

# GRADUATE EDUCATION

OAKLAND  
UNIVERSITY™

## at Oakland University

### **The Board of Trustee Meeting**

*December 5, 2016*

**Claudia Petrescu, Ph.D.**

*Dean, Graduate Education*





## Graduate Study and Lifelong Learning

*Mission:* Provide support and leadership to serve, oversee, and advance all aspects of graduate education at Oakland University.



## Oakland University Graduate Programs Offered

17

Doctoral  
Programs

1

Education  
Specialist

55

Master  
Degrees

33

Pre-master  
Graduate  
Certificates

28

Post Master  
Graduate  
Certificates

47

Nationally  
accredited  
programs

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### Other:

Education Specialist (1)  
Endorsement (1)  
Certification (1)  
Performer's certificate (1)

The Oakland University-Beaumont  
Graduate Program of Nurse  
Anesthesia is among the best  
programs of its kind in the country.

*(U.S. News & World Report, 2016)*

"We recommend Oakland University  
as one of the best to earn an MBA."

*Robert Franek, Princeton Review Senior  
VP-Publisher, Princeton Review 2017)*

## Oakland University Graduate Student Demographics

Fall 2016	Total	%
<b>HEADCOUNT</b>	3,444	
<b>CREDITS</b>	38,063	
<b>Gender</b>		
Female	1,941	56.4%
Male	1,503	43.6%
<b>Ethnic &amp; Foreign Native *</b>		
White	2158	67.2%
African American	239	7.4%
Asian	260	8.1%
Hispanic	68	2.1%
Native American	22	0.7%
Native Hawaiian	2	0.1%
International	464	14.4%
Unreported	231	
<b>FULL TIME</b>	1,739	50.5%
<b>PART TIME</b>	1,705	49.5%

Geographic Distribution	Total	%
Oakland County	1302	38%
Macomb County	643	19%
Wayne County	237	7%
Genesee, Lapeer and St. Clair	180	5%
Other Michigan counties	286	8%
County N/A	6	0%
Total Michigan**	2654	77%
Other States	327	9%
Foreign Countries	463	13%
<b>Age</b>		
17-22	180	5%
23-24	594	17%
25-34	1791	52%
35-44	524	15%
45-54	274	8%
55 and over	81	2%
average age	31	
median age	28	

Source: OIRA, Fall 2016 data

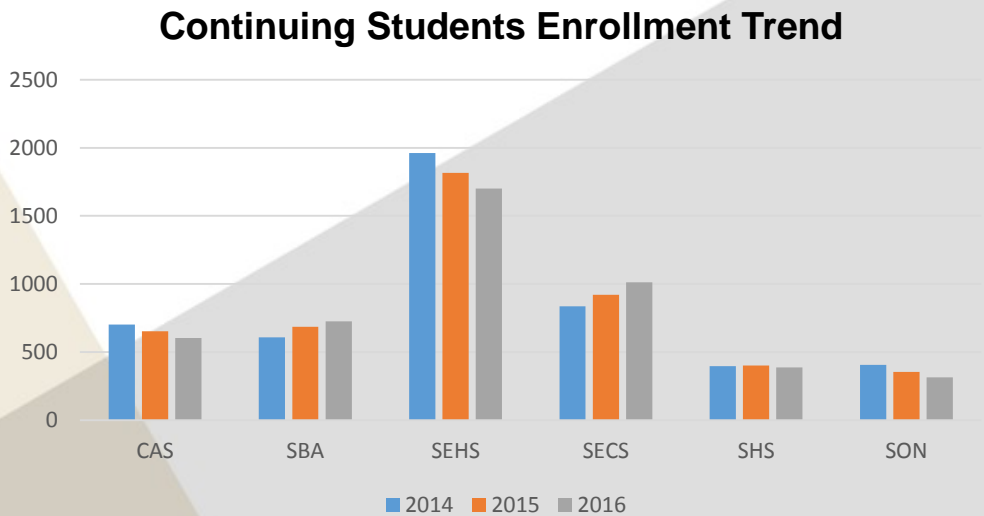
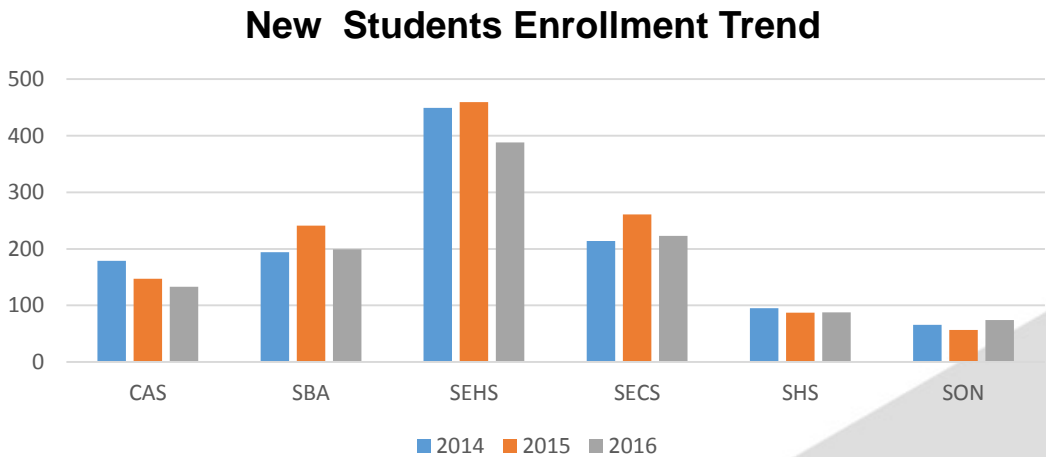
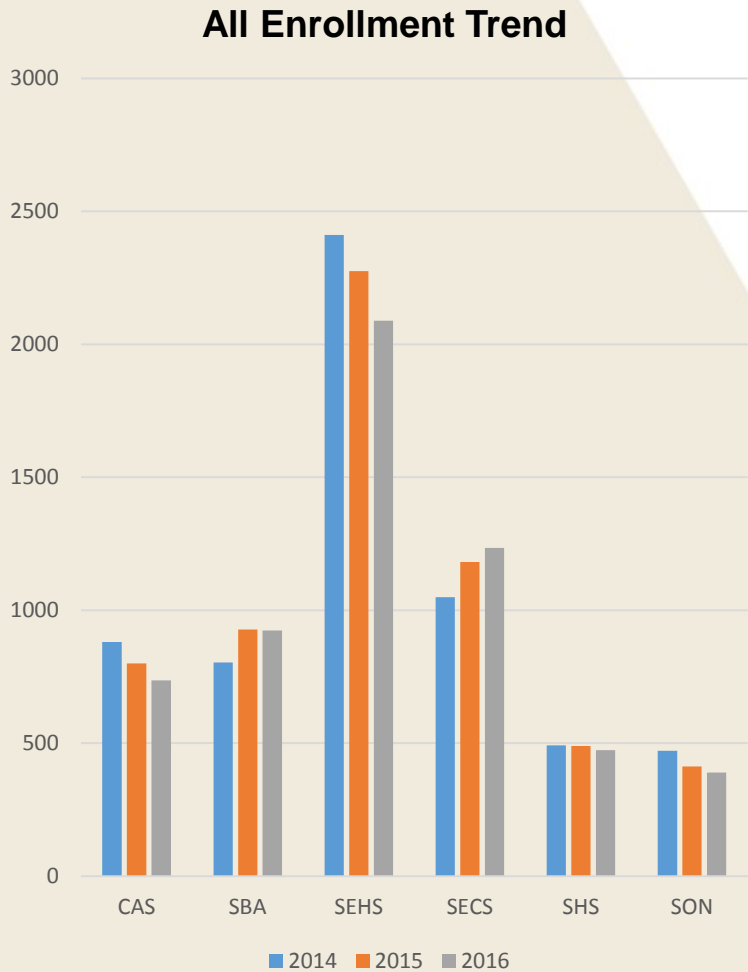


## Fall 2016 Top Graduate Programs by Enrollment

Masters			PhD	
<b>CAS</b>	MPA Public Administration	69	PhD Applied Mathematical Sciences	24
	MS Chemistry	32	PhD Biological Biomedical Sciences	19
<b>SBA</b>	MBA Business Administration	281		
	MS Information Technology Mgt.	76		
<b>SEHS</b>	MA Counseling	166	PhD Educational Leadership	57
	MED Special Education	110	PhD Early Childhood Education	32
<b>SECS</b>	MS Mechanical Engineering	134	PhD Electrical and Computer Engineering	64
	MS Electrical and Computer Engineering	93	PhD Computer Science and Informatics	57
<b>SHS</b>	MS Exercise Science	45	DPT Physical Therapy	143
	MPH Public Health	31	DPT Transitional Physical Therapy	8
<b>SON</b>	MSN Family Nurse Practitioner	65	DNP Doctor of Nursing Practice	25
	MSN Nurse Anesthesia	57		

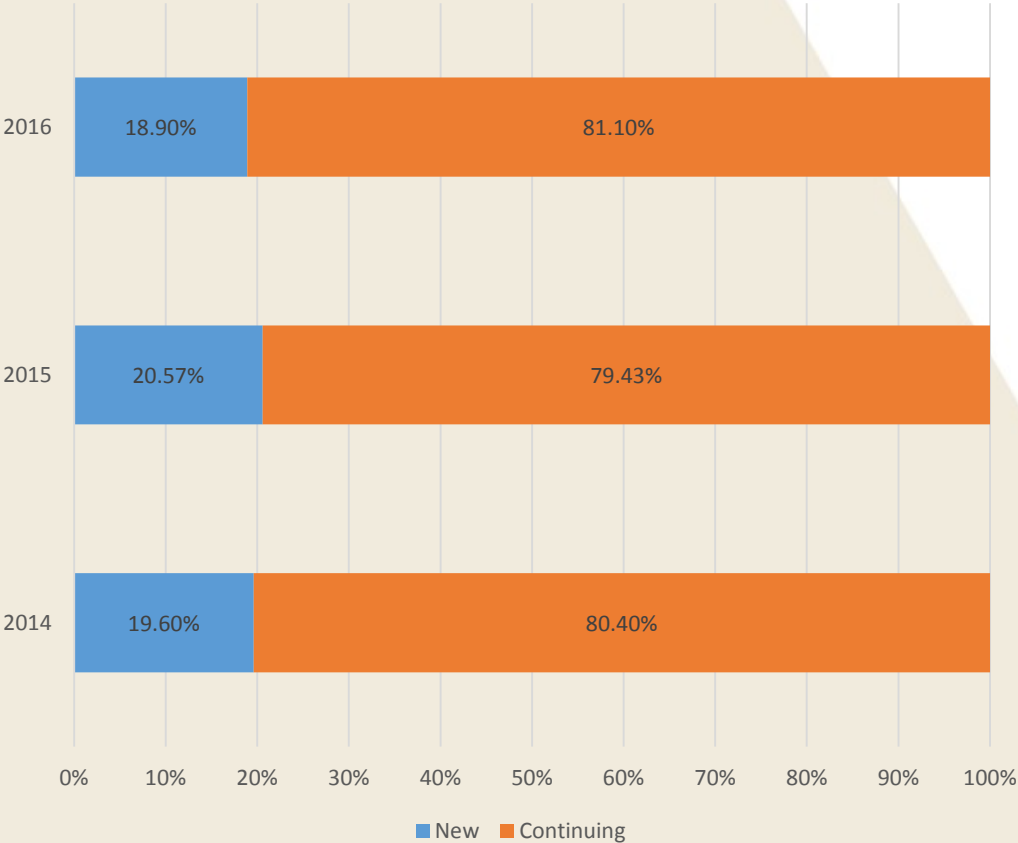
Source: Graduate Study Fall 2016 Count Day data

Enrollment Trends by Schools/College

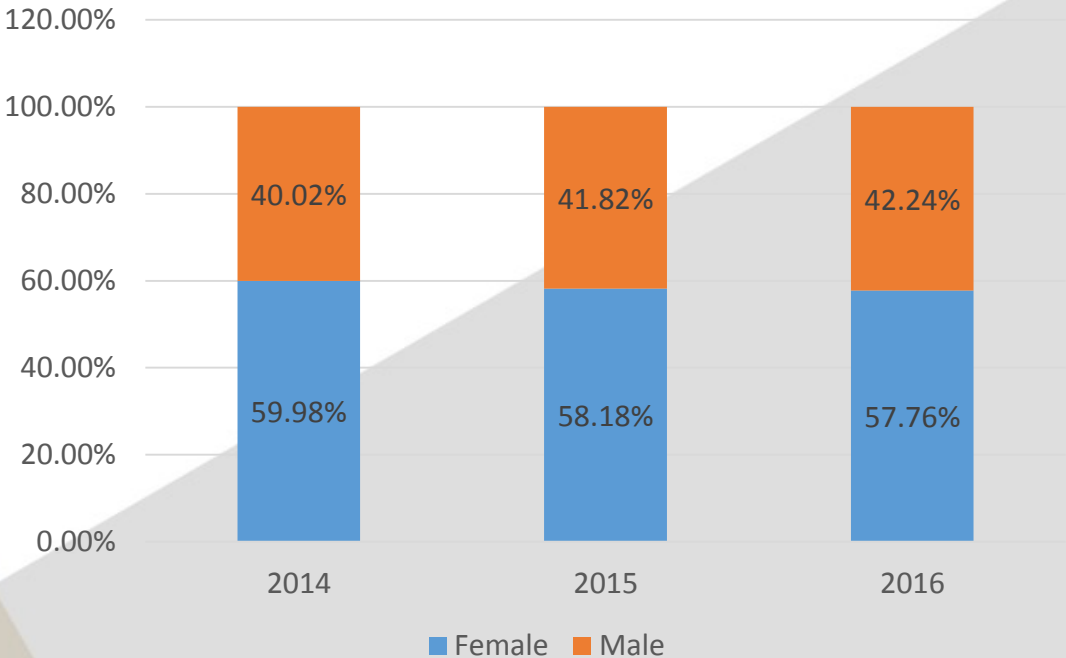


Enrollment Trends by Student Characteristics

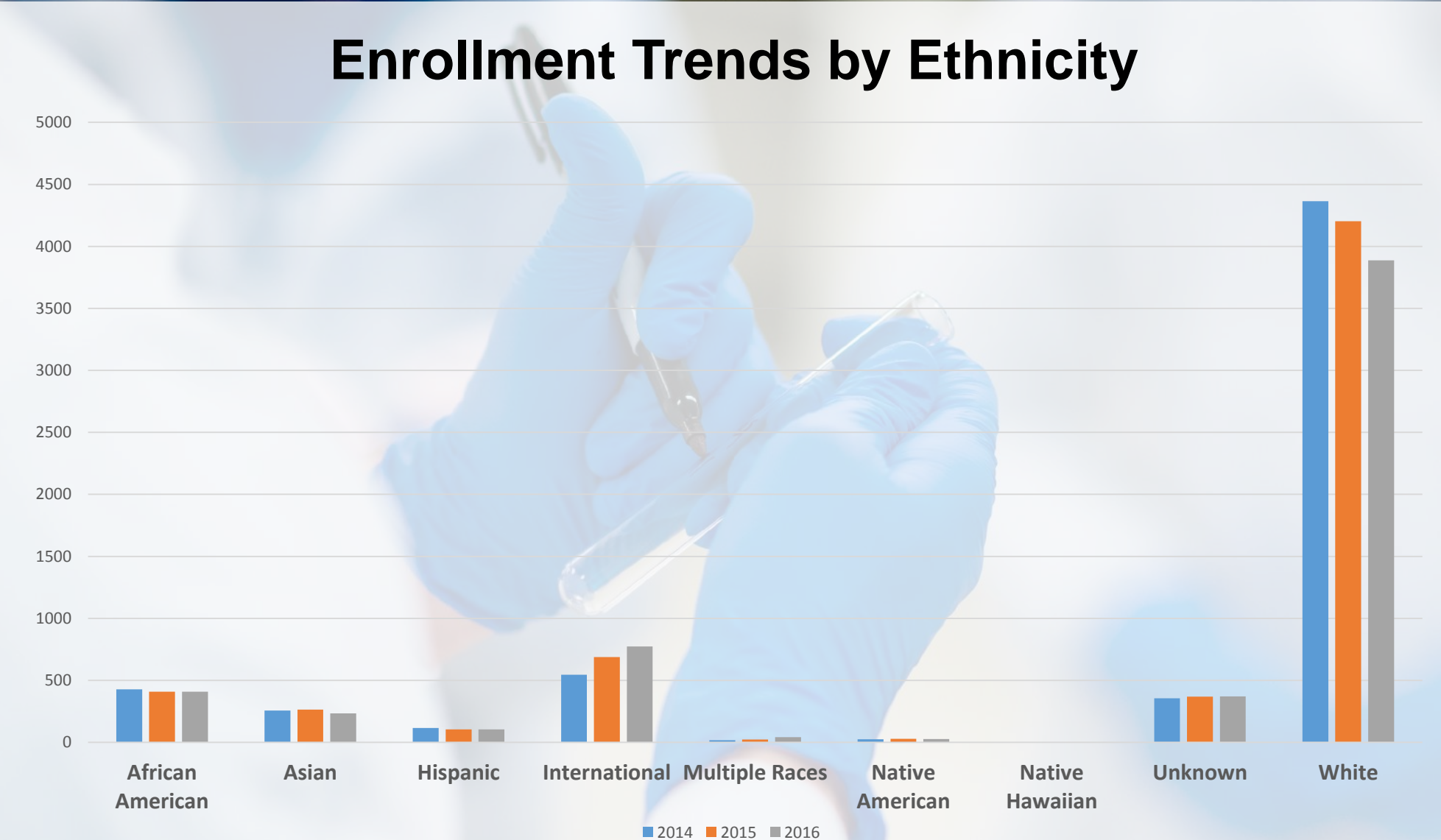
Enrollment by new/continuing



Enrollment By Gender



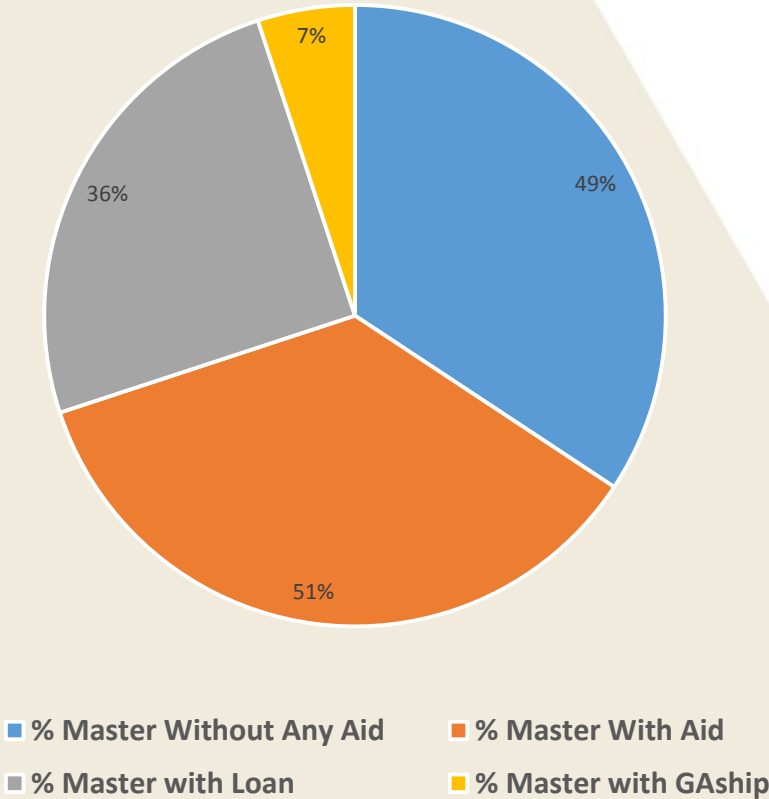
# Enrollment Trends by Ethnicity



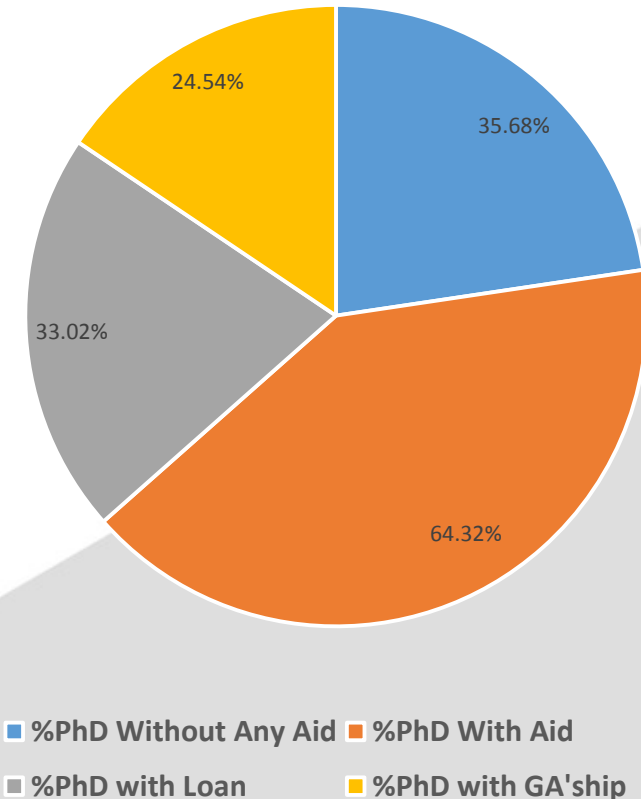


How Students Pay for Graduate Education

Master Students' Financials AY 2015-16

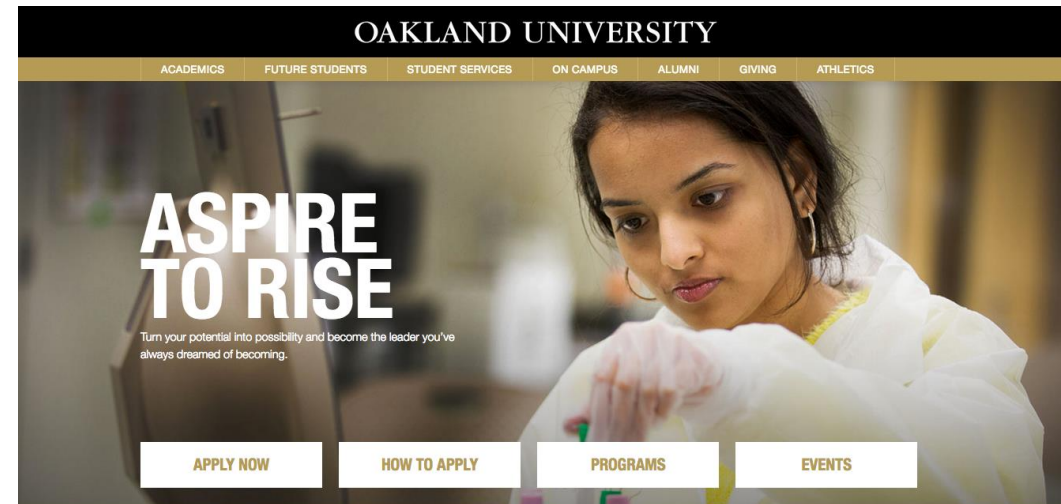


PhD's Financials AY 2015-16



## Student Recruitment Initiatives

- Graduate Open House
- Hiring a recruiter
- New website
- Online/ Social Media
- Traditional brochures



### GRADUATE PROGRAMS

### FINANCIAL ASSISTANCE

### FUTURE GRADUATE STUDENTS

### NEW GRADUATE STUDENTS

### CURRENT GRADUATE STUDENTS

### FACULTY AND STAFF RESOURCES

### ACCREDITATION AND DATA RESOURCES

### EVENTS



Advance your career. Conduct life-changing research. Propel your learning potential. You can do all this and more with a graduate degree from Oakland University.

Each year, more than 3,000 graduate students receive an extraordinary education at Oakland. Whether delving into a special area of study, discovering the unknown, defending a thesis or publishing a paper, our graduate students master the skills needed to become true experts in their fields. They bring their passion and purpose together to set the stage for a powerful future.

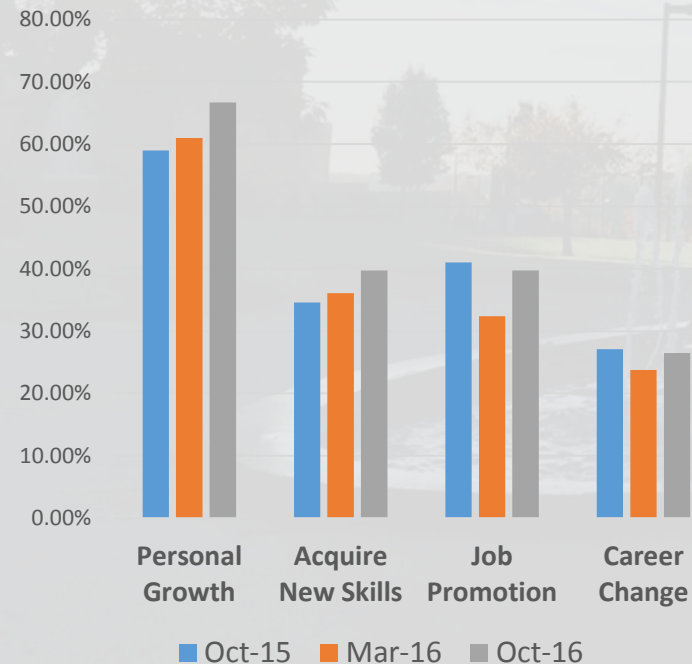
### Let Oakland guide and support you with

- faculty mentors who advise and guide you through your degree plan
- support resources and advanced technology so you can achieve your goals
- learning seminars and field experiences that set you apart from the competition

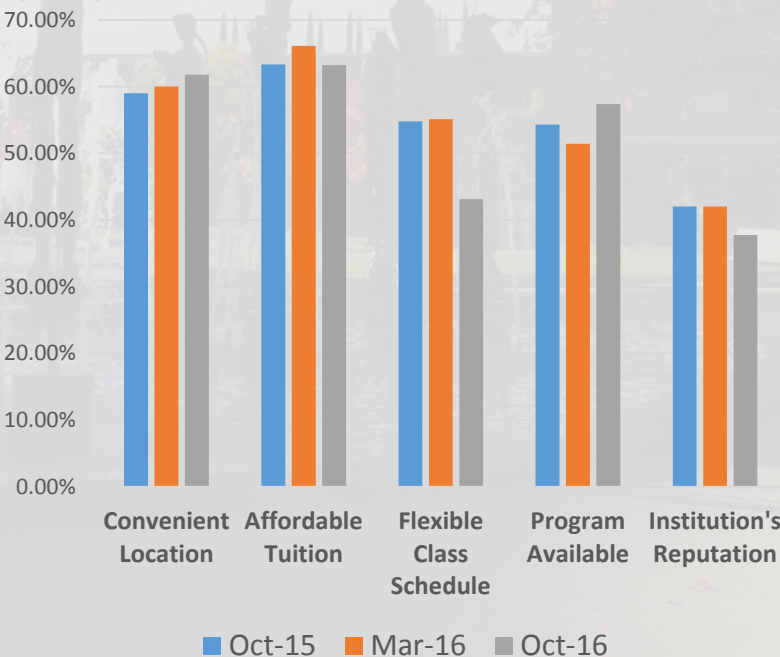
APPLY NOW

Lessons Learned from Prospective Students

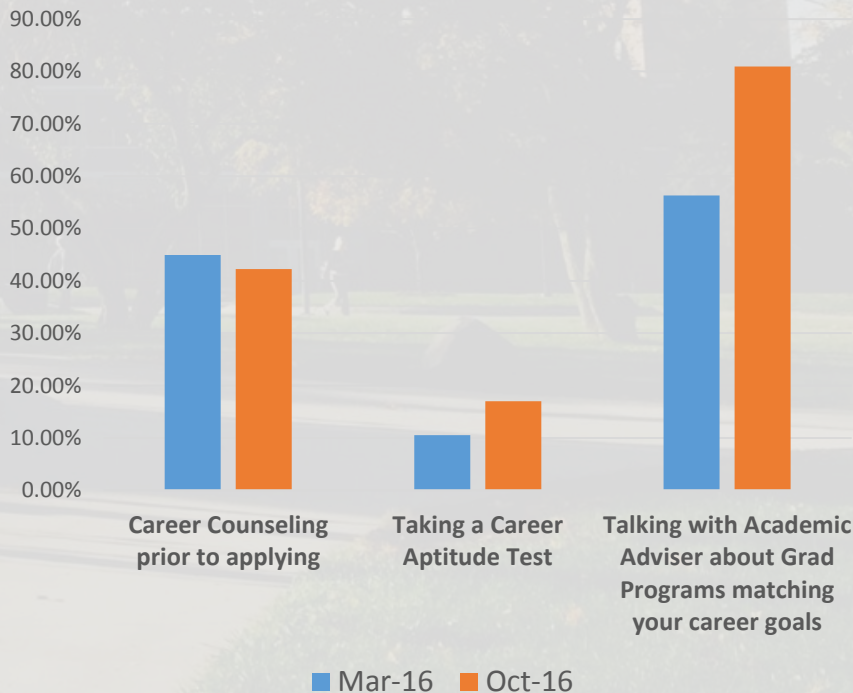
Why are you interested in Graduate Education?



What factors do you consider to be most important in choosing an Institution?



What services would help you choose a graduate program at OU?





## Graduate Education Student Research Projects

### **School of Engineering & Computer Science**

- A novel aquatic quadcopter “loon copter”
- Ad networks and violation of android user’s privacy

### **School of Education & Human Services**

- The impact of a holistic admissions review process on a new medical school
- High school student engagement in online and on-ground courses

### **School of Medicine**

- Genistein promotes early apoptosis in hiv infected u937 cells
- The experiences of homeless individuals utilizing the emergency department: a qualitative study

### **College of Arts & Sciences**

- Transitory environmental threat alters human mate preferences for physical qualities of the face and body
- Oxygen redox chemistry and its impact on the sulfur dioxide reduction in ionic liquids: implications for sensor applications

### **School of Health Sciences**

- Predictors of self-rated health among Oakland university students

### **School of Business Administration**

- Role of big data analytics in the agriculture industry
- Present and future trends of XBRL reports



## Outstanding Dissertation Awards

	OUTSTANDING DISSERTATION					
	ELIGIBLE NUMBER OF GRADUATES			NUMBER NOMINATIONS		
	* 2015	2014	2013	2015	2014	2013
CAS	13	9	8	4	3	2
SECS	16	20	15	3	2	3
SEHS	18	32	20	2	3	3
SHS	2	1	0	0	0	0

\* In 2015 an award for Outstanding Dissertation was awarded for STEM and non-STEM disciplines.

### Recipients:

Jia Li, Ph.D., Biomedical Sciences: Health & Environmental Chemistry (2015 STEM)

Shinko Kondo, Ph.D., Music Education (2015 non-STEM)

Simon Omekanda, Ph.D., Electrical & Computer Engineering (2014)

Nan Xu, Ph.D., Mechanical Engineering (2014)

Outstanding Master  
Thesis Awards

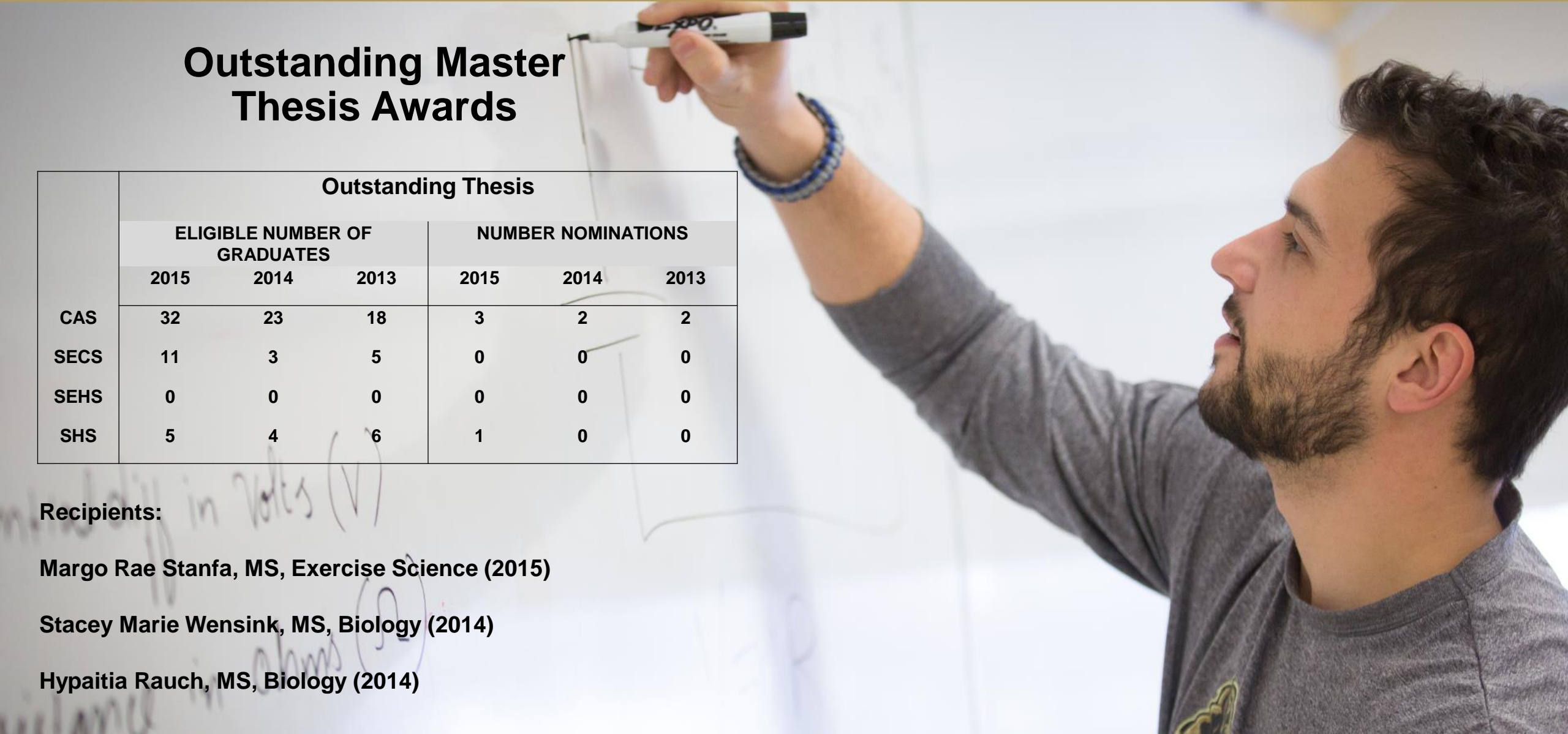
	Outstanding Thesis					
	ELIGIBLE NUMBER OF GRADUATES			NUMBER NOMINATIONS		
	2015	2014	2013	2015	2014	2013
CAS	32	23	18	3	2	2
SECS	11	3	5	0	0	0
SEHS	0	0	0	0	0	0
SHS	5	4	6	1	0	0

Recipients:

Margo Rae Stanfa, MS, Exercise Science (2015)

Stacey Marie Wensink, MS, Biology (2014)

Hypaitia Rauch, MS, Biology (2014)





## Outstanding Faculty Mentor Awards

Recognizes the extraordinary efforts of individual faculty who serve as mentors to OU graduate students and their outstanding contribution to students' academic, intellectual and professional development.

**Julia B. Smith, Ed.D.**

Department of Organizational Leadership  
(2016)



**Virgil Zeigler-Hill, Ph.D.**

Department of Psychology  
(2015)



**Jacqueline Wiggins, Ph.D.**

Department of Music, Theatre and Dance  
(2014)



## Graduate Education: Strategic Initiatives

- ✓ Development of standardized data collection and analysis processes
- ✓ Regular communication and working meetings with graduate program coordinators
- ✓ Development of a marketing strategy
  - Strong collaboration with University Communication and Marketing
  - New website
  - Identification and development of new promotional venues
  - New student recruitment strategies
    - ✓ Hiring of a recruiter (in progress)
- ✓ Collaborations with Honors College and Undergraduate Admissions
- ✓ Partnerships with academic units focused on student recruitment and retention
- ✓ Employment of a new program review model with an emphasis on competitiveness and sustainability
- ✓ Streamlining the graduate admission processes



## Graduate Student Alumni Outreach

### Regional and National Focus

- Graduate alumni are 31% of all OU alumni
- 30% located in the USA of the 88% alumni located in USA
- 30% grad alumni located in Michigan among the 72.71% OU alumni located in Michigan
- 55% of grad alumni located in Oakland and Macomb counties among the 56% located in these two counties

### International Focus

- 0.51% of total OU alumni reside overseas
- 75% of OU's residing overseas possess OU graduate level degrees





# Questions and Answers