

Oakland University Enrollment Report: Fall 2013



OIRA

December 2013

Reference Number: 2013-10

Introduction and Executive Summary

Official headcount for fall 2013, including students in the School of Medicine (SOM), is 20,169, up by 2.2% over last year, and a new record high. Total FYES production to date for FY13 is 8,515, up 2.3% over this point last year.

Table I shows the breakout of fall 2013 compared to fall 2012. The School of Medicine (SOM) enrollment is included in the graduate totals. 223 SOM students are enrolled for a total of 9,908 credits and 112 FYES. SOM students are enrolled in an average of 44.4 credits, compared to 11.2 credits for full-time doctor's students in other programs, so the FYES calculation for SOM is based on the number of students enrolled, rather than credits. The result is that the increase in graduate credits is greater than the increase in FYES.

Table I: Comparison of fall headcount, Credits and FYES

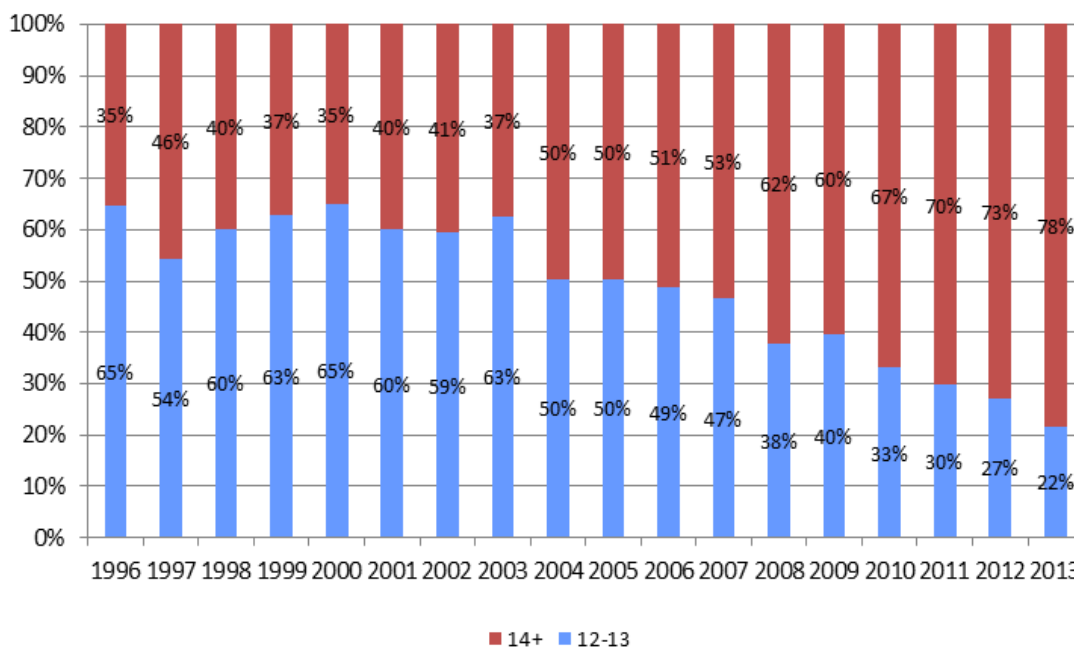
	Headcount			Credits			FYES		
	UG	Grad	Total	UG	Grad	Total	UG	Grad	Total
Fall 2013	16,594	3,575	20,169	202,339	30,550	232,889	6,714	1,048	7,761
Fall 2012	16,190	3,550	19,740	195,933	25,438	221,371	6,495	1,016	7,511
Difference	404	25	429	6,406	5,112	11,518	219	31	250
% Change	2.5%	0.7%	2.2%	3.3%	20%	5.2%	3.4%	3.1%	3.3%

Undergraduate enrollment

At 16,594, this is Oakland University's highest ever undergraduate enrollment. Undergraduate headcount and credits have increased by 2.5% and 3.3%. 74% of undergraduates are enrolled full-time, with a slight increase in average credits, from 12.35 to 12.45.

FTIACs – 2,569 first year students (FTIACs) enrolled for fall, up 4.3% over 2012, and also a record high. 96% of FTIACs are enrolled full-time. Average credits for new first-year students have increased from 14.9 to 15.1. The proportion enrolled for 14 or more credits has increased from 70% to 75%. The percentage of FTIACs taking 14 or more credits has been increasing since 2004, and as a result, the proportion of students who achieved sophomore status at the end of the first year has gone from 41% for the 2003 cohort to 66% for the 2012 cohort. Being a sophomore in the second year is one of OU's best indicators that a student is on track to graduate within six years. Figure 1 illustrates the steady increase of full-time FTIACs enrolled with 14 or more credits since 1996.

Figure 1: % of full-time FTIACs enrolled in 14 or more credits: 1996 to 2013



The average ACT score for 2013 FTIACs is 23.3, the highest since before 1978. The average HS GPA. is 3.36. Historical ACT and HS GPA can be found at <http://www.oakland.edu/?id=9678&sid=250>.

80% of FTIACs come from the tri-county area (Oakland, Macomb, and Wayne counties), while 17% come from other counties in Michigan, up from 14% in 2012. FTIACs now come from 65 of Michigan's 83 counties, a significant increase over 2005, when only 37 counties were represented. Out-of-state and international students comprise 3.1% of FTIACs, about the same as last year.

Minority FTIACs make up 22.3% of this year's class, compared to 20% in 2012. 10.6% of FTIACs are African-American, 6.5% Asian-American, 3.6% Hispanic, and 1.5% Native American.

Table II: New* and returning undergraduate students

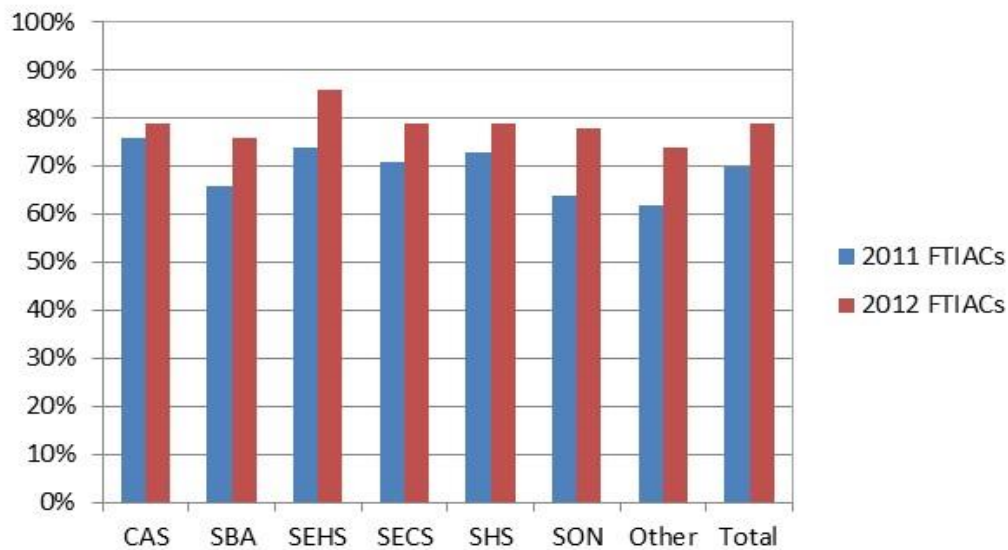
	FTIACs	Transfers	Other New UG	Returning
Fall 2013	2,569	1,900	482	11,643
Fall 2012	2,464	1,989	472	11,265
Difference	105	-89	10	378
% Change	4.3%	-4.5%	2.1%	3.4%

*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 42% of all undergraduates. At 1,900, the number of new transfers is down 4.5% compared to last year, but is still the second highest new transfer enrollment in OU history. 71% of transfer students are enrolled full time, 58% are female, 23% are from minority backgrounds, 13% are from outside the tri-county area, and 2.7% are originally from other states or countries.

Returning undergraduate students - The number of returning undergraduates increased by 3.4% compared to 2012. The first-year student (FTIAC) return rate is 78% for the fall 2012 FTIAC cohort, the highest retention rate in over 20 years. Historical retention rate data can be found at <https://www.oakland.edu/?id=9644&sid=250>.

Figure 2: 2012-2013 FTIAC's first year retention by college and schools



Community College Partnerships - There are a total of 574 students enrolled in the Macomb Community College to OU program (M2O) this fall, including 453 taking classes at OU (compared to 455 in 2012). The table below compares 2013 M2O enrollment to 2012 and the following table compares new M2O enrollment by entry type and location.

Table III: Enrollment of M2O students by location

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
Fall 2013	357	121	96	574
Fall 2012	347	135	108	590
Differences	10	-14	-12	-16
% Diff	3%	-10%	-11%	-3%

Table IV: Enrollment of new M2O students by location fall 2013

	OU classes only	Macomb classes only	Both OU & Macomb	Total M2O
FTIAC Admit M2O	37	18	33	88
Transfer Admit M2O	10	7	2	19
Convert to M2O	3	3	1	7
Total	50	28	36	114

New student enrollment in the M2O program is up 13% compared to last year, but is still below the peak of 139 in 2011.

A total of 269 students are enrolled in the Oakland Community College Partnership (O2O) this fall. 224 are enrolled in classes at OU, compared to 161 last fall. The first table compares 2013 O2O enrollment to 2012 and the second compares new O2O enrollment by entry type and location.

Table V: Enrollment of O2O students by location

	OU classes only	OCC classes only	Both OU & OCC	Total O2O
Fall 2013	145	45	79	269
Fall 2012	113	40	48	201
Differences	32	5	31	68
% Diff	28%	13%	65%	34%

Compared to 2012, new student enrollment is up 26%, from 61 to 77.

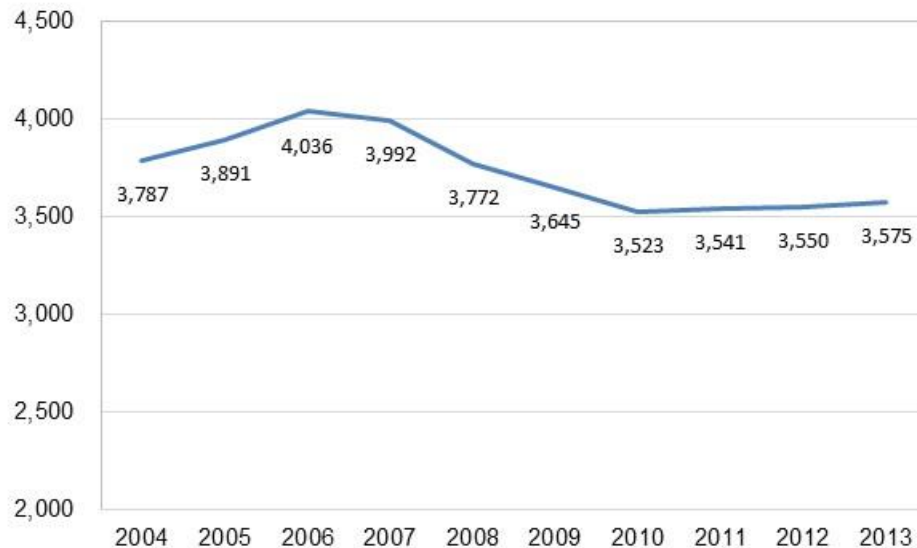
Table VI: Enrollment of new O2O students by location fall 2013

	OU classes only	OCC classes only	Both OU & OCC	Total O2O
FTIAC Admit O2O	28	5	32	65
Transfer Admit O2O	8	4	0	12
Convert to O2O	0		0	0
Total	36	9	32	77

Graduate enrollment

Overall, graduate headcount is up slightly from last year (0.7%) due to growth in SOM, which admitted 100 new students this year. SOM will continue to grow until 2017, when enrollment is planned to level off at 500 students. Graduate FYES are up by 3.1% while credits increased by 20%, due to the difference in how credits are assigned in SOM.

Figure 3: Graduate enrollment 2004 – 2013



Enrollment at the master's level (grad I) is down 1.4%. Although returning student enrollment is up 3.4%, new student enrollment is down 11%, bringing down the total.

Table VII: New* and returning graduate students

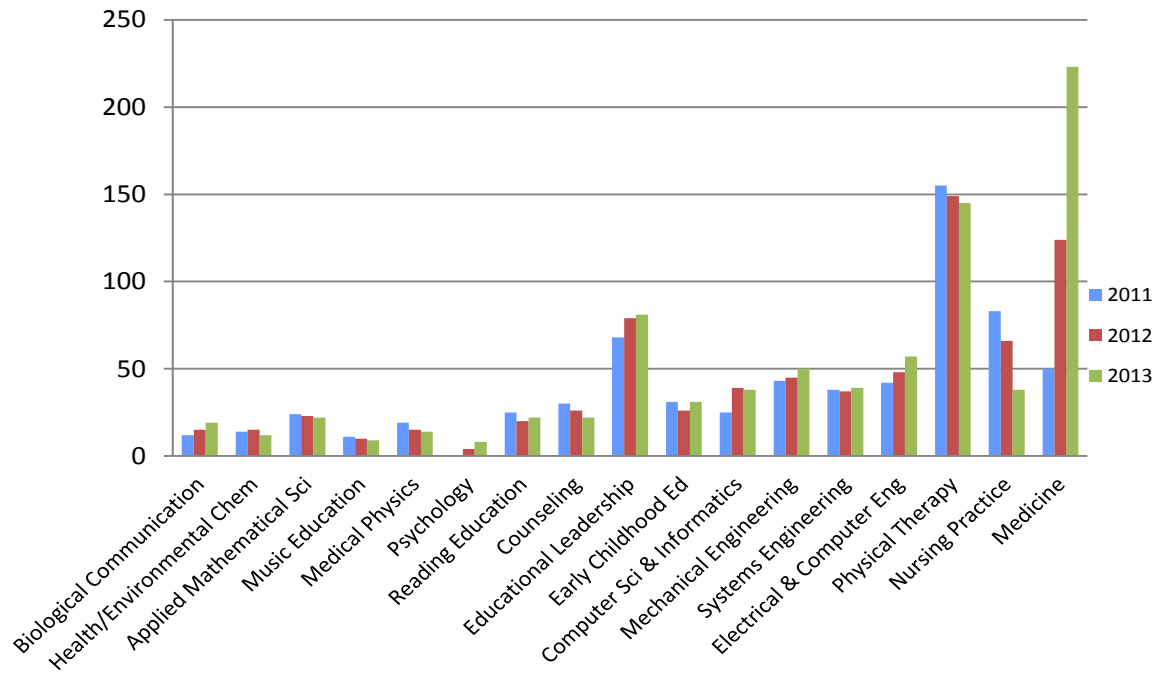
	New Grad I	New Grad II	Professional Development	New School of Medicine	All Returning
Fall 2013	752	164	153	100	2,283
Fall 2012	845	156	159	75	2,315
Difference	-93	8	-6	25	-32
% Change	-11%	5.1%	-3.8%	33%	-1.4%

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

The picture at the doctoral level (grad II) without SOM is the reverse. New doctoral students increased by 5%, but returning students are down 7%, and total enrollment remains down by about 4%.

The chart below shows total doctoral enrollment by program. More detail on enrollment by school/college is found in the next section.

Figure 4: Doctoral enrollment 2011-2013



Enrollment by school or college

Comparison to 2012 - Enrollment is up at both the undergraduate and graduate levels in Engineering and Computer Science (SECS), Arts and Sciences (CAS), and Health Sciences (SHS). Education and Human Services (SEHS) and Nursing (SON) are down at both levels, while Business Administration (SBA) is up in undergraduate, but down in graduate students. Table VIII illustrates the change in students, student credit hours (SCH) and FYES by school compared to fall 2012. (The OU total includes SOM).

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

	UG			Grad			Total		
	HC	SCH	FYES	HC	SCH	FYES	HC	SCH	FYES
CAS	4.4%	2.6%	2.5%	3.5%	5.3%	4.7%	4.4%	2.6%	2.5%
SBA	5.1%	12%	12%	-3.5%	-1.6%	-4.4%	3.7%	10%	9.2%
SEHS	-4.8%	1.2%	1.1%	-8.3%	-8.0%	-8.7%	-6.7%	-2.9%	-4.0%
SECS	16%	12%	12%	13%	10%	8.8%	15%	12%	11%
SHS	4.2%	3.0%	2.9%	8.2%	3.8%	1.2%	4.6%	3.1%	2.5%
SON	-6.0%	-6.8%	-4.0%	-11%	0.7%	-4.6%	-6.7%	-5.8%	-4.1%
OU	2.5%	3.3%	3.4%	0.7%	20%	2.6%	2.2%	5.2%	3.3%

From fall 2012 to fall 2013, SCH increased in SECS, SBA, SHS, CAS and SOM.

Figure 5: Total student credit hours taught by school/college

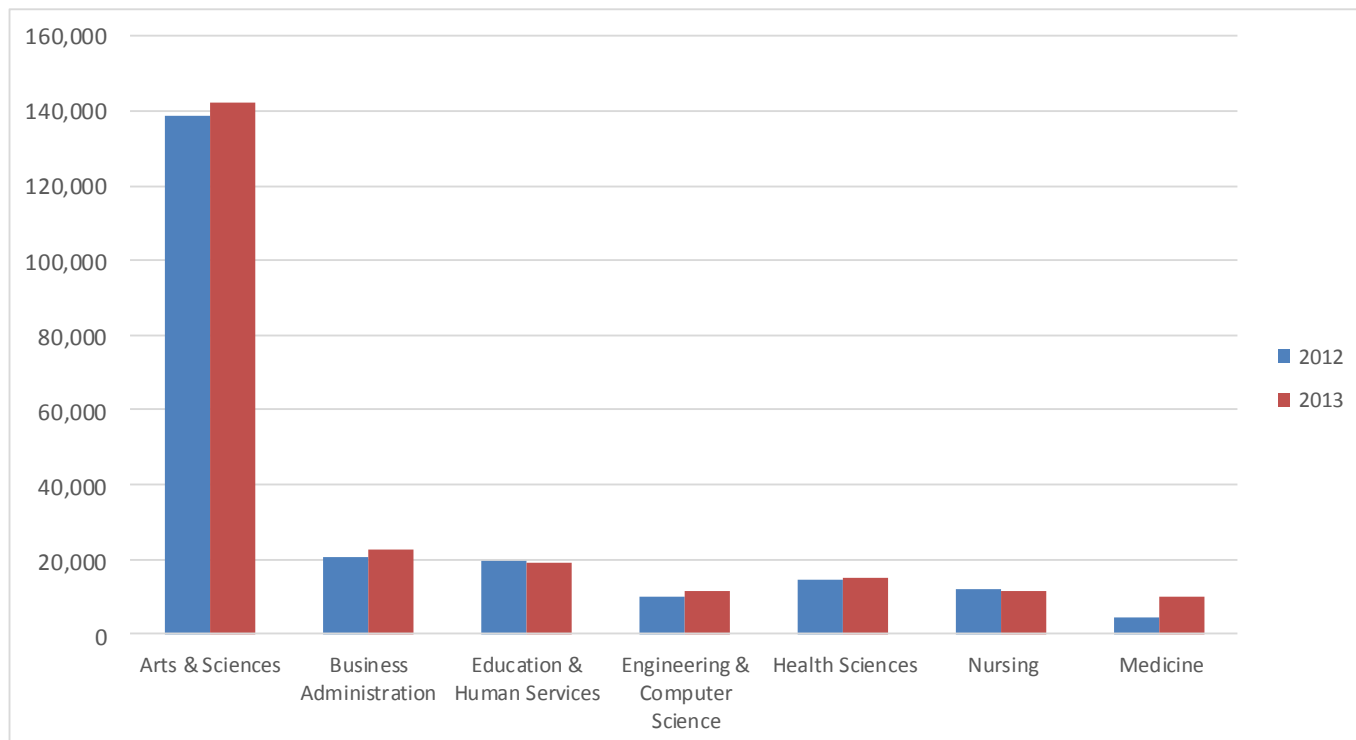


Table IX recalculates the credits as FYES and shows a comparison by year since 2009. (Other analyses of SCH can be found at the OIRA website: <https://www.oakland.edu/?id=9640&sid=250>).

Table IX: FYES by school/college

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	One year % Change	5 years % Change
CAS	4,374	4,509	4,586	4,664	4,782	2.5%	9.3%
SBA	744	744	706	700	764	9.1%	2.7%
SEHS	786	731	770	745	716	-3.9%	-8.9%
SECS	308	309	311	372	411	11%	34%
SHS	406	453	467	527	540	2.4%	33%
SON	385	379	400	395	379	-4.1%	-1.6%
SOM			25	62	112	81%	

Table X presents comparisons of new student enrollment. SBA, SECS, & CAS gained FTIACs, while SECS and SHS also grew in transfers. New masters were up in SHS, SECS, & SON. SON and SHS were down in new doctor's students.

Table X: New student enrollment by school/college 2012-2013

	FTIAC			Transfer			Masters			Doctoral		
	2013	2012	% diff	2013	2012	% diff	2013	2012	% diff	2013	2012	% diff
CAS	1049	943	11%	776	783	-0.9%	140	148	-5.4%	15	15	0.0%
SBA	319	252	27%	235	295	-20%	123	145	-15%			
SEHS	76	97	-22%	128	137	-6.6%	267	355	-25%	76	62	23%
SECS	312	251	24%	191	165	16%	129	114	13%	31	30	3.3%
SHS	344	361	-4.7%	208	204	2.0%	48	39	23%	36	38	-5.3%
SOM										100	75	33%
SON	134	135	-0.7%	272	323	-16%	45	44	2.3%	6	11	-45%

CAS majors grew by 4.4% and FYES 2.5%. New undergraduate enrollment in CAS is up 5.7%, however there are 4.9% fewer new graduate students. New doctor's students are flat, but new master's is down by 5.4%.

SBA majors increased 3.7% while FYES are up by 9.1%. New undergraduate enrollment is up 1.3%, with a 27% increase in FTIACs making up for the decrease in transfers. New graduate students are down 15%.

SEHS has declined 6.7% in headcount and 3.9% in FYES. Both undergraduate and graduate enrollment is down, 4.8% and 8.3% respectively. New SEHS undergraduate students are down 13%, while new graduate students are down 18% owing to a 25% decrease at the master's level.

SECS had a 15% increase in student enrollment and an 11% increase in FYES. New SECS undergraduates are up 21%, while new graduate students are up 11%.

Enrollment in SHS programs increased by 4.6% and FYES by 2.4% over 2012. FTIACs and doctoral students are down, however new transfer students are up 2%, and new master's students are up 23%.

SON enrollment declined for both undergraduate and graduate students. New undergraduates are down 11%, and new graduates are down 7.3%. However, FYES is only down by 4.1%.

Enrollment trends – The chart below shows enrollment trends by school/college since 2003, while Table XI (next page) shows the data since 2009. Both SHS and CAS have experienced steady growth in the last 10 years. SON grew rapidly from 2000 through 2009, but has declined each year since. SEHS has been losing enrollment since it peaked at over 4,000 in 2004. Due to growing undergraduate enrollment, SBA is up this year and is now about where it was five years ago. SECS experienced a 7-year decline, but has increased 43% since 2009.

Figure 6: Enrollment in majors/programs by college or school, fall 2003-2013

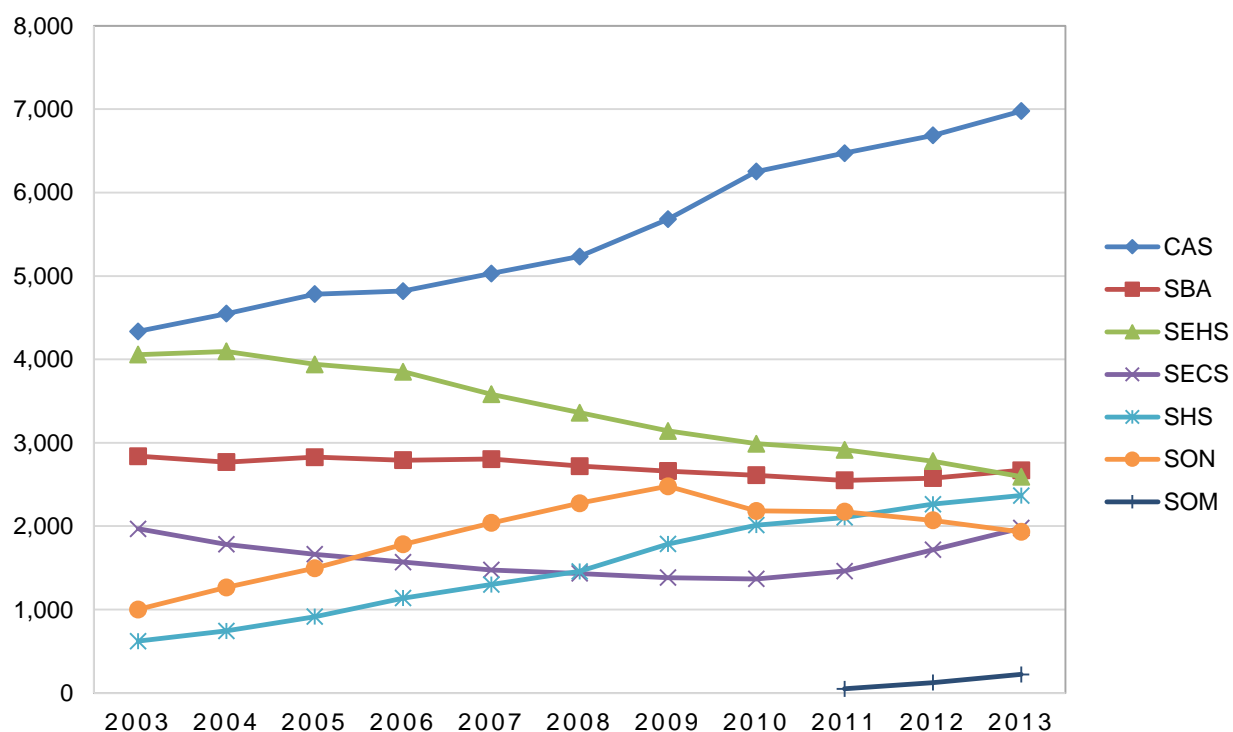


Table XI: Enrollment of students by college or school, 2009-2013

	2009	2010	2011	2012	2013	One year % Change	5 years % Change
CAS	5,680	6,251	6,472	6,685	6,977	4.4%	23%
SBA	2,661	2,610	2,551	2,576	2,671	3.7%	0.4%
SEHS	3,142	2,988	2,916	2,779	2,593	-6.7%	-17%
SECS	1,384	1,368	1,461	1,717	1,978	15%	43%
SHS	1,787	2,013	2,104	2,264	2,368	4.6%	33%
SON	2,479	2,184	2,174	2,070	1,932	-6.7%	-22%
SOM			50	124	223	80%	
University Programs	1,265	1,186	1,196	1,079	947	-12%	-25%
Not Designated	522	453	455	446	480	7.6%	-8.0%
Total	18,920	19,053	19,379	19,740	20,169	2.2%	6.6%

Enrollment history for full-and part-time students can be found at <http://www.oakland.edu/?id=9638&sid=250>

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

Ten years ago, 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) that might be closer to home or work. However, with the growth in online courses and programs, flexibility has increased and enrollment patterns have changed. The figures below display those changing patterns. (SOM is included in the traditional on-campus).

Figure 7: Undergraduate enrollment by type/location

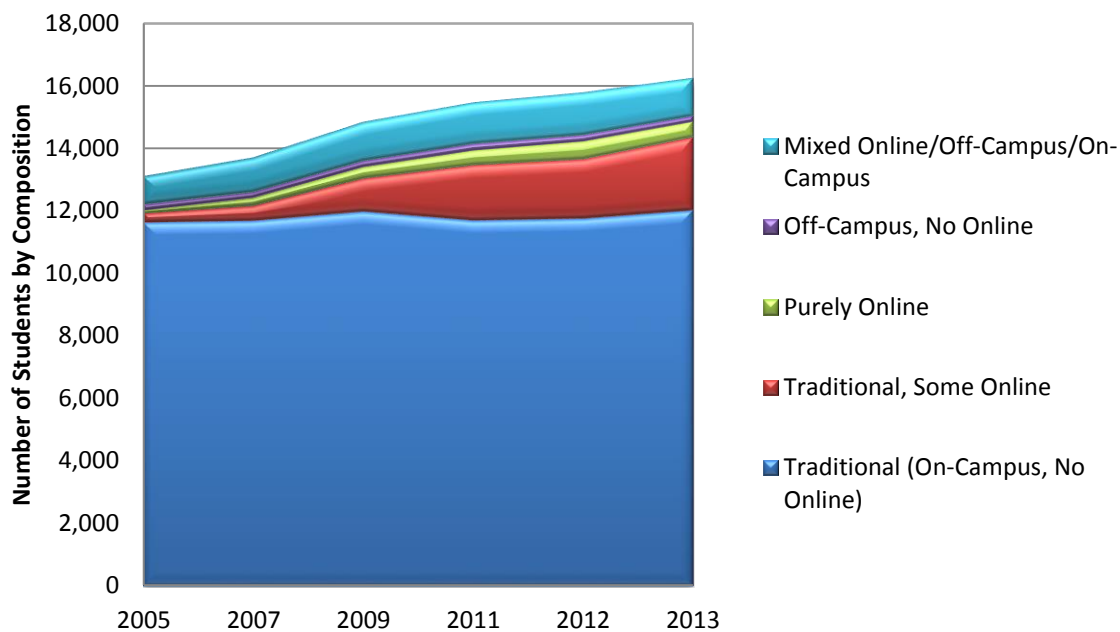
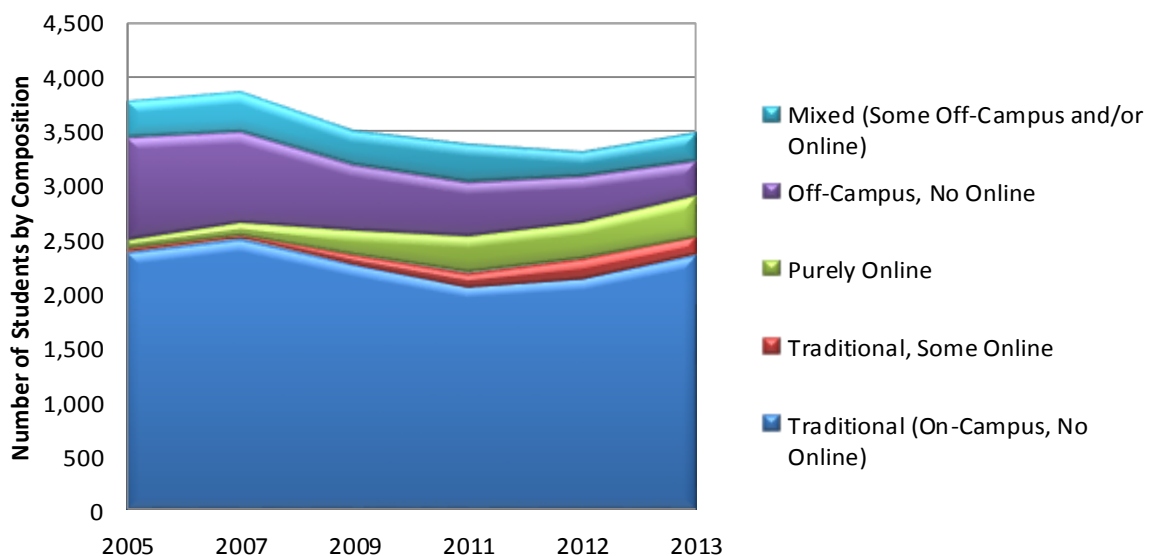


Figure 8: Graduate enrollment by type/location



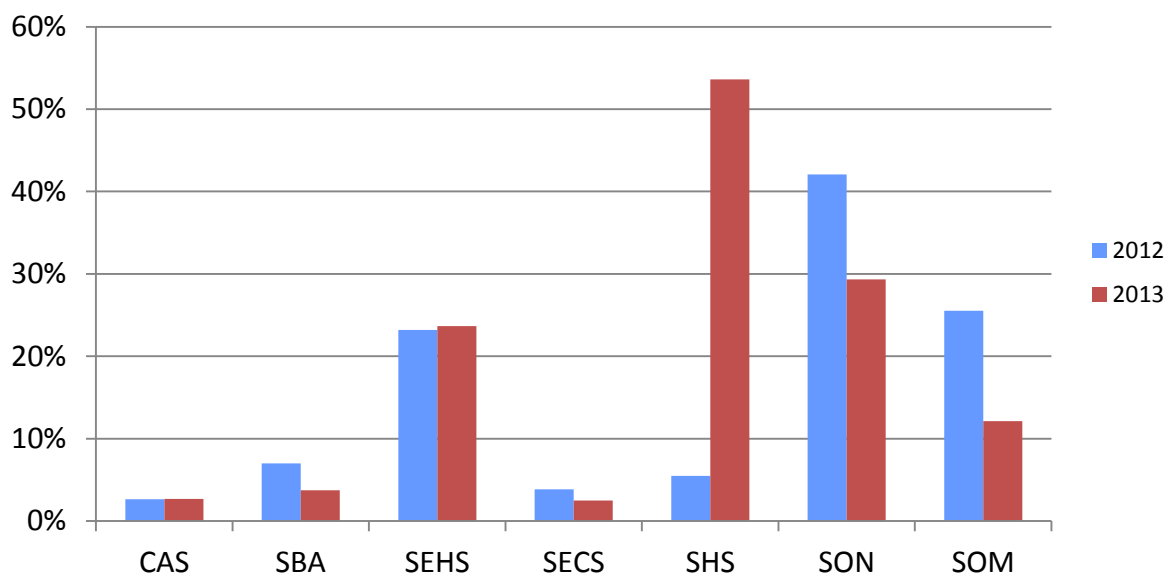
Off-campus enrollment – The table below displays the percent of students enrolled exclusively in on-campus sections, in both on- and off-campus sections, and exclusively in off-campus sections. The percent of graduate students enrolled either exclusively off-campus, or mixed on- and off-campus, continues to decline. Undergraduate students continue to enroll primarily in classes on the OU campus. For this purpose, online enrollment is included with the on-campus.

Table XII: Undergraduate and graduate enrollment by location

	Exclusively Off-campus		Mixed On/Off		On-campus	
	UG	GR	UG	GR	UG	GR
2013	1.1%	9.2%	7.5%	7.5%	91%	83%
2012	1.3%	12%	8.5%	10%	90%	77%
2011	1.3%	15%	8.5%	12%	90%	74%

The chart below shows the proportion of credits delivered off-campus in 2013 by unit. About 3% of CAS credits are taken off-campus, while SON enrolls 29% of its credits at off-campus sites. SOM students take 12% of their credits at Beaumont Hospital.

Figure 9: Percent of total credits off-campus in fall 2013 and fall 2012



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

Tables XIII and XIV show a total of 626 students enrolled at either the Macomb University Center or Intermediate School District, compared to 851 in 2012. Except for SEHS, all of the schools and the College saw a drop in enrollment at the University Center, but most of the decrease is due to a reduction in course offerings there by SBA. Some of this enrollment in SBA shifted to the AFC, but most of it appears to have been returned to the main campus.

**Table XIII: Enrollment at the Macomb University Center (MUC & MISD)
2012 and 2013**

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Fall 2013	125	498	626
Fall 2012	168	683	851
Differences	-43	-185	-225
% Diff	-26%	-27%	-26%

70% of graduate students who take classes at Macomb are enrolled exclusively there, compared to only 13% of undergraduates. There are also 524 continuing students at the two sites, compared to 733 in 2012. New student enrollment has declined at the undergraduate level at MUC and MISD, which can be seen in the following tables.

Table XIV: MUC & MISD enrollment by level

	Exclusively Macomb University	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	69	477	546
Graduate	56	24	80
Total	125	498	626

**Table XV: New student enrollment in Macomb University Center:
2011 – 2013**

	2011	2012	2013
Undergraduate	95	68	76
Graduate	78	50	23
Total	173	118	99

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

	Exclusively Macomb University Ctr	Mixed University Ctr/Other	Total Macomb University Center
Undergraduate	14	62	76
Graduate	17	6	23
Total	31	68	99

The Anton-Frankel Center in Mt. Clemens continues to gain enrollment. There are 662 students enrolled at the AFC, with most of them also enrolled at other locations either on campus or at the MUC.

Table XVII: Enrollment at the Anton-Frankel Center 2012 and 2013

	Exclusively AFC	Mixed AFC/Other	Total AFC
Fall 2013	77	585	662
Fall 2012	76	564	640
Differences	1	21	22
% Diff	1.3%	3.7%	3.4%

Table XVIII: AFC enrollment by level

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	71	575	646
Graduate	6	10	16
Total	77	585	662

Table XIX: Composition of new student enrollment at AFC Fall 2013

	Exclusively AFC	Mixed AFC/Other	Total AFC
Undergraduate	24	110	134
Graduate	2	3	5
Total	26	113	139

Total enrollment at the Macomb County locations has dropped 14% compared to fall 2012. The number of students enrolled exclusively at the Macomb locations is down 18%.

Table XX: Total enrollment at Macomb County locations

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Fall 2013	209	1043	1252
Fall 2012	255	1203	1458
Differences	-46	-160	-206
% Diff	-18%	-13%	-14%

Table XXI: Macomb enrollment by level fall 2013

	Exclusively Macomb	Mixed Macomb/Other	Total Macomb
Undergraduate	147	1009	1156
Graduate	62	34	96
Total	209	1043	1,252

Table XXII shows that overall 2013 enrollments and student credit hours at the combined Macomb locations has decreased significantly from 2012.

Table XXII: Enrollments and SCH at Macomb

	Enrollments	Student Credit Hours
Fall 2013	1,833	6,841
Fall 2012	2,093	7,778
Difference	-260	-937
% Difference	-12%	-12%

Evening enrollment – The enrollment in evening classes had decreased steadily from about 2000, when 15% of undergraduates and 77% of graduate students were enrolled exclusively in evening courses, but since 2011, it has leveled off at 5-6% of undergraduates and 45-48% of graduate students.

Table XXIII: Undergraduate and graduate enrollment in evening courses

	Exclusively Day		Mixed Day and Evening		Exclusively Evening	
	UG	GR	UG	GR	UG	GR
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%
2005	47%	20%	42%	17%	11%	63%
2000	46%	13%	39%	11%	15%	77%

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. While some of the decline in evening enrollment of graduate students can be attributed to the growth in online enrollment, most of it is probably a reflection of the overall decline in graduate enrollment, especially in SEHS and SBA.

Online enrollment - 3,871 students are enrolled in 186 Internet courses for a total of 16,853 credit hours. Enrollments in online courses are up 10.7% while credits in online courses are up 9.6%. Table XXIV shows the increase in the proportion of students taking courses online. Table XXV shows the SCH of online enrollments by unit.

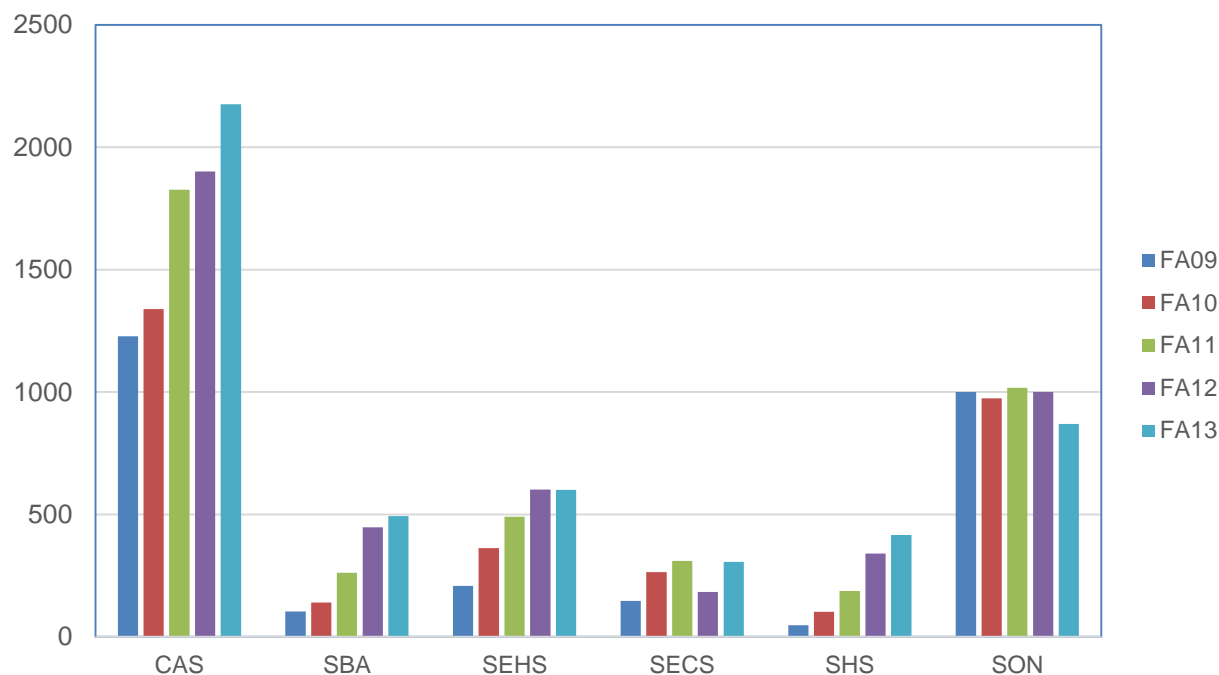
Table XXIV: Percentage of students enrolled in online courses

	Exclusively Online		Mixed Online/ Traditional		Total Online	
	UG	GR	UG	GR	UG	GR
2013	3.2%	11%	17%	5.7%	20%	17%
2012	3.7%	11%	15%	7.4%	18%	18%
2011	3.1%	9.7%	14%	7.1%	17%	17%
2010	2.7%	8.5%	11%	6.2%	13%	15%
2009	2.6%	6.4%	9.0%	5.2%	12%	12%

Table XXV: SCH in online courses by school/college

	2009	2010	2011	2012	2013
CAS	4,912	5,472	7,308	7,604	8,702
SBA	342	466	847	1,454	1,590
SEHS	620	1,198	1,482	1,999	1,942
SECS	588	1,056	1,178	666	1,076
SHS	183	411	608	786	1,011
SON	3,143	2,914	2,866	2,736	2,302
Total	9,788	11,541	14,423	15,379	16,853

Figure 10: Trends in online enrollment by school/college 2009-2013



International student enrollment

There are 486 students who are not US citizens or permanent residents enrolled in fall 2013, 25% more than in fall 2012. This includes students on all visa types, in addition to J and F.

Table XXVI: International student enrollment 2012 and 2013

	Undergraduate	Graduate	Total
FA13	209	277	486
FA12	165	224	389
%Diff 12-13	27%	24%	25%

The largest group of international students is from India (103), followed by students from China (90) and Canada (64).

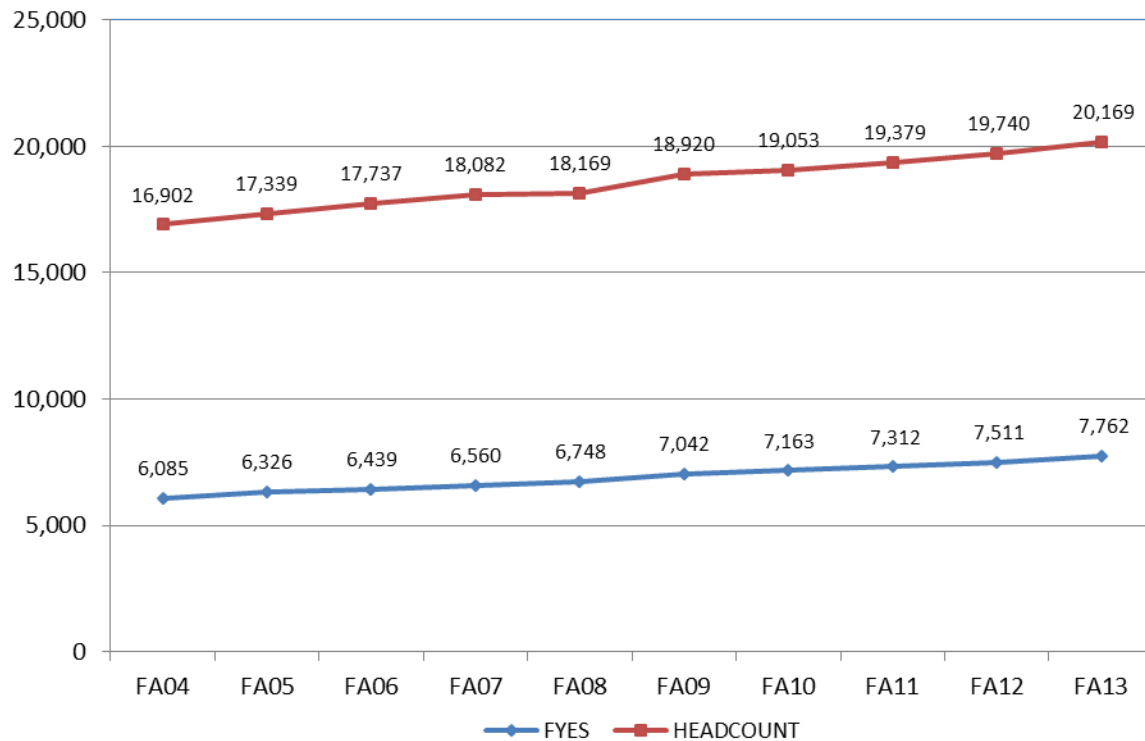
Table XXVII: International student enrollment by school/college

	Undergraduate	Masters	Doctoral	Total
CAS	44	22	31	97
SBA	36	45		81
SEHS	4	8	5	17
SECS	59	76	74	209
SHS	20	6	2	28
SON	11	6		17
SOM			2	2
Other	35			35
Total	209	163	114	486

The big picture

Overall, total enrollment has increased 2.2% from last year. Over the last 10 years, enrollment has increased by 19%. Though some areas may show declines in some years, the overall 10 year enrollment trend has been one of steady and sustained growth. Figure 10 shows the big picture trend of the last 10 years.

Figure 11: Ten year headcount and FYES, fall 2003-2013



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