other	37			37
Total	362	360	180	902

The big picture

Overall, total enrollment was down by about 0.1% - nearly flat when compared to last year. Over the last 10 years, enrollment has increased by 8.7%, while FYES has increased by 18.5%. The following chart shows the big picture trend of the last 10 years.

Figure 12: Ten year headcount and FYES, fall 2008-2018



For additional data and reports, visit the OIRA website: www.oakland.edu/oira