

WSU Expansion in Macomb: A Historical Perspective: 2006-Present

- 2006 BOG directive to explore expansion in Macomb County
- One location: the University Center
- Limited course offerings and a few complete programs
- Enrollments around 400 students
- Recommendations for a multi-faceted strategy with thematic focused centers:
 - Human Development (Liberal Arts, Education, Social Work, etc) in Northern Macomb
 - Technology/Advanced Manufacturing, Business in Southern Macomb
 - Healthcare/Environment/Water in Mt. Clemens area

Macomb County Expansion: Strategy Implementation

- Expanded offerings at the Macomb University Center (Northern Macomb)
- Launched the Macomb Education Center in 2010 (Northern Macomb)
 - Criminal Justice, Nutrition and food Sciences, Communication Sciences and Disorders, Counseling, Anthropology, etc..
- Continue to invest in the partnership with Macomb Community College – articulation agreements, integrated programs, reverse transfer, etc..
- 27 degree and degree completion programs
- Acquired a facility in Warren (Farmer Jack) for the WSU Advanced Technology Education Center

Macomb Extension Centers

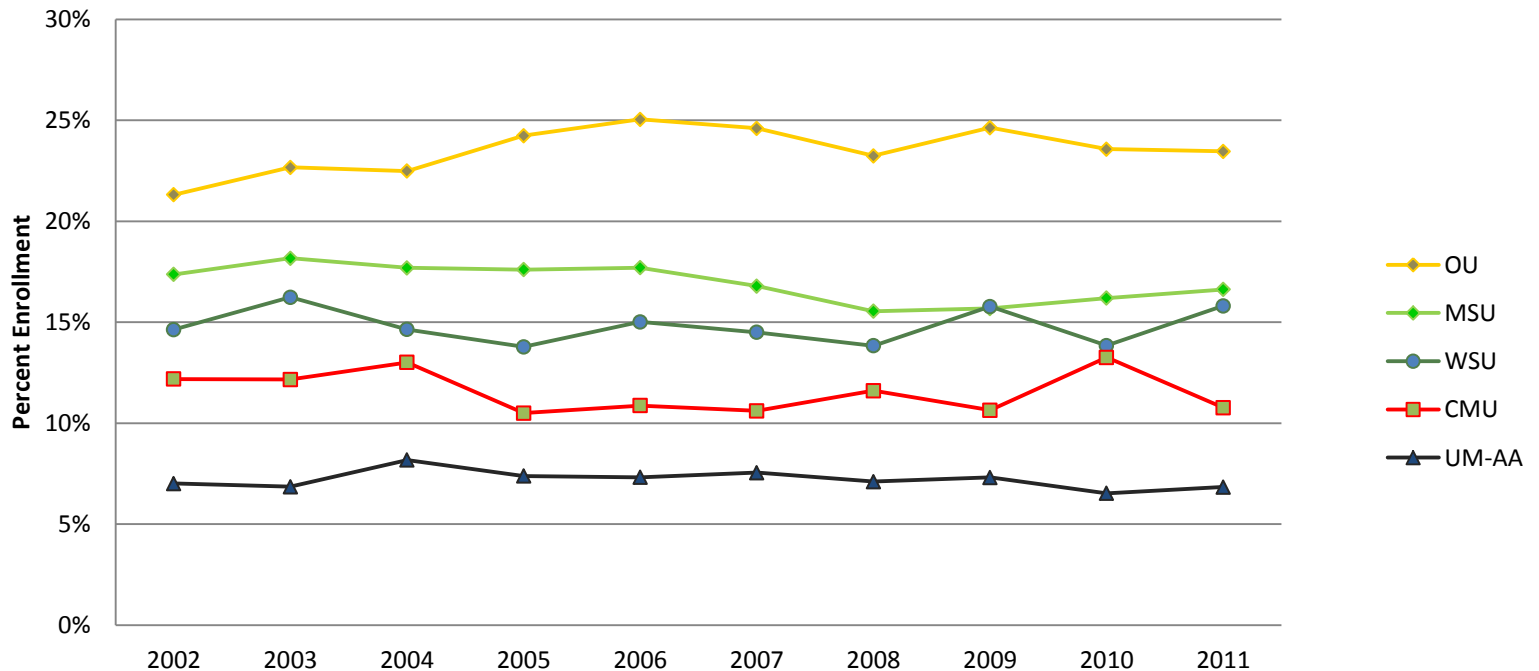
Enrollment Trends: Academic Years 2007-2012

	FY 2007	FY 2008	FY 2009	FY 2010	FY 2011	FY2012
UG headcount	587	498	846	1,071	1,279	1,503
Grad headcount	293	217	292	318	406	492
Total headcount	880	715	1,138	1,389	1,685	1,995
UG Credits	3,210	2,527	3,883	4,917	5,791	6,797
Grad Credits	1,154	943	1,157	1,268	1,519	1,908
Total credits	4,364	3,470	5,040	6,185	7,310	8,705
Total credits per headcount	5	4.85	4.43	4.45	4.34	4.36

Market Share

Top Four Enrollments vs. WSU

Macomb County FTIAC Market Share
(Total enrollments from Macomb County)



2002 Headcount 2,740

2011 Headcount 3,056

Largest market share gain from 2002 – 2011: Grand Valley State University

2.6% points

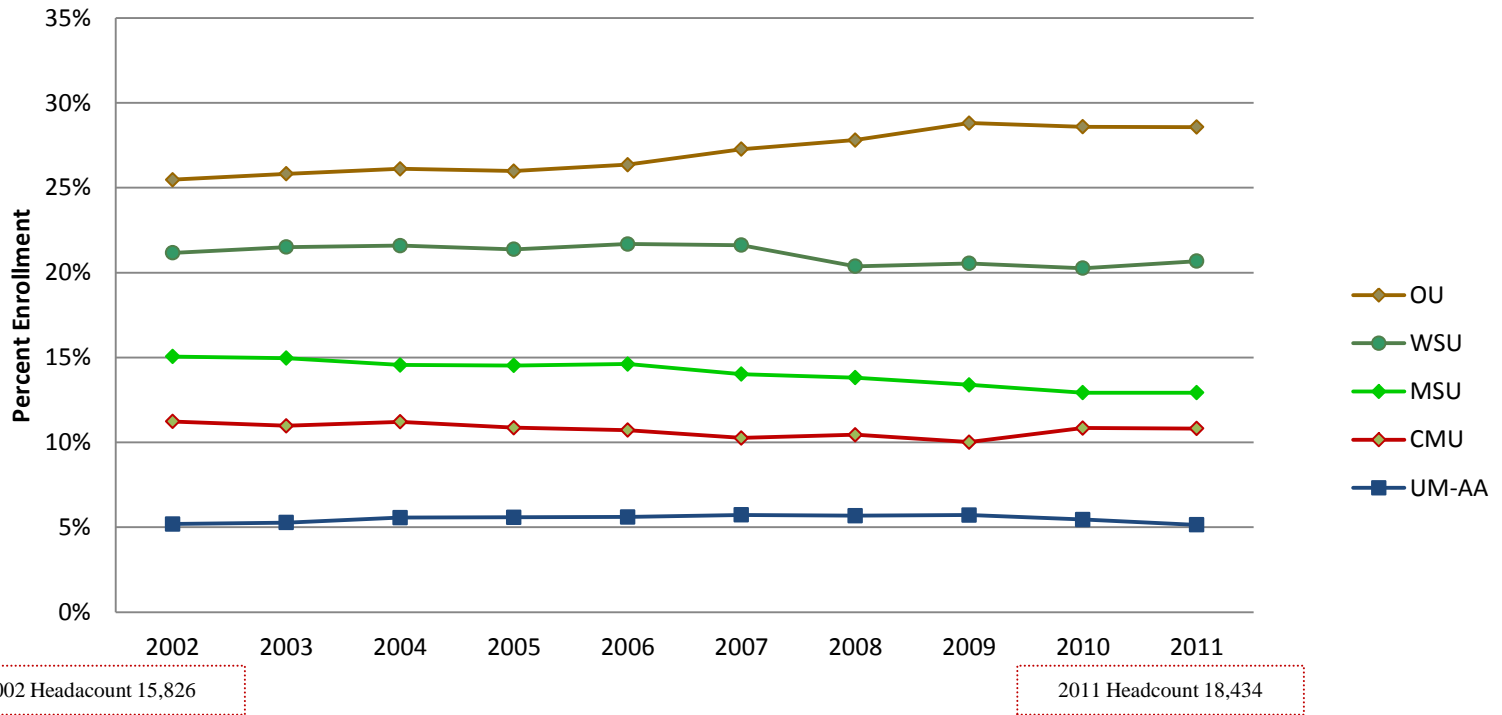
Largest market share loss from 2002 – 2011: Western Michigan University

-4.9% points

Market share gain from 2002 – 2011: Wayne State University

1.2% points

Macomb County Undergraduate (including FTIAC) Market Share



Largest market share gain from 2002 – 2011: Oakland University

3.1% points

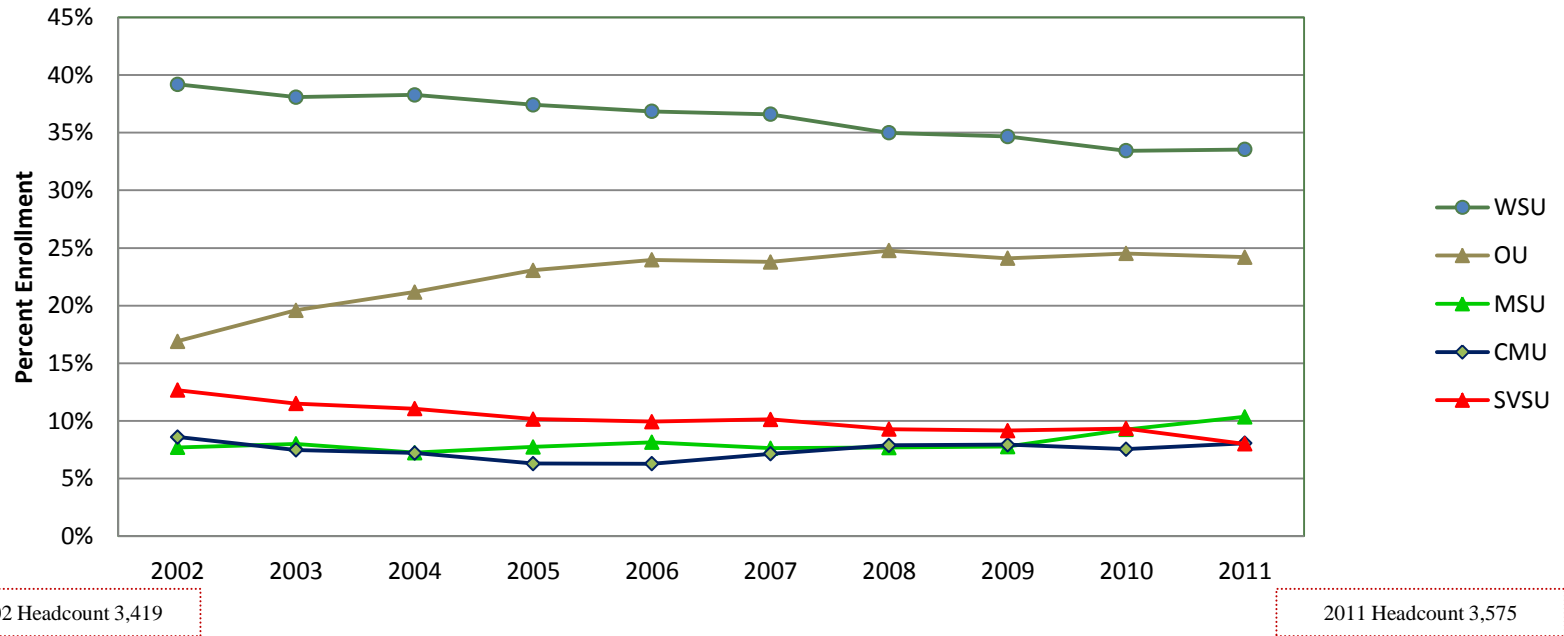
Largest market share loss from 2002 – 2011: Michigan State University

-2.1% points

Market share loss from 2002-2011 - Wayne State University

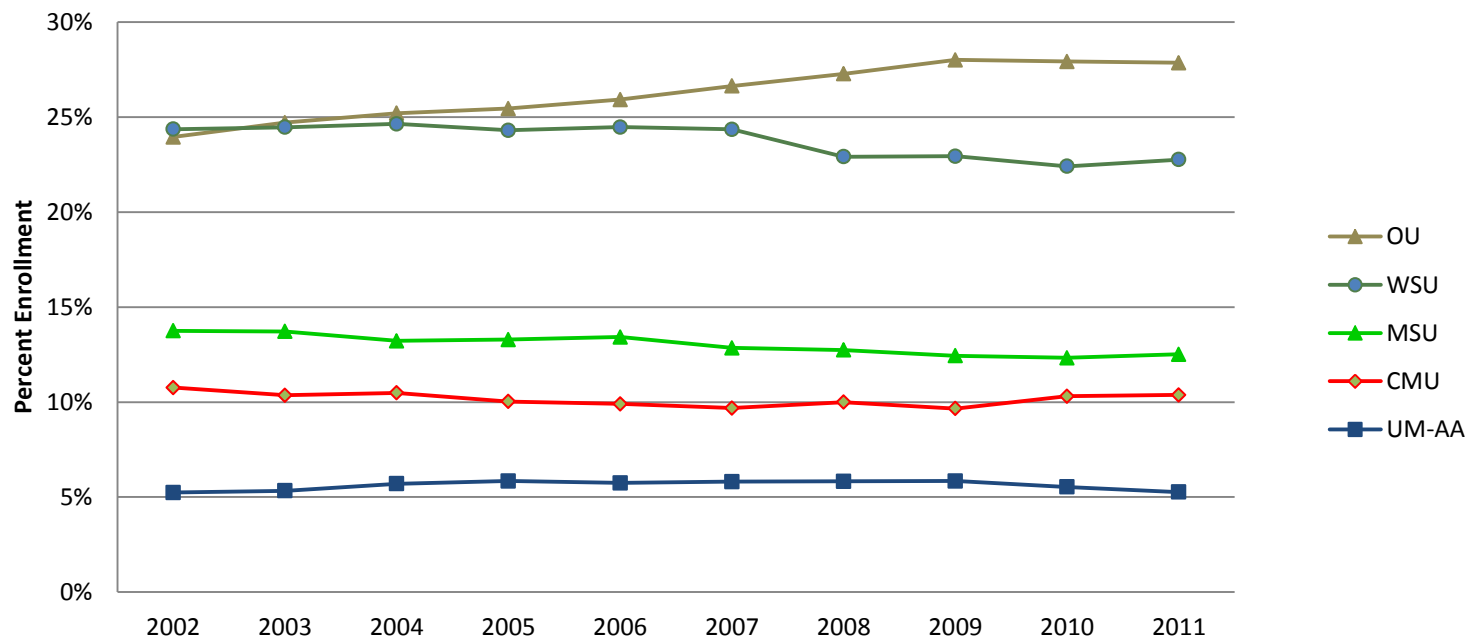
-0.5% point

Macomb County MPU Graduate Market Share



Largest market share gain from 2001 – 2010: Oakland University 7.3% points
 Largest market share loss from 2001 – 2010: Wayne State University -5.7% points

Macomb County Total MPU Enrollment Market Share



2002 Headcount 19,245

2011 Headcount 22,009

Largest market share gain from 2002 – 2011: Oakland University 3.9% points
 Largest market share loss from 2002 – 2011: Wayne State University -1.6% points

Need for Advanced Technology Education Center

- Continuing need to provide additional higher education opportunities in Macomb County
- Next phase of our strategic expansion
- Macomb Community College continues to be highest feeder of transfer students
- Increased competition, particularly Oakland University
- Continued growth in our student enrollments from Macomb County
- WSU “anchor” in South Macomb County
- Connecting with business/industry in Warren (TACOM, the GM Tech Center and Chrysler, etc).
- Programming congruent with enrollment trends at MCC. Plans for co-located programs
- Support for university’s Goals: enrollments, retention/graduation, and revenues

Thank You