“Promoting the Publics!”
Oakland University

Friday, September 21, 2012
Eleanor L. Reynolds
Assistant Vice President
and Director of Admissions

Dawn Aubry Slowik
Associate Director
Undergraduate Admissions
1,441 Acres
19,390 Students
Located in Rochester, Michigan
Oakland University
Mission Statement

• Excellent and relevant instruction
• High quality research and scholarship
• Responsive public and community service
• A comprehensive schedule of student development activities
OU and Cooley Law School continue to add enhancements to their educational partnership.
Second class of Oakland University William Beaumont School of Medicine started Fall 2012
Human Health Building
Engineering Complex

Photo credit: SmithGroupJJR
## Enrollment Growth

New Freshmen: 2,400 per year  
New Transfer: 1,900 per year

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>17,737</td>
</tr>
<tr>
<td>2007</td>
<td>18,082</td>
</tr>
<tr>
<td>2008</td>
<td>18,169</td>
</tr>
<tr>
<td>2009</td>
<td>18,920</td>
</tr>
<tr>
<td>2010</td>
<td>19,053</td>
</tr>
<tr>
<td>2011</td>
<td>19,200</td>
</tr>
<tr>
<td>2012</td>
<td>19,390</td>
</tr>
</tbody>
</table>
Student Profile

3.4 Average Entering High School GPA

23 Average Entering Student ACT Composite Score
Student Survey Information
Important Reasons to Select OU

- Good academic reputation
- Wanted to live near home
- Low tuition
- Offered financial assistance
- Graduates get good jobs
## Percentage of Students Working More than 15 Hours per Week Off Campus

<table>
<thead>
<tr>
<th>Class</th>
<th>Oakland</th>
<th>Selected Peers</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-Year</td>
<td>35%</td>
<td>24%</td>
</tr>
<tr>
<td>Seniors</td>
<td>61%</td>
<td>52%</td>
</tr>
</tbody>
</table>
An Environment which Emphasizes Spending Significant Amounts of Time on Academic Work

- 2003
- 2005
- 2007
- 2009
- 2011

OU
Peer
Outstanding Academics

More than 130 undergraduate programs
More than 120 graduate programs
College of Arts and Sciences
School of Business Administration
School of Education and Human Services
School of Engineering and Computer Science
School of Health Sciences
School of Nursing
School of Medicine
First Year Advising Center

Provides academic advising for all first-year, undecided and re-deciding students, programs and events for first-year students, and major exploration and career counseling.
First Year Programs
Honors College

Admissions Criteria:

3.5 High School GPA
25 ACT Composite score
Focus on the Finish Line

oakland.edu/students
Degree in Three, one of Michigan’s first accelerated degree programs, was launched by College of Arts and Sciences.
Study Abroad

A world of opportunity awaits you.
Writing Center
Student Technology Center

Free instruction and equipment check-out
Campus Life
OU Athletics

16 men’s and women’s varsity sports

In NCAA Division I, OU has achieved:

22 regular season titles
46 tournament championships
34 NCAA appearances
Applying for Admission
Apply online for FREE at oakland.edu/apply
Admission Requirements

Typically OU will admit students with a 2.5 GPA or above and ACT composite score of 18 or higher.

Students with a 2.5 GPA and lower than 18 ACT composite score may be offered conditional admission.
Community College Partnership Programs

Offered with...
Macomb Community College
Oakland Community College
St. Clair County Community College
Mott Community College
Competitive Programs

- Nursing Direct Admit
  - Deadline to apply November 15, 2012
- Health Pro Start
- Music, Theatre and Dance
  - Auditions required
  - oakland.edu/mtd
Apply by March 31, 2013 for scholarship consideration
Merit Scholarship Eligibility and Criteria

• Presidential – full tuition for four years
• Distinguished Scholar Award - $5,000 per year for four years
• Talented Scholars Award - $3,000 per year for four years
• Academic Achievement Award - $2,000 per year for four years
• University Recognition Award - $1,500 per year for four years
Scholarship Tool

Oakland University

Undergraduate Admissions

Apply Now for Free
Check Status
Meet the Admissions Staff

Academic Programs

Paying for College
Prospective Students
Admitted Students
Become a Student Ambassador

Counselors
Parents
FAQs

Office of Undergraduate Admissions
161 North Foundation Hall
2200 N. Swayne Road
Rochester, MI 48094-4401 (mail)
(517) OAK-LINE
(313) 977-3900
visits@oakland.edu

Office Hours:
M-F 8 a.m.-5 p.m.
Walk-in Hours:
M: 8-3:30 a.m.
T 1-3:30 p.m.

SCHOLARSHIPS

FINANCIAL AID
COMPARE COSTS
TUITION
HOUSING

Scholarships for incoming freshman and transfer students. You can also download the Freshman, Transfer, and First Year Focus Award scholarship forms for all the same information, or check the major-specific scholarships.

APPLY ON TIME TO BE ELIGIBLE FOR MERIT SCHOLARSHIPS

FALL 2013 FRESHMEN
MARCH 31, 2013

FALL 2013 TRANSFER
AUGUST 1, 2013

What will I make?
See starting and mid-career salaries for undergraduate degrees offered at Oakland University.

What will I learn?
See current and projected graduation rates at Oakland University.

NET PRICE CALCULATOR

FINANCIAL AID

Scholarship search tool is intended as a guide. Some exclusions may apply.

Complete the form to start your search
Are you a freshman or a transfer student?
Freshman

Transfer

oakland.edu/scholarships
Grants and Financial Assistance

• OU’s “No Loan Guarantee”
• Eliminating loans for incoming freshmen with financial need
Grants and Financial Assistance

- Expected Family Contribution, “EFC” – the amount the family is expected to provide toward the student’s educational expenses during the academic year. EFC is based on information provided by the family on the FAFSA.
Grants and Financial Assistance

Emergency funds to students who suffer a serious economic change during the semester
Net Price Calculator

Please provide the requested information. Your responses will be used to calculate an estimate of your federal and OU financial assistance.

Your Student Information

- Are you an international student? 
  - Yes 
  - No

- Living arrangements:
  - On-Campus
  - Off-Campus with Parents
  - Off-Campus

- Select your state:

- Select your county:

- Enter your GPA:
  - If you are a high school student, enter your high school GPA (on a 4.0 scale). If you are a transfer student, enter your cumulative GPA (on a 4.0 scale) over all colleges you have attended.
  - Enter 0 if you don't have a score.

- What is your ACT (or SAT equivalent) composite score?
  - Enter 0 if you don't have a score.

Your Financial Aid Information

- Enter your Expected Family Contribution (EFC):
  - 0

- If you don't know your EFC leave this field blank and click here.

oakland.edu/npc
Oakland University Students Pay NO Fees
High School Counselors

Oakland University

Undergraduate Admissions

- Visit Campus
- OU Comes to You
- Request Information
- Apply Now for Free
- Check Status
- Meet the Admissions Staff

Academic Programs
- Paying for College
- Prospective Students
- Admitted Students
- Become a Student Ambassador
- Counselors

High School
- Community College
- Parents
- FAQs

Office of Undergraduate Admissions
101 North Foundation Hall
2200 N. Squirrel Road
Rochester, MI 48309-4401 (map)
(800) 566-7289
(248) 370-3280
visit@oakland.edu

Academic links
- Online undergraduate catalog
- Schedule of classes
- Academic departments

A personal connection
OU's admissions advisors are on Facebook, as they're more accessible than ever. Students can find their adviser with a simple search tool.

Meet Your Admissions Adviser

As a counselor, you are on the front lines when it comes to advising students on the benefits of pursuing higher education. You know the importance of a college degree — especially having one in today's tough economic climate. In fact, college graduates earn an average annual salary that is more than $30,000 per year greater than the earnings of high school graduates, a trend that brings in an additional $1 million over the course of a lifetime.

Oakland University makes an exceptional education within reach. Here are a few steps we've taken to ensure an OU education remains affordable:

- Continuing the Special Tuition Assistance Fund
- Maintaining several academic merit scholarships for freshmen and transfers
- Developing financial holds for students with tuition balances of less than $1,500
- Expanding payment plan options so students can spread their costs into several smaller payments

Remember, students do not pay a fee when applying to OU — and the process is managed completely online. And because we understand the needs of students coming to OU from a community college, we've made the transfer process quick and easy.

Please review the resources to the right to see all that Oakland has to offer your students.

oakland.edu/futurestudents
High School Counselor
Connection Breakfast

Friday, October 19, 2012
8 – 11 a.m.
Meadow Brook Hall
Call (248) 370-4556
or e-mail ferguson@oakland.edu
by October 5 to reserve a spot
Other Upcoming Events

Go for the Gold
October 13, 2012

Engineering and Computer Science Day
February 2, 2013

Go Business! Day
March 2, 2013

Human Health Day
April 13, 2013
Follow us on Twitter!

twitter.com/ouadmissions
To learn more visit...

oakland.edu/futurestudents
visit@oakland.edu