WAYNE STATE UNIVERSITY

Enrollment Market Share Report

Fall 2008 to Fall 2013

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Introduction

The purpose of this report is to present an overview that shows how Wayne State University (WSU) compares in attracting students from the seven surrounding counties of Southeastern (SE) Michigan. The designation of the seven counties complies with the usage of the Southeastern Michigan Council of Governments (SEMCOG). Of the seven SE Michigan counties, Wayne County is the principal source of WSU enrollments while two others, Oakland and Macomb, are also major enrollment sources. The remaining four counties, given their proximity to WSU and their growth in student population, are also relevant. The data was collected by Grand Valley State University as reported by the individual Michigan public universities.

For each of the seven counties, there are a series of charts that show the top Michigan public universities (MPUs) market share compared to WSU. Additionally, a separate chart compares the split of each county's high school graduates between those attending MPUs and those attending that county's community college. Note that the MPU markets presented here do not reflect the percentage of students from a county attending private schools or any schools outside Michigan's borders.

This report does not present a complete picture of enrollment, as no information is included about students from outside Michigan and limited information is included covering students from outside the seven SE counties. This report shows which of the MPUs is most successful in attracting students from each of these important counties, how that has changed during the past decade, and how WSU compares to other MPUs.

The WSU historical enrollment data (Fall 2007 through Fall 2011) has been adjusted to reflect the reduction of students who were previously counted as enrolled but dropped during the registration period.

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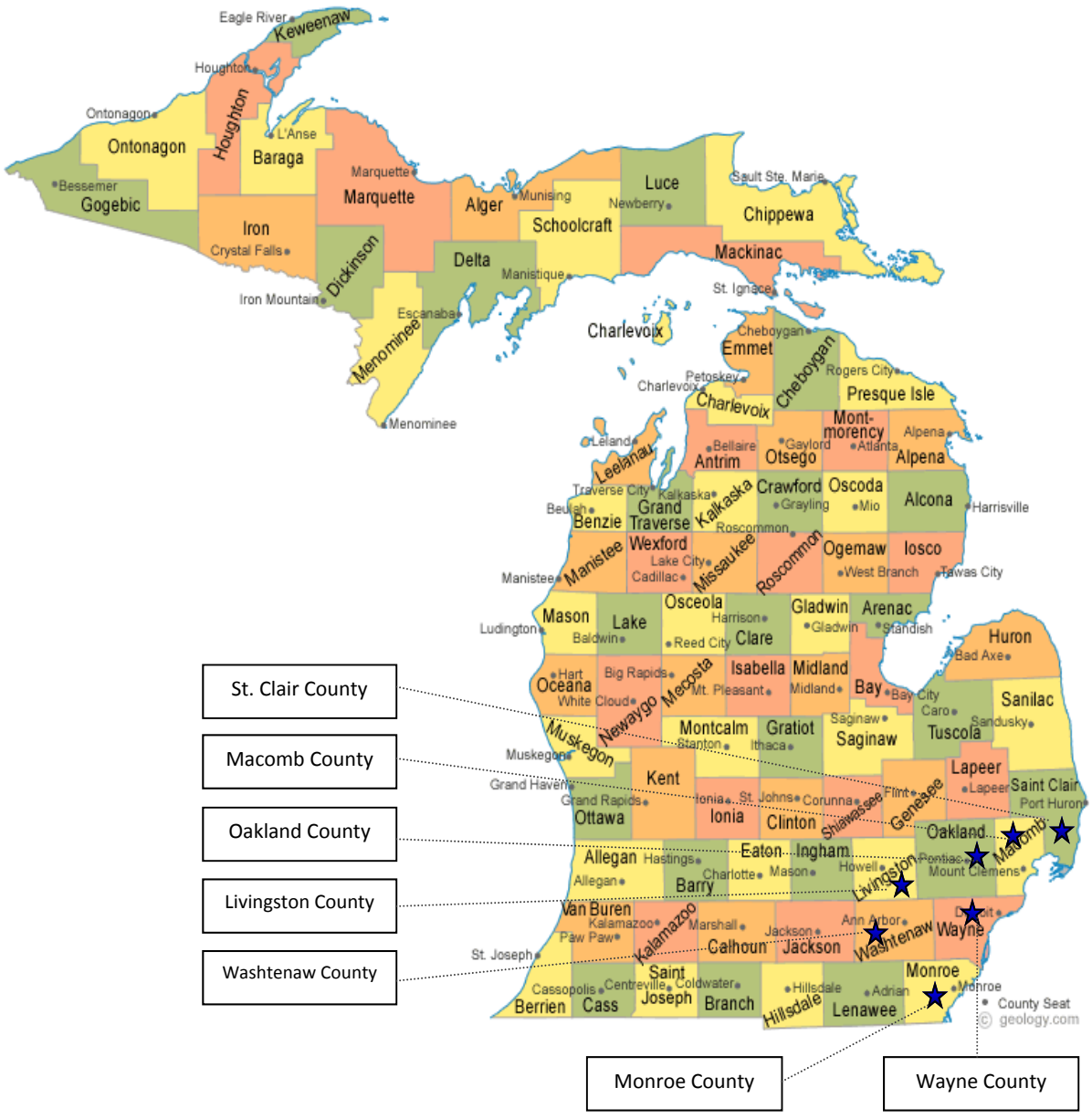
Southeastern Michigan Counties Included in Market Share Report



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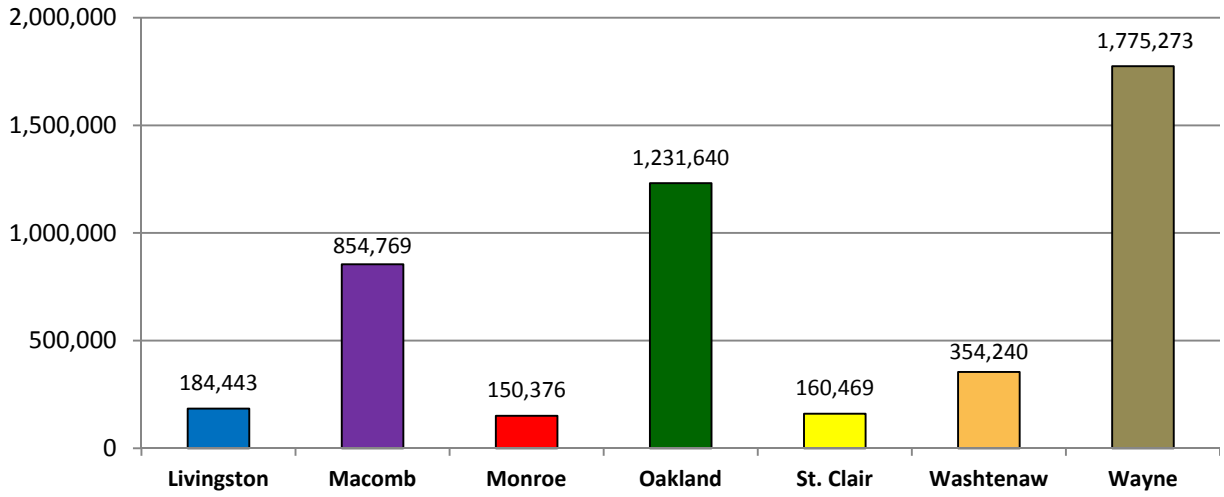
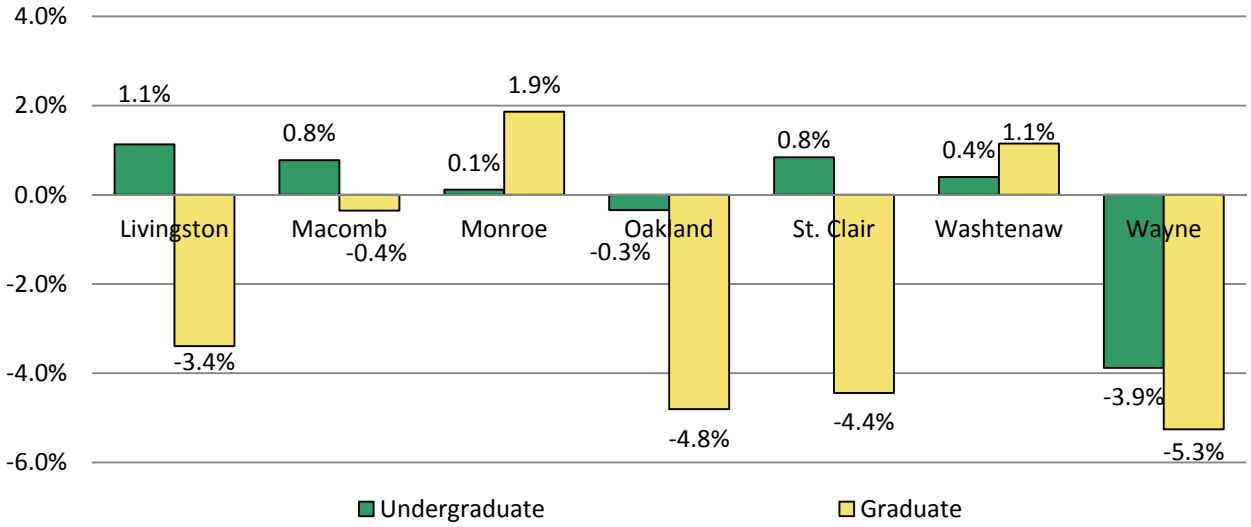
Population and Enrollment

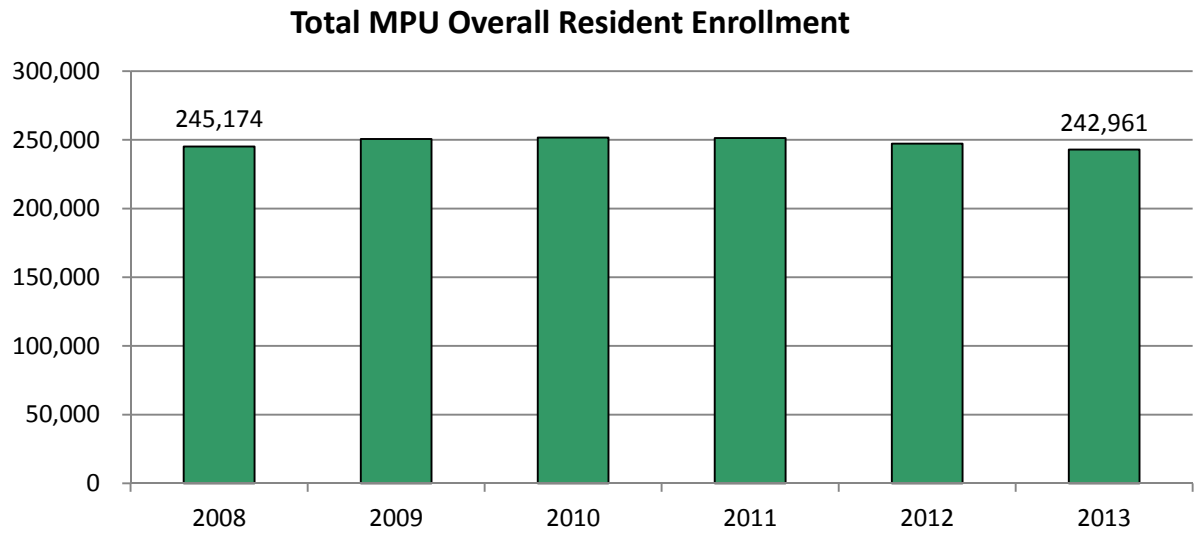
2013 U.S. Census Bureau Estimated Population by County



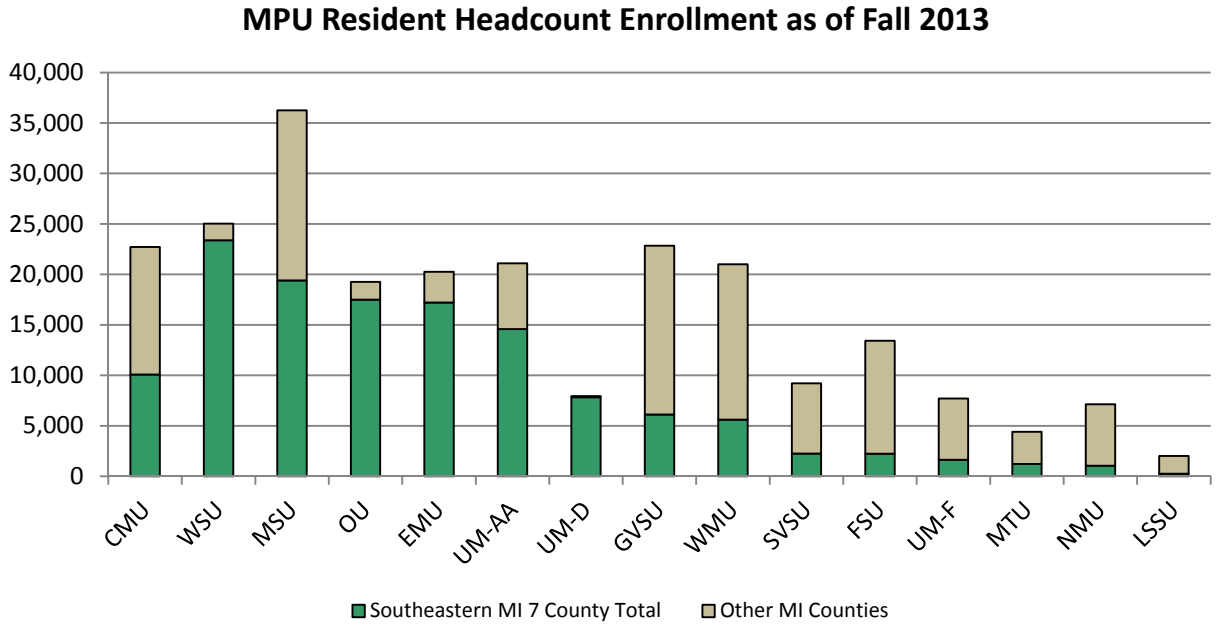
Source: US Census Bureau

WSU Percentage Point Change in Enrollment Market Share by County Fall 2008 to Fall 2013





- In 2013, total MPU enrollment decreased by 2,213 (-.9% change) compared to 2008.



- While Michigan State has the highest overall enrollment, Wayne State has the highest enrollment from the seven surrounding counties of Southeastern Michigan.
- Michigan State University has the second highest Southeastern Michigan enrollment, while Lake Superior State has the lowest.

SE MPU FTIAC Resident Enrollment

Fall 2008 vs Fall 2013

2008	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	133	374	41	755	43	65	376
EMU	83	81	49	219	5	317	872
FSU	33	83	17	136	46	23	129
GVSU	104	252	19	474	40	87	312
LSSU	6	17	5	16	6	1	16
MSU	226	501	46	1,517	69	202	898
MTU	17	57	9	101	3	21	70
NMU	27	28	3	75	17	6	55
OU	26	749	3	1,034	43	6	204
SVSU	25	99	13	144	38	11	151
UM-AA	70	229	20	1,128	43	366	634
UM-D	3	35	7	145	0	24	745
UM-F	28	15	1	71	5	0	2
WMU	44	257	21	525	32	131	403
WSU	3	436	10	475	13	21	1,624

2013	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	78	244	27	500	58	64	316
EMU	132	98	46	264	16	390	971
FSU	39	97	5	161	10	28	131
GVSU	127	228	32	532	50	93	332
LSSU	8	14	5	26	4	6	11
MSU	167	469	37	1,511	46	206	942
MTU	22	43	7	100	5	19	55
NMU	16	41	7	94	8	13	85
OU	42	791	4	1,077	78	12	191
SVSU	21	139	23	134	30	14	190
UM-AA	75	198	27	1,177	26	462	600
UM-D	3	36	4	122	3	29	676
UM-F	33	8	0	29	2	2	28
WMU	82	178	14	402	23	121	389
WSU	10	402	6	474	16	12	1,033

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2008 Total	828	3,213	264	6,815	403	1,281	6,491
2013 Total	855	2,986	244	6,603	375	1,471	5,950
% Change	3.3%	-7.1%	-7.6%	-3.1%	-6.9%	14.8%	-8.3%

SE MPU Undergraduate (Including FTIAC) Resident Enrollment

Fall 2008 vs Fall 2013

2008	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	565	1,798	176	3,335	380	256	2,024
EMU	938	418	526	1,756	64	3,521	5,921
FSU	167	387	63	562	199	131	487
GVSU	460	883	92	1,722	210	315	1,168
LSSU	18	40	5	46	16	12	47
MSU	1,079	2,377	285	7,347	364	1,037	4,359
MTU	85	180	49	348	58	95	256
NMU	76	122	17	298	53	52	183
OU	104	4,785	23	6,739	299	32	956
SVSU	46	336	34	409	242	44	342
UM-AA	372	978	167	4,860	161	1,881	2,601
UM-D	40	259	41	1,040	14	198	5,098
UM-F	110	57	3	479	151	1	15
WMU	251	1,083	134	2,224	201	534	1,639
WSU	53	3,395	70	3,849	202	154	9,939

2013	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	542	1,821	175	3,184	444	339	2,141
EMU	1,020	519	529	1,801	76	3,992	6,546
FSU	177	477	42	593	45	126	589
GVSU	541	934	112	2,155	246	379	1,398
LSSU	32	53	11	80	15	11	56
MSU	1,057	2,378	202	7,390	286	1,084	4,227
MTU	104	204	38	426	47	67	247
NMU	75	151	22	408	53	61	264
OU	143	5,476	38	7,616	405	57	1,048
SVSU	69	460	52	506	181	50	641
UM-AA	302	897	152	5,084	130	2,124	2,735
UM-D	27	230	55	1,005	14	163	5,356
UM-F	299	129	3	469	160	48	167
WMU	356	924	94	1,825	150	477	1,476
WSU	114	3,809	68	3,878	211	208	8,721

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2008 Total	4,364	17,098	1,685	35,014	2,614	8,263	35,035
2013 Total	4,858	18,462	1,593	36,420	2,463	9,186	35,612
% Change	11.3%	8.0%	-5.5%	4.0%	-5.8%	11.2%	1.6%

SE MPU Graduate Resident Enrollment

Fall 2008 vs Fall 2013

2008	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	33	285	19	548	91	40	559
EMU	177	84	131	420	10	1,080	1,085
FSU	7	32	6	40	8	13	43
GVSU	13	27	8	50	1	12	34
LSSU	0	0	0	0	0	0	0
MSU	142	278	37	908	43	258	510
MTU	4	12	3	19	3	7	19
NMU	0	5	1	9	1	7	4
OU	21	897	6	1,719	54	33	293
SVSU	1	336	0	134	95	1	27
UM-AA	90	237	42	1,052	16	2,157	667
UM-D	22	103	22	382	5	69	955
UM-F	29	19	1	111	19	0	21
WMU	17	39	7	74	7	20	51
WSU	82	1,233	56	2,723	109	377	3,371

2013	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	27	307	16	472	58	56	505
EMU	146	99	109	432	20	925	1,009
FSU	12	30	8	72	3	15	52
GVSU	28	59	3	107	9	25	124
LSSU	0	0	0	0	0	0	0
MSU	157	386	33	1,168	62	262	709
MTU	5	17	4	30	6	11	20
NMU	0	3	0	8	2	1	1
OU	41	707	5	1,576	51	55	280
SVSU	2	163	1	62	38	3	17
UM-AA	100	221	22	1,058	19	1,092	649
UM-D	19	73	13	255	2	73	553
UM-F	47	61	3	166	21	25	41
WMU	19	58	5	95	13	32	83
WSU	63	1,126	50	2,187	72	299	2,571

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2008 Total	638	3,587	339	8,189	462	4,074	7,639
2013 Total	666	3,310	272	7,688	376	2,874	6,614
% Change	4.4%	-7.7%	-19.8%	-6.1%	-18.6%	-29.5%	-13.4%

Total SE MPU Resident Enrollment

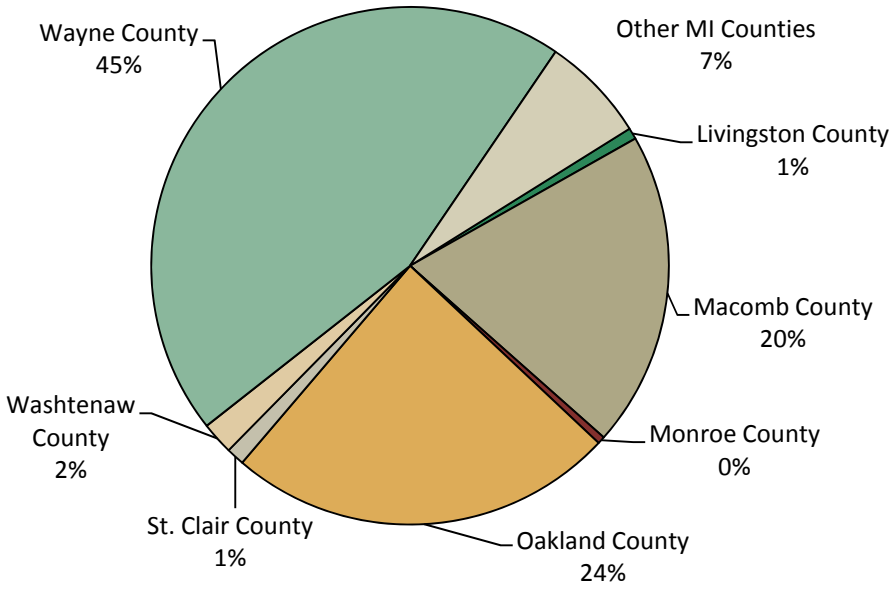
Fall 2008 vs Fall 2013

2008	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	598	2,083	195	3,883	471	296	2,583
EMU	1,115	502	657	2,176	74	4,601	7,006
FSU	174	419	69	602	207	144	530
GVSU	473	910	100	1,772	211	327	1,202
LSSU	18	40	5	46	16	12	47
MSU	1,221	2,655	322	8,255	407	1,295	4,869
MTU	89	192	52	367	61	102	275
NMU	76	127	18	307	54	59	187
OU	125	5,682	29	8,458	353	65	1,249
SVSU	47	672	34	543	337	45	369
UM-AA	462	1,215	209	5,912	177	4,038	3,268
UM-D	62	362	63	1,422	19	267	6,053
UM-F	139	76	4	590	170	1	36
WMU	268	1,122	131	2,298	208	554	1,690
WSU	135	4,628	126	6,572	311	531	13,310

2013	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
CMU	569	2,128	191	3,656	502	395	2,646
EMU	1,166	618	638	2,233	96	4,917	7,555
FSU	189	507	50	665	48	141	641
GVSU	569	993	115	2,262	255	404	1,522
LSSU	32	53	11	80	15	11	56
MSU	1,214	2,764	235	8,558	348	1,346	4,936
MTU	109	221	42	456	53	78	267
NMU	75	154	22	416	55	62	265
OU	184	6,183	43	9,192	456	112	1,328
SVSU	71	623	53	568	219	53	658
UM-AA	402	1,118	174	6,142	149	3,216	3,384
UM-D	46	303	68	1,260	16	236	5,909
UM-F	346	190	6	635	181	73	208
WMU	375	982	99	1,920	163	509	1,559
WSU	177	4,935	118	6,065	283	507	11,292

Totals	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne
2008 Total	5,002	20,685	2,014	43,203	3,076	12,337	42,674
2013 Total	5,524	21,772	1,865	44,108	2,839	12,060	42,226
% Change	10.4%	5.3%	-7.4%	2.1%	-7.7%	-2.2%	-1.0%

Wayne State University Total Enrollment by County
Michigan Residents - Fall 2013

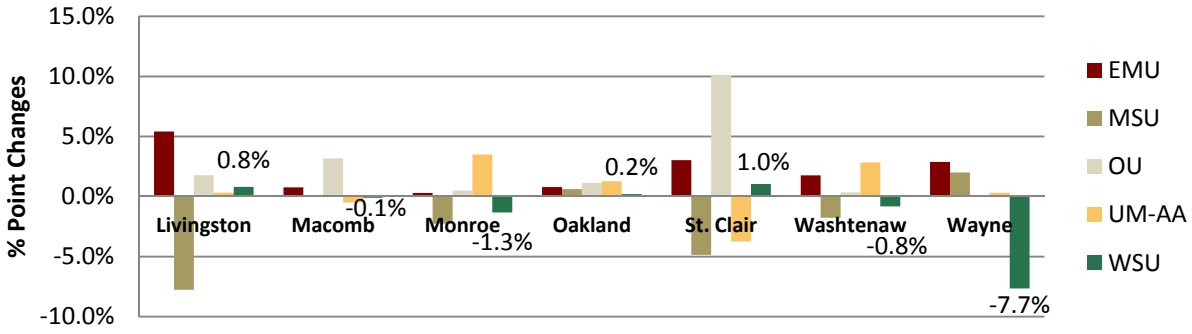


County	WSU Students
Livingston County	177
Macomb County	4,935
Monroe County	118
Oakland County	6,065
St. Clair County	283
Washtenaw County	507
Wayne County	11,292
Southeastern Michigan Total	23,377
Other MI Counties	1,653
Grand Total WSU - Michigan Residents	25,030

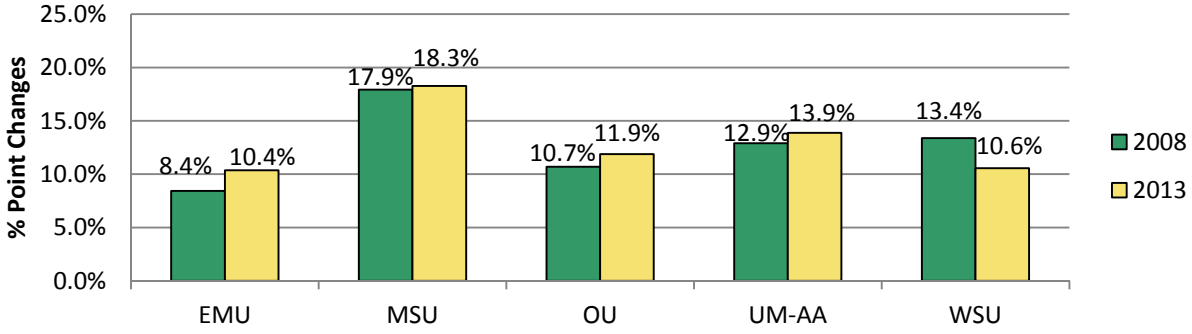
Change in Market Share

The following charts show the top four Southeastern (SE) MPUs in market share gains for FTIACs (First Time in Any College), Undergraduates (including FTIACs) and Graduate students. The market share changes are compared to Wayne State University in the seven SE Michigan counties from Fall 2008 to Fall 2013.

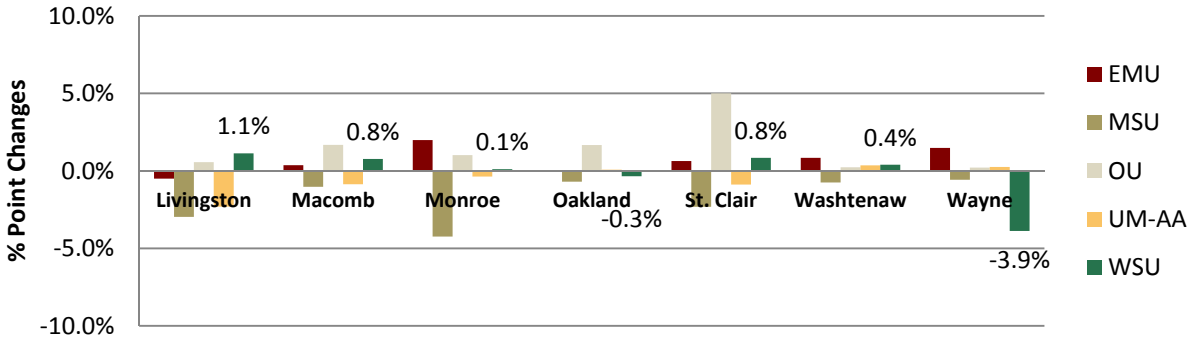
SE MPU FTIAC Enrollment
Market Share Change by County
Fall 2008 - Fall 2013



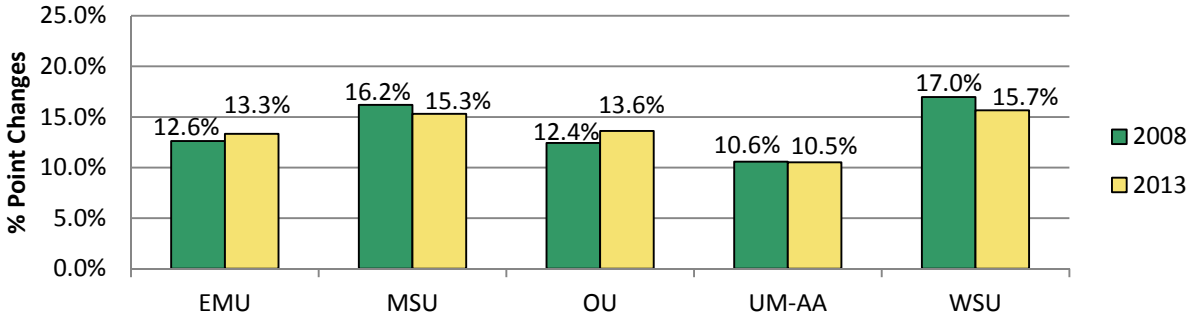
SE MPU FTIAC Enrollment
Market Share Change by University
Fall 2008 vs. Fall 2013



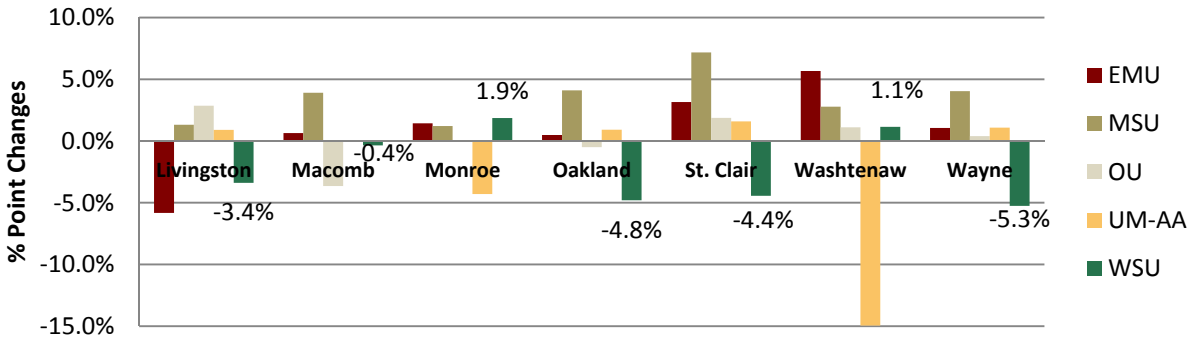
SE MPU Undergraduate (including FTIAC) Enrollment
Market Share Change by County
Fall 2008 to Fall 2013



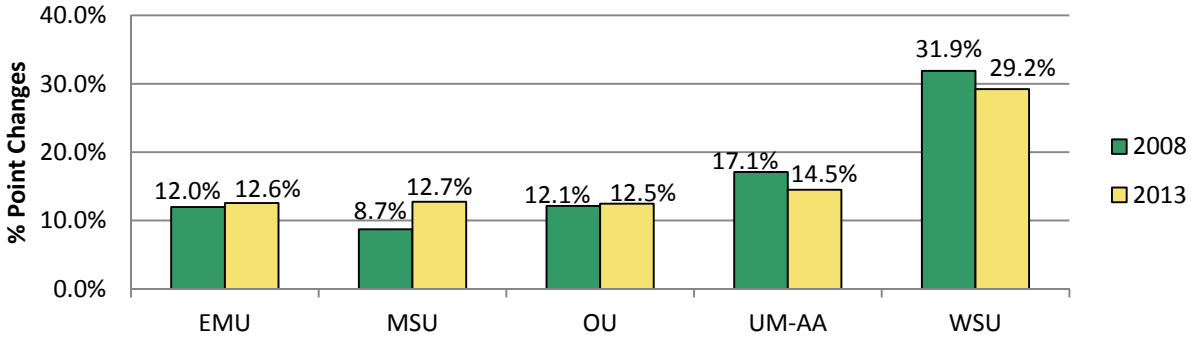
SE MPU Undergraduate (including FTIAC) Enrollment
Market Share Change by University
Fall 2008 vs. Fall 2013



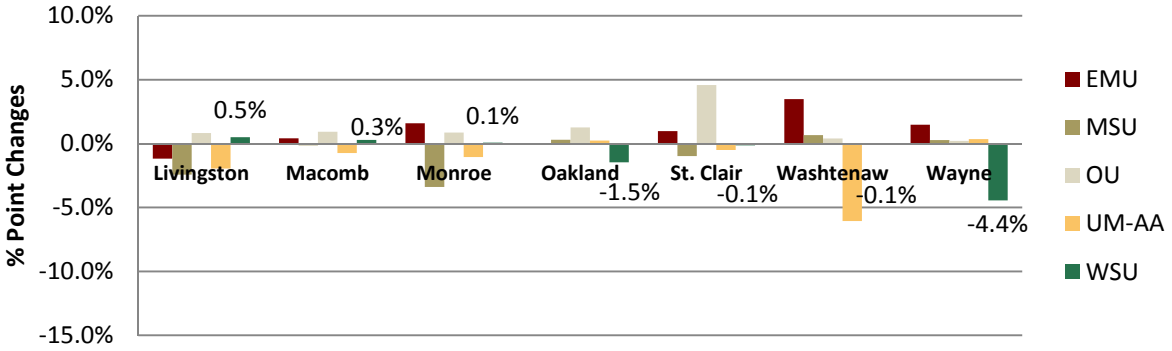
SE MPU Graduate Enrollment
Market Share Change by County
Fall 2008 - Fall 2013



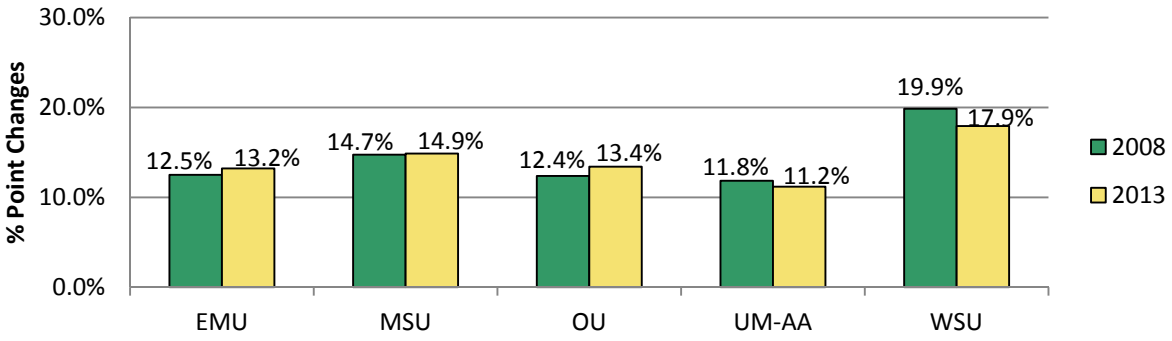
SE MPU Graduate Enrollment
Market Share Change by University
Fall 2008 vs. Fall 2013



SE MPU Total Enrollment
Market Share Change by County
Fall 2008 - Fall 2013



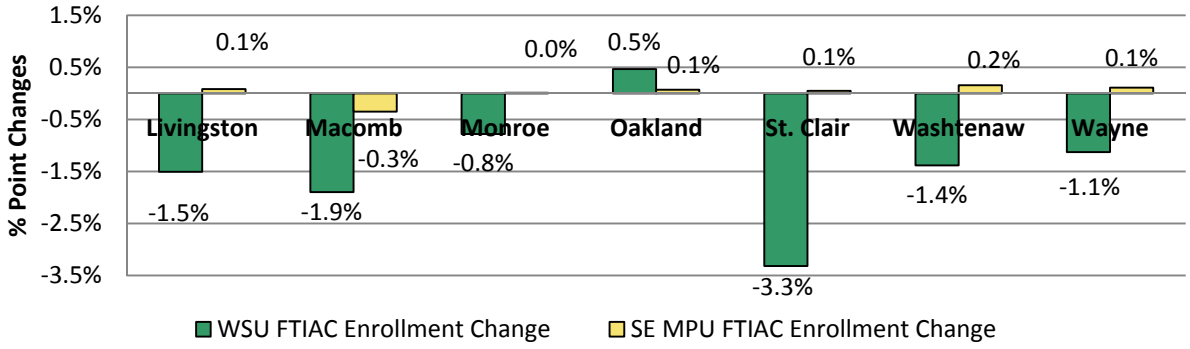
SE MPU Total Enrollment
Market Share Change by University
Fall 2008 vs. Fall 2013



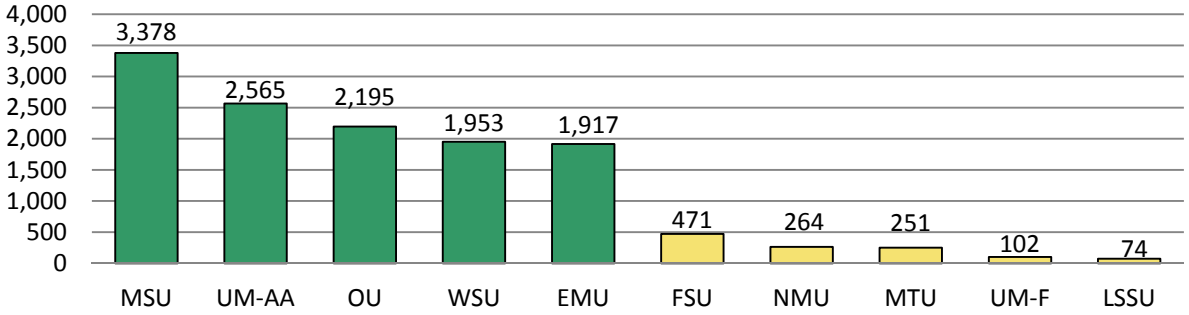
Summary of Wayne State University

FTIAC Enrollment

Southeastern MPU FTIAC
One Year Enrollment Market Share Change by County
WSU vs MPUs
Fall 2012-Fall 2013



Fall 2013 Southeastern MPU FTIAC Enrollment
Top Five and Bottom Five

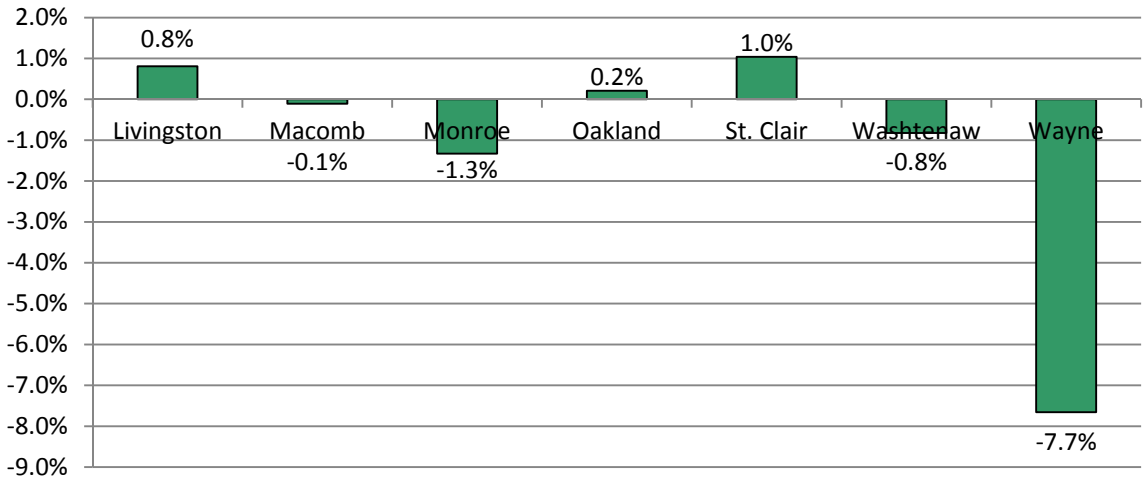


WSU FTIAC Enrollment Statistics – Southeastern Michigan

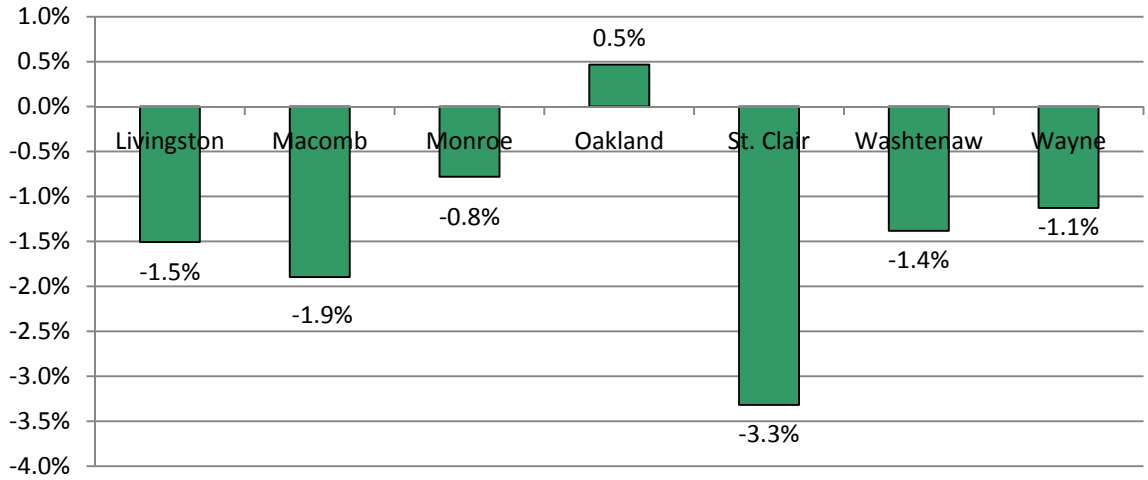
- MPU FTIAC enrollment increased 143 students (0.8%) from 2012.
- WSU's FTIAC enrollment decreased 135 students (-6.5%) from 2012
- WSU's FTIAC market share decreased 2.8 percentage points since fall 2008.
- 52.9% of WSU's FTIACs were Wayne County residents in 2013 compared to 48% in 2012.
- From 2008 – 2013, WSU's Wayne County resident FTIAC enrollment decreased by 591 (-36.4%), during the same period, Wayne County community colleges decreased enrollment by 5,362 (-10.8%) and Wayne County MPU FTIAC enrollment decreased by 541 (-8.3%).

Wayne State University
FTIAC Market Share Change by County

Fall 2008 to Fall 2013 Percentage Point Change

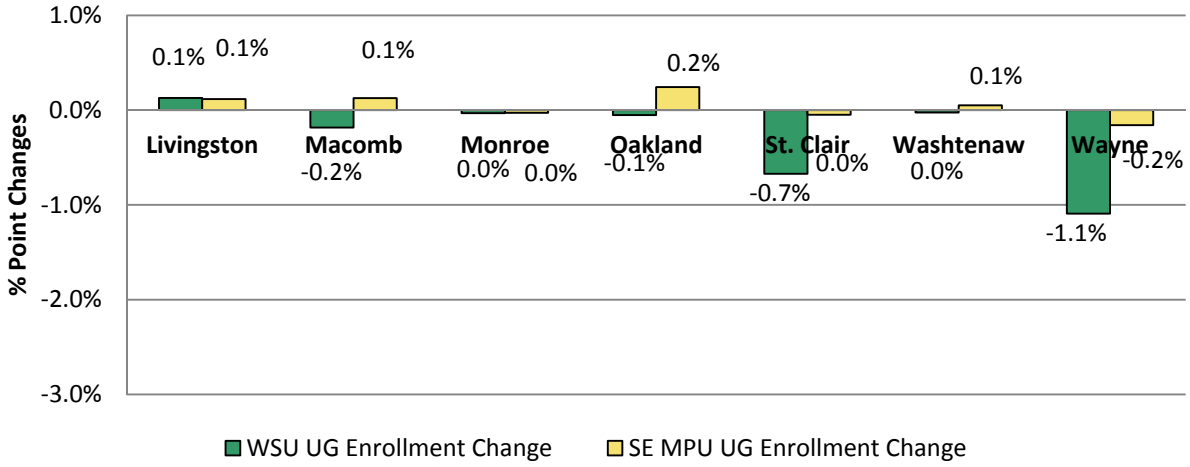


Fall 2012 to Fall 2013 Percentage Point Change

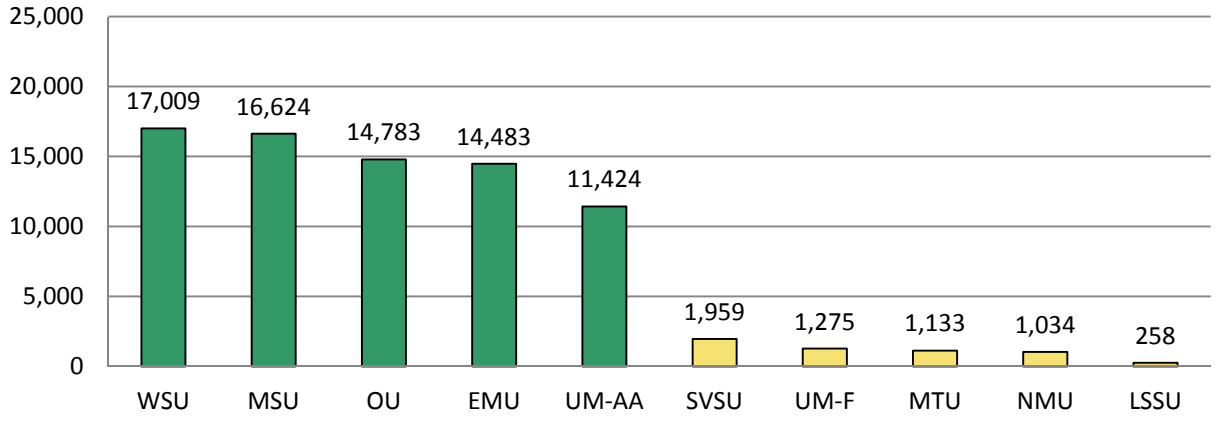


Undergraduate Enrollment

Southeastern MPU Undergraduate (Including FTIAC)
One Year Enrollment Market Share Change by County
WSU vs MPUs
Fall 2012-Fall 2013



Fall 2013 Southeastern MPU Undergraduate (including FTIAC)
Enrollments Top Five and Bottom Five

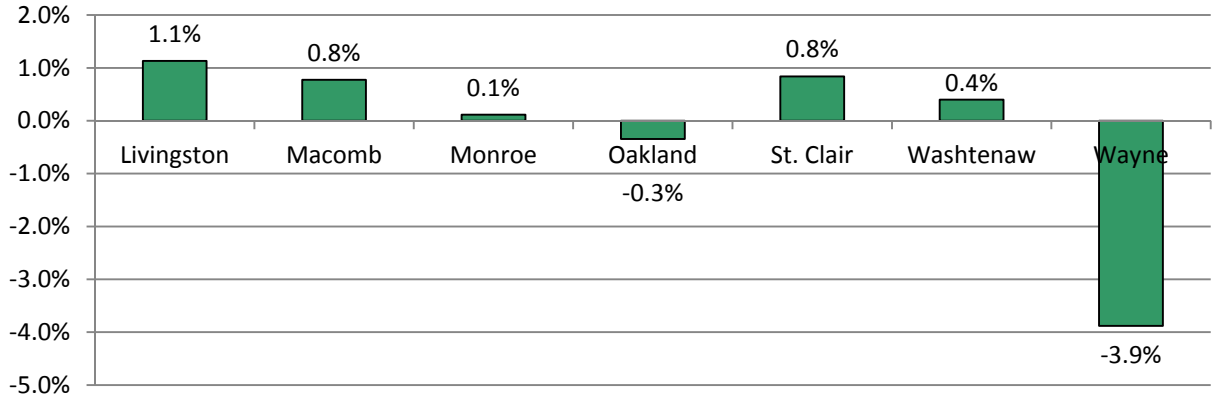


WSU Undergraduate Enrollment Statistics – Southeastern Michigan

- MPU undergraduate enrollment decreased 942 students (-0.9%) from 2012.
- WSU's undergraduate enrollment decreased 685 students (-3.9%) from 2012.
- WSU's undergraduate market share decreased 1.3 percentage points since fall of 2008.
- 51.3% of WSU's undergraduates were Wayne County residents in 2013 compared to 52.7% in fall 2012.
- From 2008 – 2013, WSU's Wayne County resident UG enrollment decreased by 1,218 (-12.3%), during the same period, Wayne County community colleges decreased enrollment by 5,362 (-10.8%) and Wayne County MPU UG enrollment increased by 577 (1.6%).

Wayne State University
Undergraduate (including FTIAC) Market Share Change by County

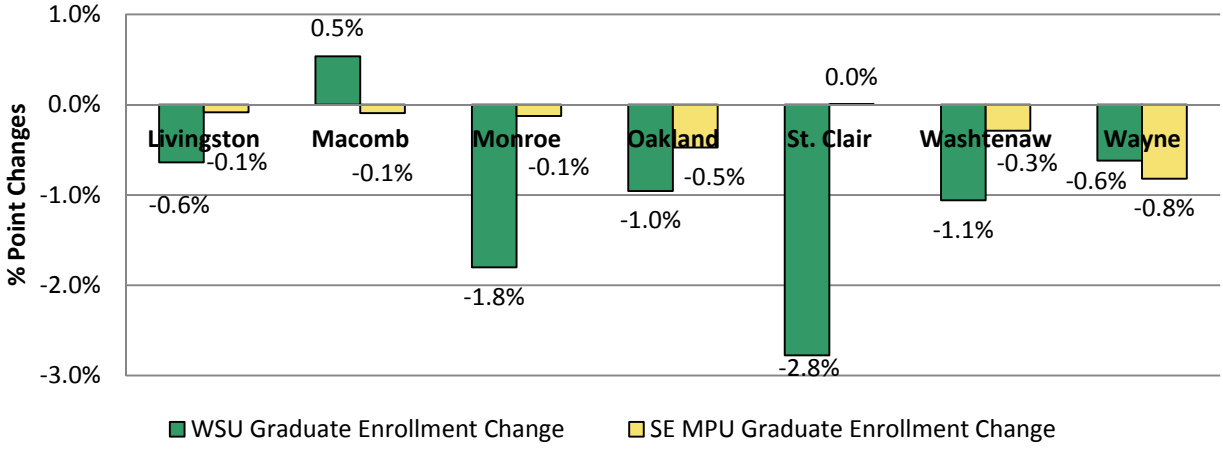
Fall 2008 to Fall 2013 Percentage Point Change



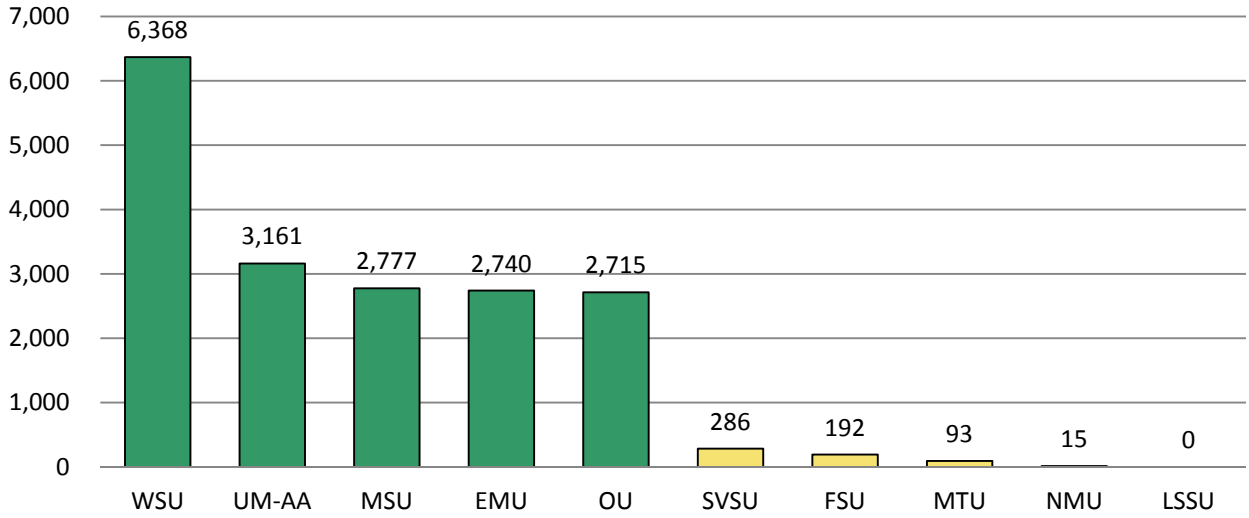
Fall 2012 to Fall 2013 Percentage Point Change

Graduate Enrollment

Southeastern MPU Graduate One Year Enrollment
Market Share Change by County
WSU vs MPUs
Fall 2012-Fall 2013



Fall 2013 Southeastern MPU Graduate Enrollments
Top Five and Bottom Five

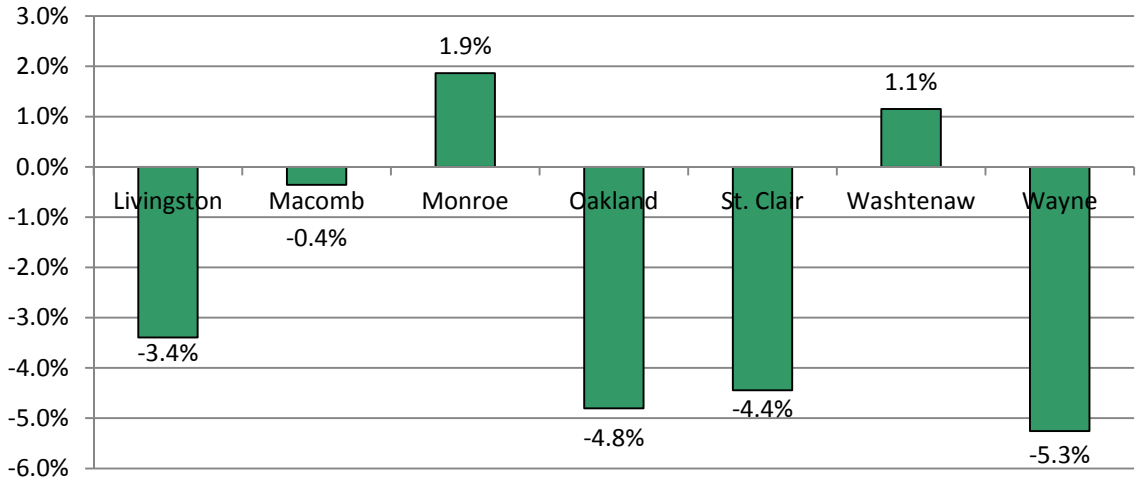


WSU Graduate Enrollment Statistics – Southeastern Michigan Residents

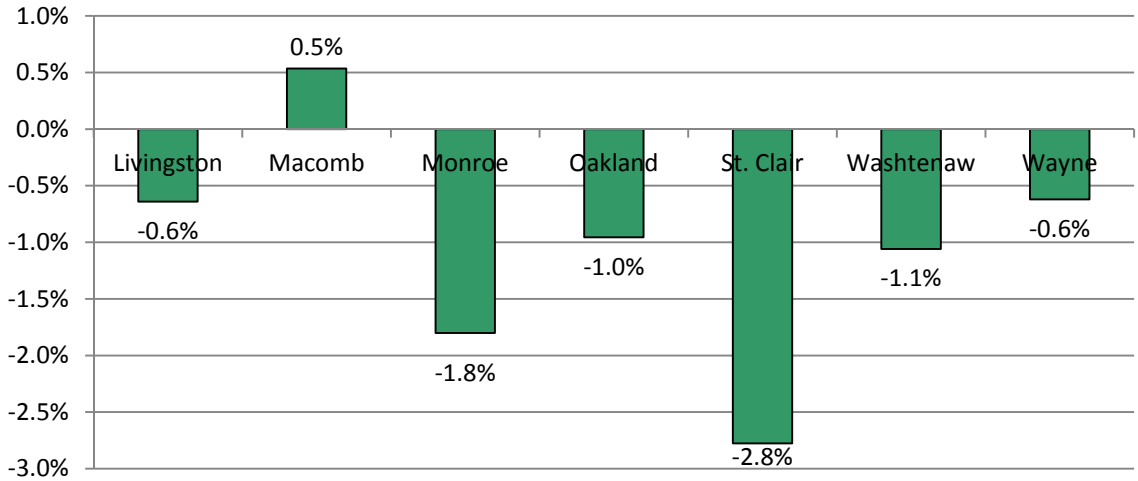
- MPU graduate enrollment decreased 829 students (-3.7%) from 2012.
- WSU's graduate enrollment decreased 394 students (-5.8%) from 2012.
- WSU's graduate market share decreased 2.7% percentage points since fall 2008.
- 40.4% of WSU's graduate students were Wayne County residents in 2013 compared to 40.7% in fall 2012.
- From 2008 – 2013, WSU's Wayne County resident graduate enrollment decreased by 800 (-23.7%), during the same period, Wayne County MPU graduate enrollment decreased by 1,025 (-13.4%).

Wayne State University
Graduate Market Share Change by County

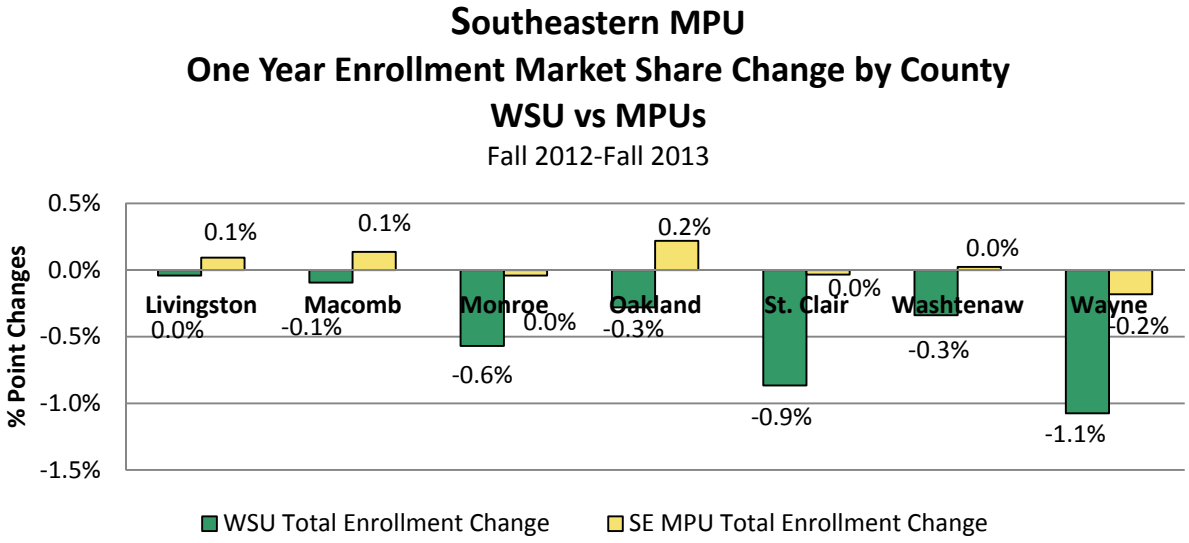
Fall 2008 to Fall 2013 Percentage Point Change

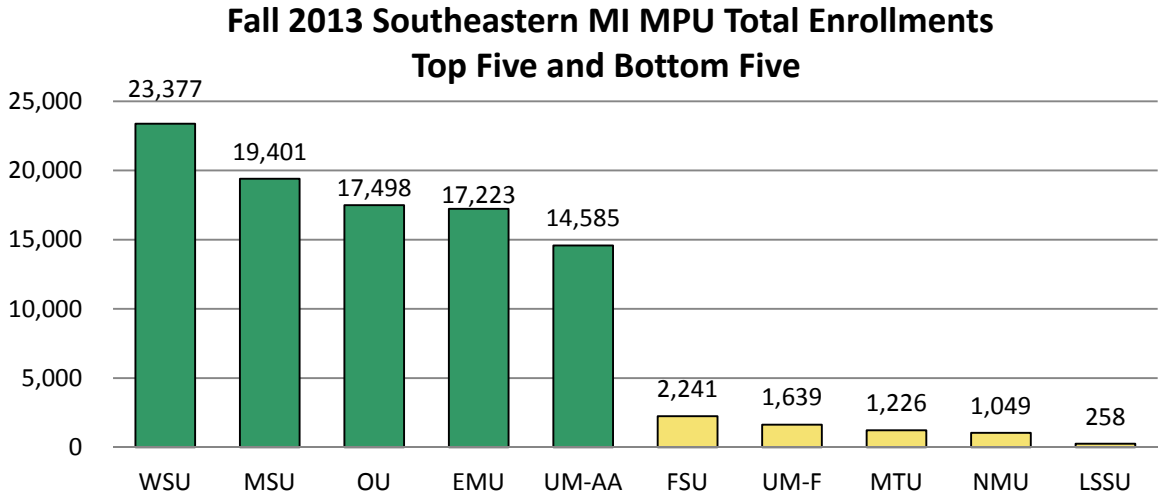


Fall 2012 to Fall 2013 Percentage Point Change



Total Enrollment



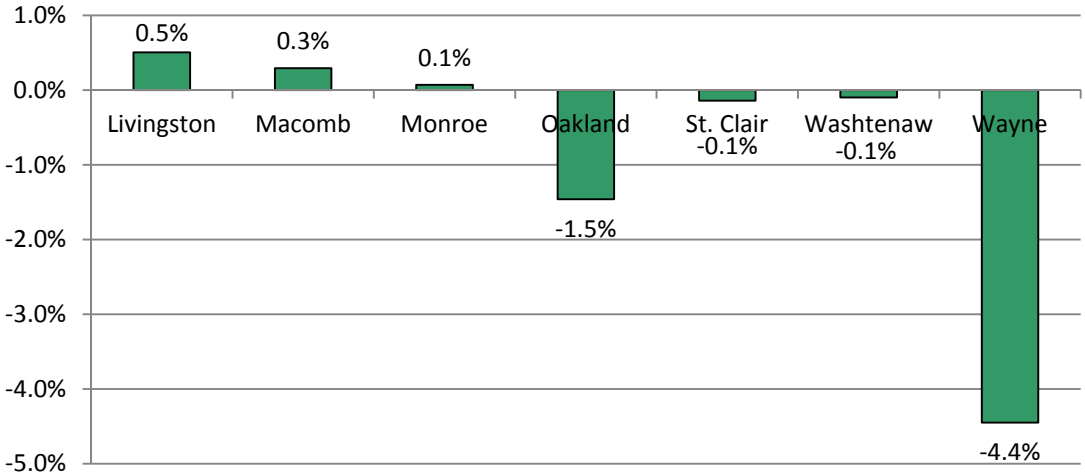


WSU Total Enrollment Statistics – Southeastern Michigan

- MPU total enrollment decreased by 1,771 students (-1.3%) from 2012.
- WSU's total enrollment decreased 1,079 students (-4.4%) from 2012.
- WSU's seven county total enrollment market share decreased 1.9 percentage points since fall 2008.
- Wayne County residents accounted for 48.3% of WSU's total enrollment in 2013.
- From 2008 – 2013, WSU's total enrollment for Wayne County residents decreased by 2,018 (-15.2%), during the same period, Wayne County community colleges decreased enrollment by 5,362 (-10.8%) and total enrollment for Wayne County MPU decreased by 448 (-1.0%).

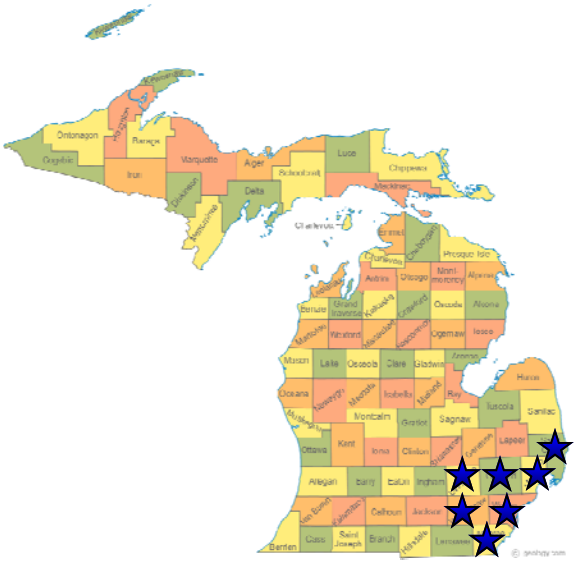
Wayne State University
Seven County Total Enrollment Market Share Change by County

Fall 2008 to Fall 2013 Percentage Point Change



Fall 2012 to Fall 2013 Percentage Point Change

Summary of Southeastern Michigan Counties



Demographics

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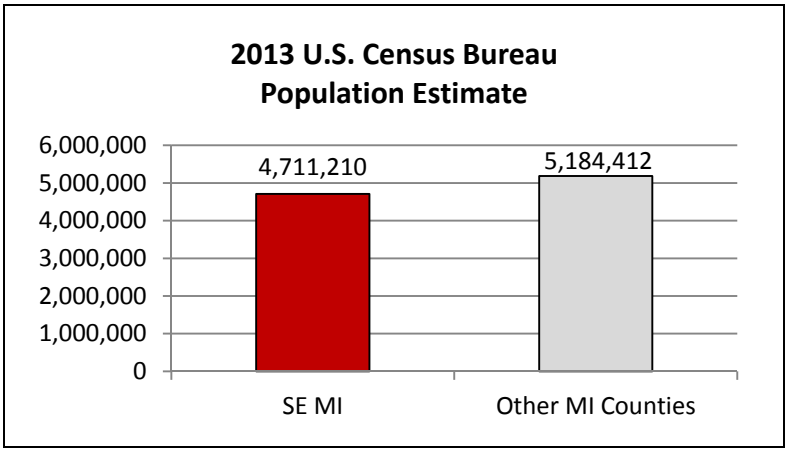
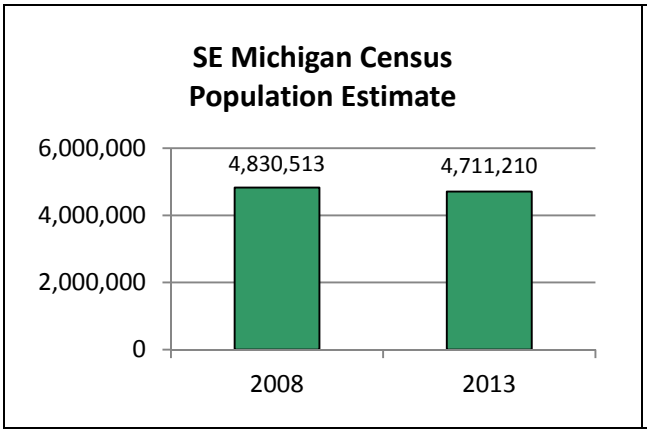
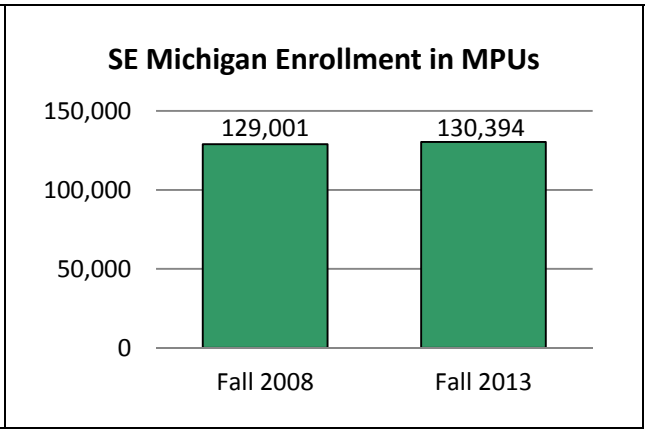


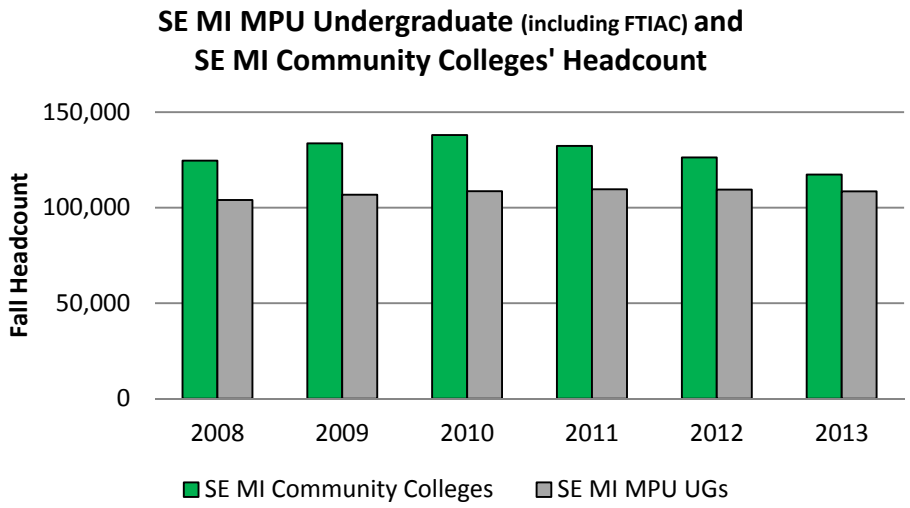




Community Colleges in Southeastern Michigan:

Enrollment at Community Colleges in Southeastern Michigan Counties	
Fall 2008	119,446
Fall 2013	114,618
Community College Enrollment Cumulative % Change	-4.0%
SE Michigan MPU UG Enrollment % Point Change	4.3%

Source: www.michigancc.net



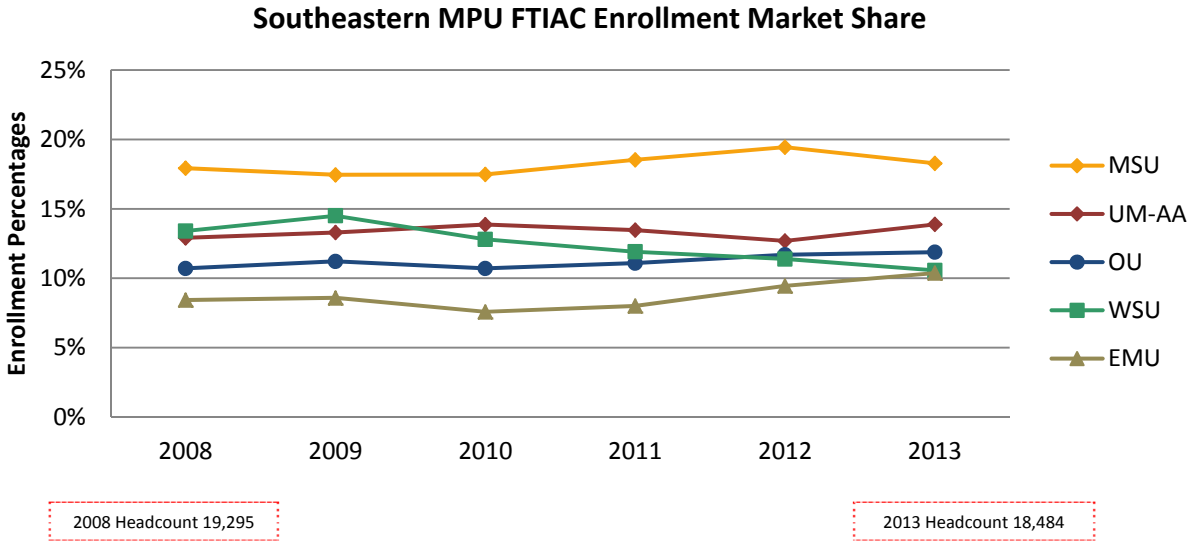
Source: www.michigancc.net

Top five High Schools in Southeastern Michigan by enrollment:

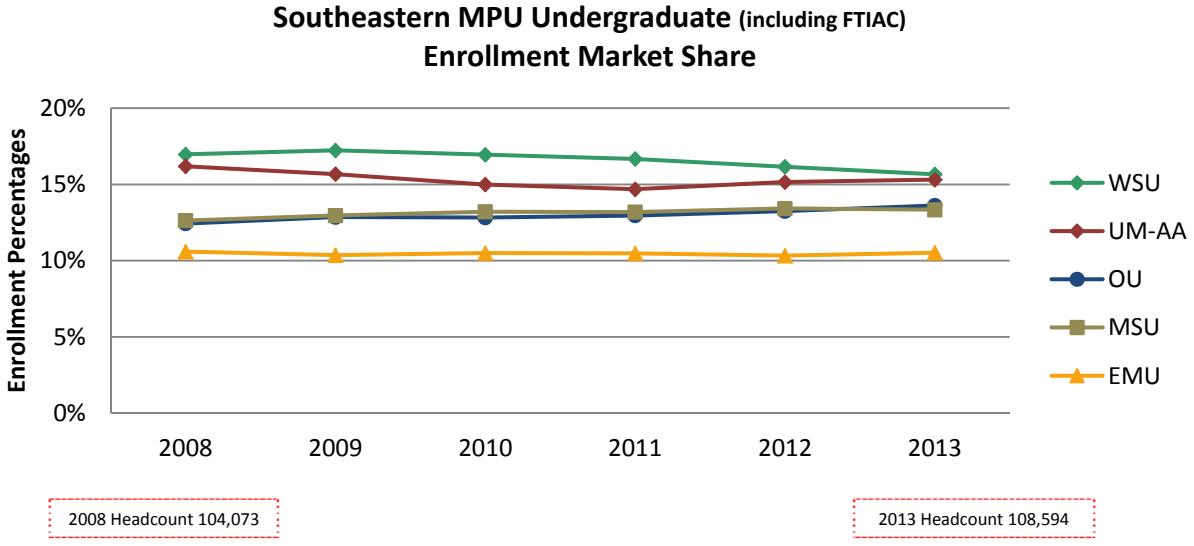
High School Name	City	County	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Dakota High School	Macomb	Macomb	2,467	2,678	9%
Howell High School	Howell	Livingston	2,580	2,569	0%
Chippewa Valley High School	Clinton Township	Macomb	2,181	2,424	11%
Lake Orion Community High School	Lake Orion	Oakland	2,426	2,384	-2%
Fordson High School	Dearborn	Wayne	2,380	2,370	0%

Source: Center for Educational Performance and Information

Market Share – Top Four Enrollments vs. WSU

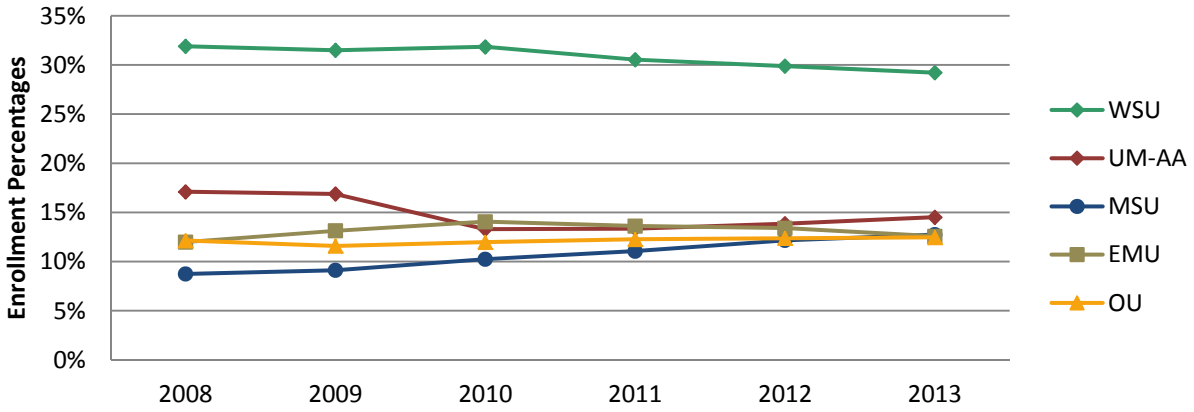


- Largest market share gain from 2008 – 2013: Eastern Michigan University 1.9% points
- Largest market share loss from 2008 – 2013: Wayne State University -2.8% points



- Largest market share gain from 2008 – 2013: Oakland University 1.2% points
- Largest market share loss from 2008 – 2013: Wayne State University -1.3% points

Southeastern MPU Graduate Enrollment Market Share

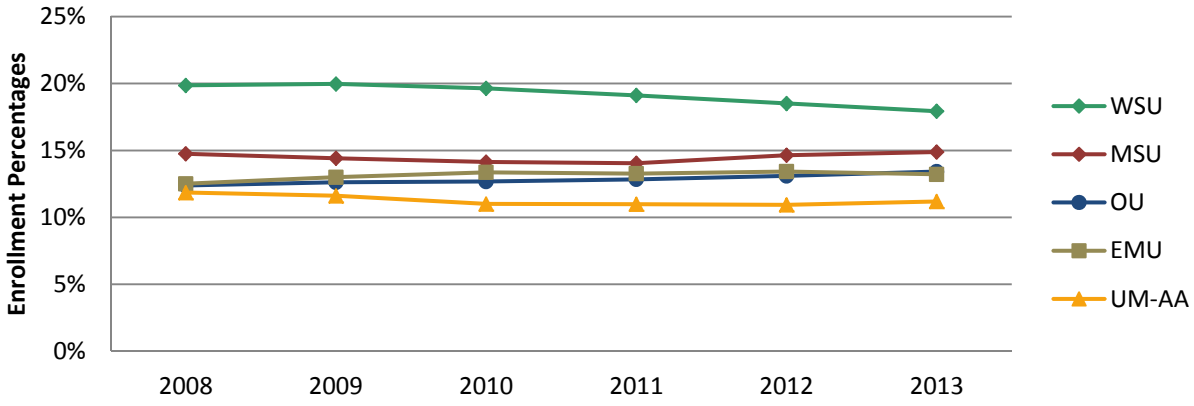


2008 Headcount 24,928

2013 Headcount 21,800

- Largest market share gain from 2008 – 2013: Michigan State University 4.0% points
- Largest market share loss from 2008 – 2013: Wayne State University -2.7% points

Southeastern MPU Total Enrollment Market Share

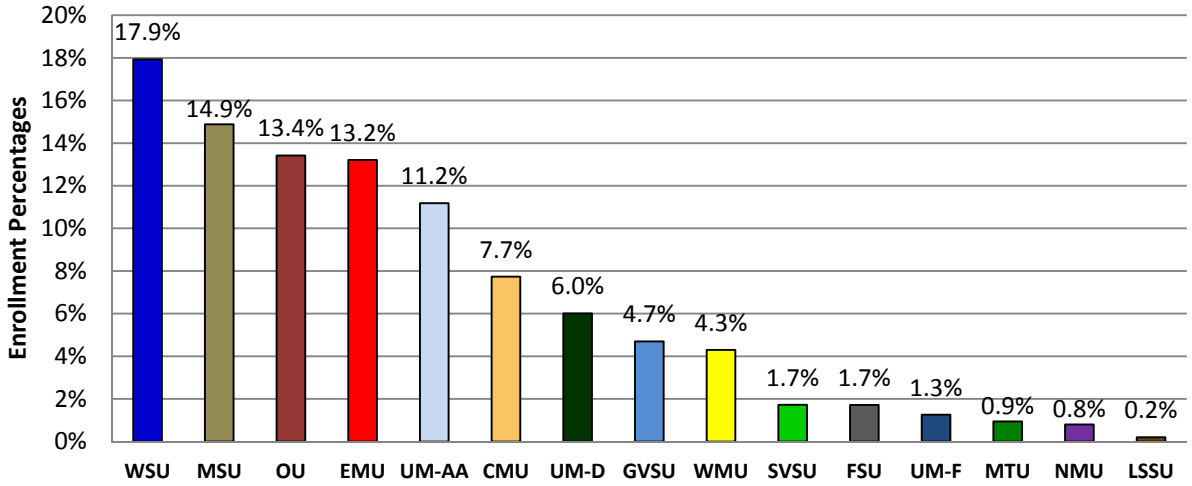


2008 Headcount 129,001

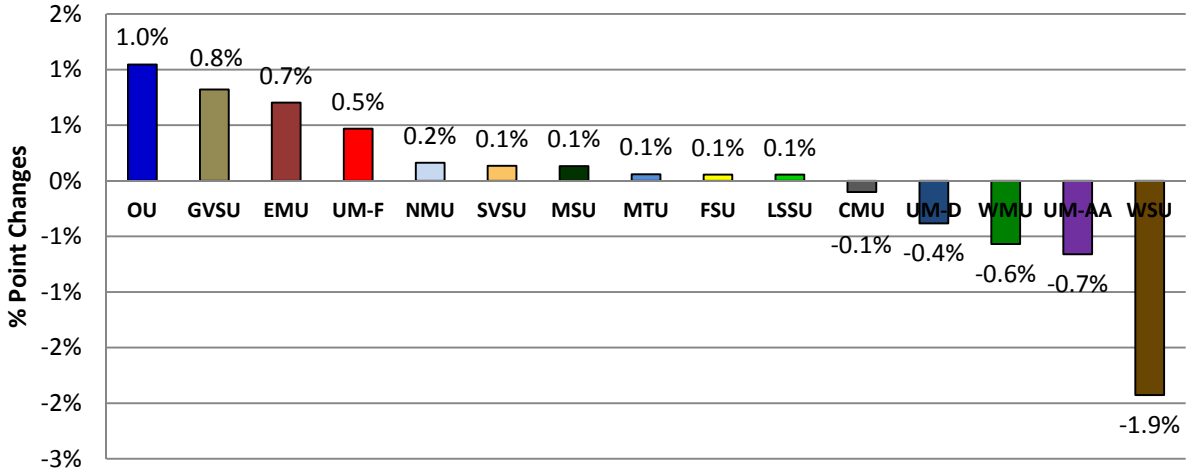
2013 Headcount 130,394

- Largest market share gain from 2008 – 2013: Oakland University 1.0% points
- Largest market share loss from 2008 – 2013: Wayne State University -1.9% points

Southeastern MPU Total Enrollment Market Share Fall 2013



Southeastern MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



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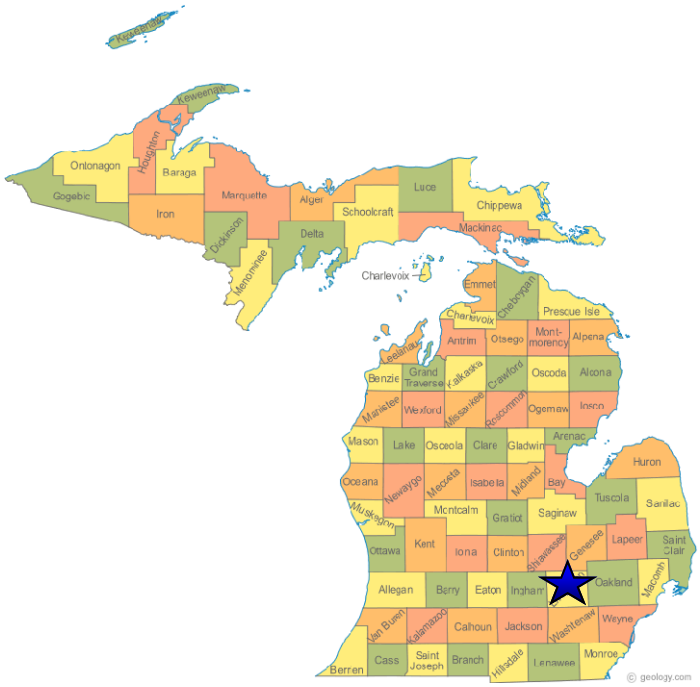
Livingston County



Demographics

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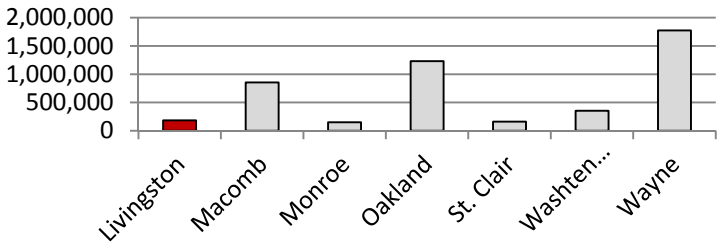
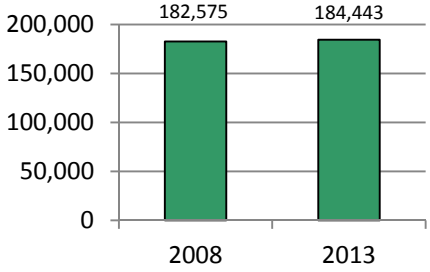
2013 U.S. Census Bureau
Population Estimate by County



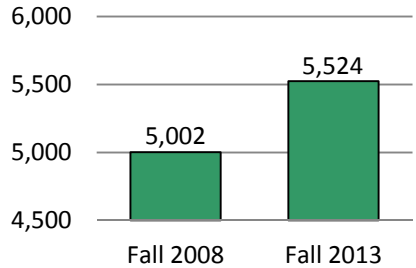
Livingston County
Census Population



County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	31.8%
MACOMB	22.2%
MONROE	17.6%
OAKLAND	42.7%
ST. CLAIR	15.5%
WASHTENAW	50.8%
WAYNE	20.8%

Source: U.S. Census Bureau 2008-2012 American Community Survey

Livingston County
Enrollment in MPUs

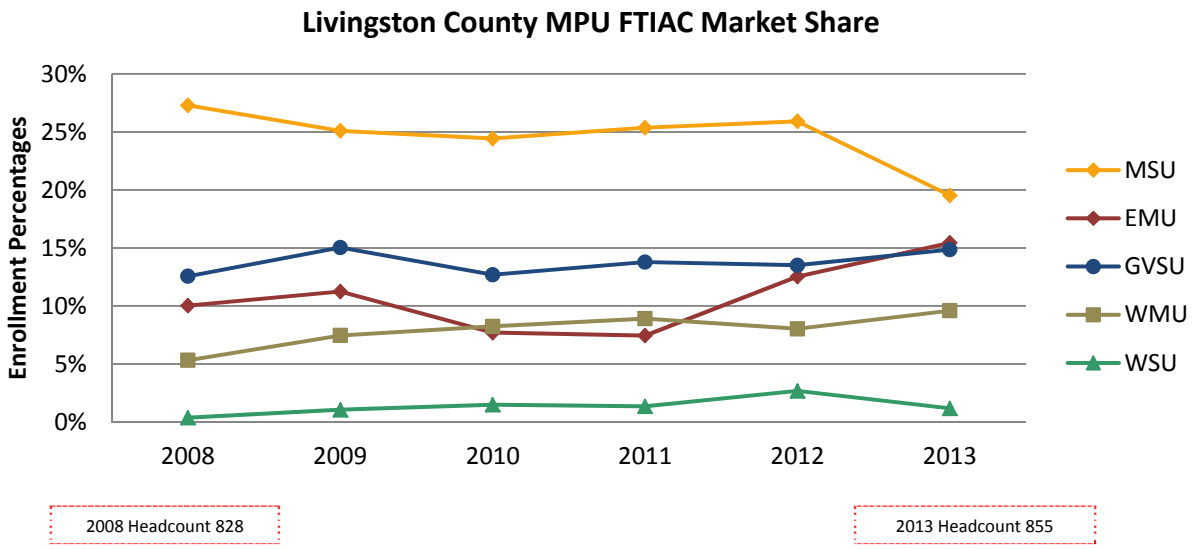


Top five Livingston County Public High Schools by Enrollment:

High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Howell High School	Howell	2,580	2,569	0%
Brighton High School	Brighton	2,243	2,040	-9%
Hartland High School	Hartland	1,804	1,817	1%
Pinckney Community High School	Pinckney	1,523	1,448	-5%
Fowlerville High School	Fowlerville	984	845	-14%

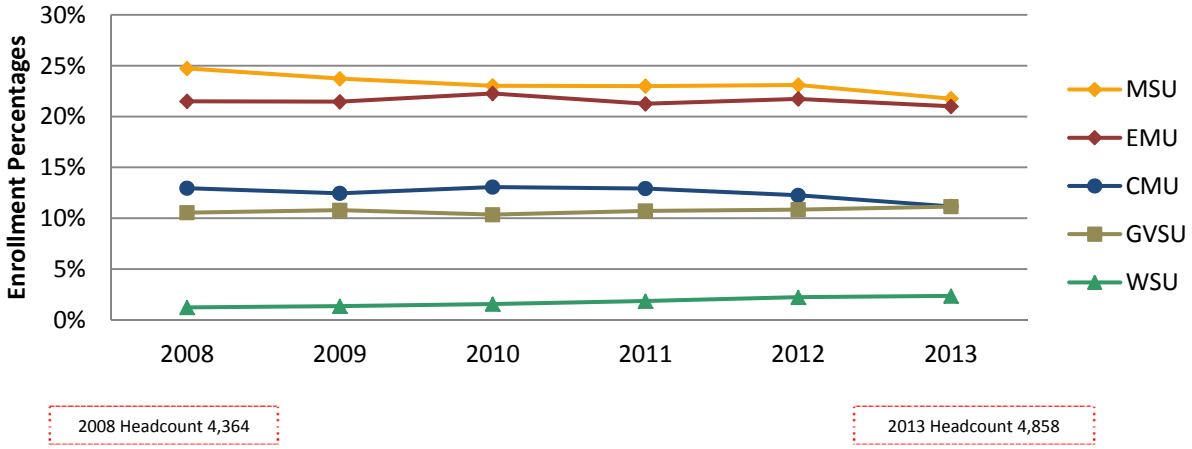
Source: Center for Educational Performance and Information

Market Share– Top Four Enrollments vs. WSU



- Largest market share gain from 2008 – 2013: Eastern Michigan University 5.4% points
- Largest market share loss from 2008 – 2013: Michigan State University -7.8% points

Livingston County MPU Undergraduate (including FTIAC) Enrollment Market Share

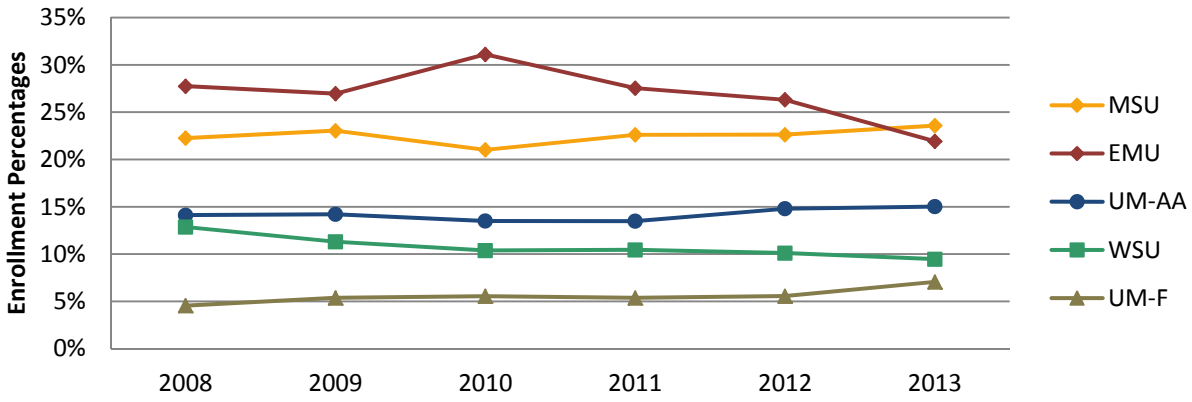


2008 Headcount 4,364

2013 Headcount 4,858

- Largest market share gain from 2008 – 2013: University of Michigan-Flint 3.6% points
- Largest market share loss from 2008 – 2013: Michigan State University -3.0% points

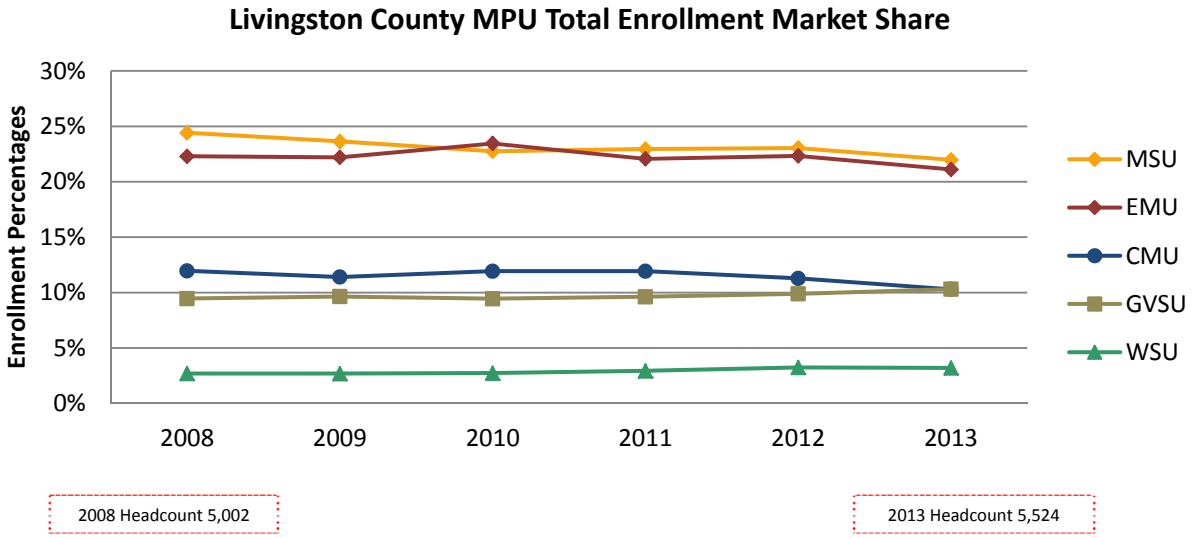
Livingston County MPU Graduate Enrollment Market Share



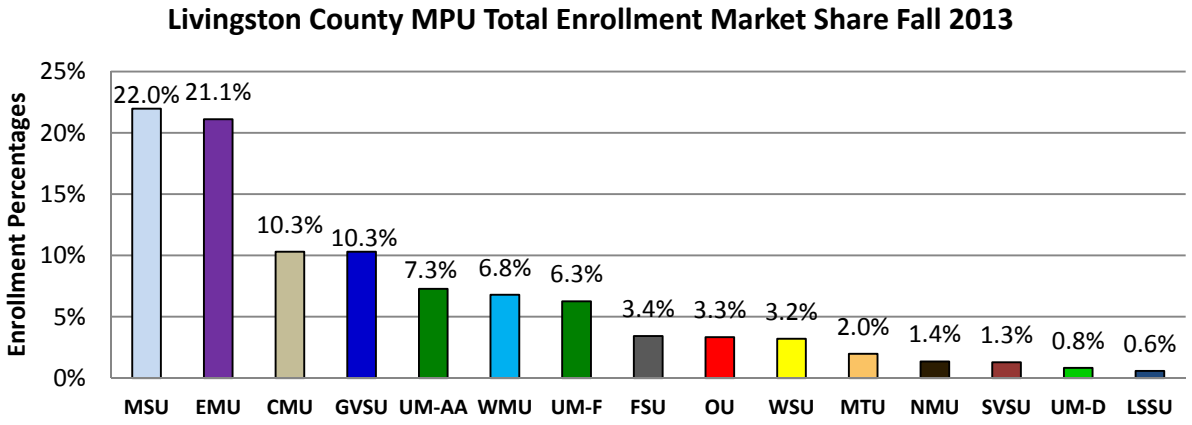
2008 Headcount 638

2013 Headcount 666

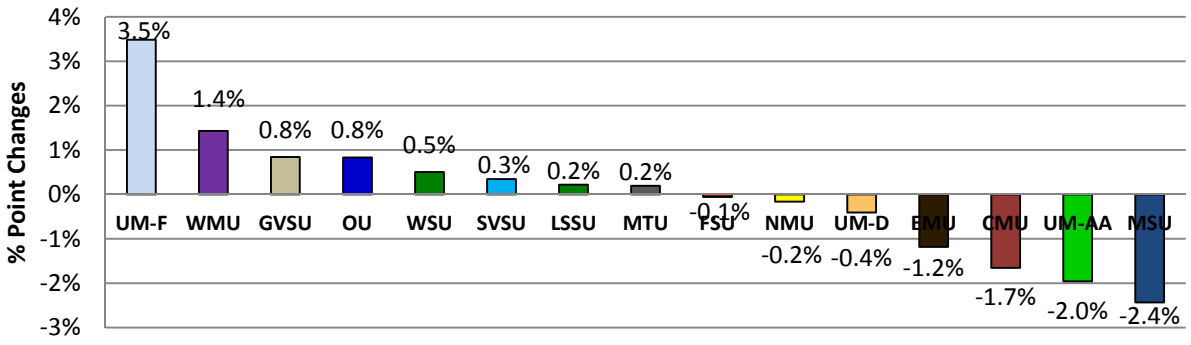
- Largest market share gain from 2008 – 2013: Oakland University 2.9% points
- Largest market share loss from 2008 – 2013: Eastern Michigan University -5.8% points



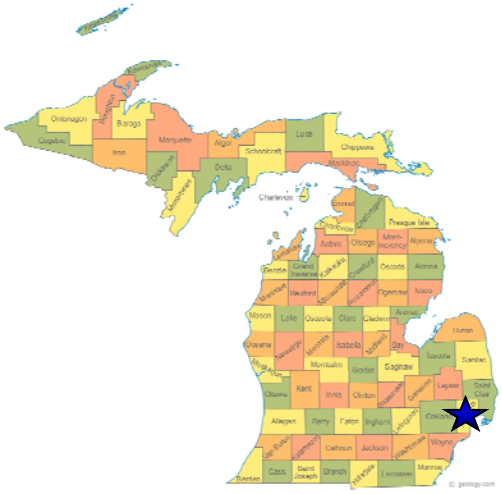
- Largest market share gain from 2008 – 2013: University of Michigan-Flint 3.5% points
- Largest market share loss from 2008 – 2013: Michigan State University -2.4% points



Livingston County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



Macomb County



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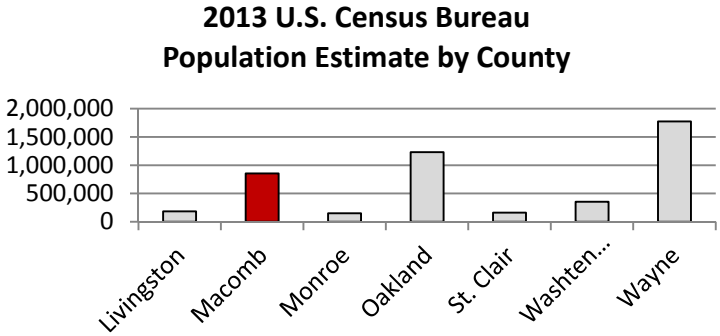

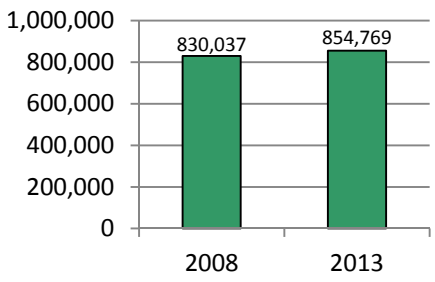

County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	31.8%
MACOMB	22.2%
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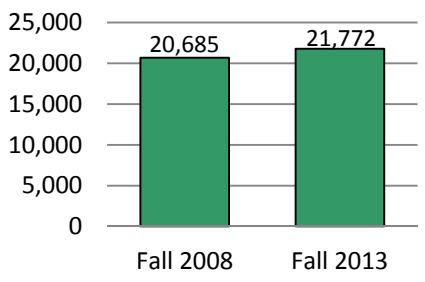
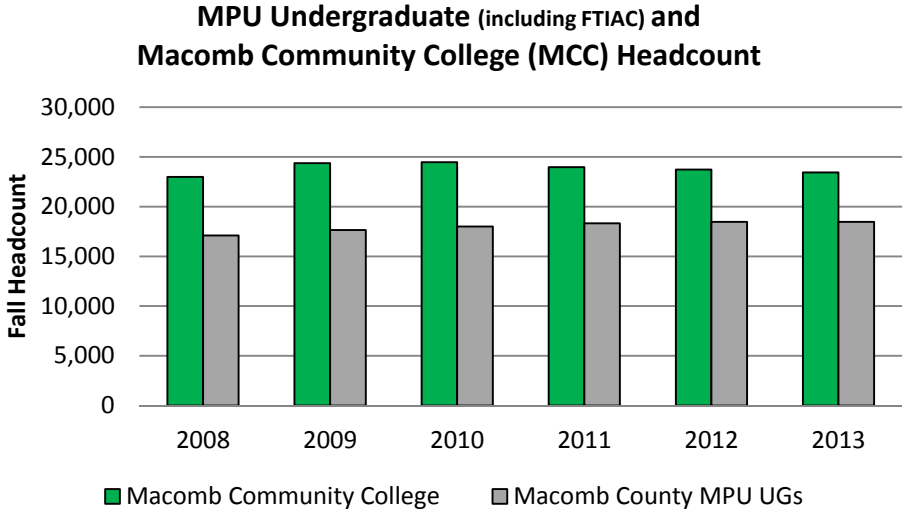
Source: U.S. Census Bureau 2008-2012 American Community Survey



Macomb Community College:

Enrollment at Macomb Community College	
Fall 2008	22,985
Fall 2013	23,446
% Point Change	1.2%

Source: www.michigancc.net



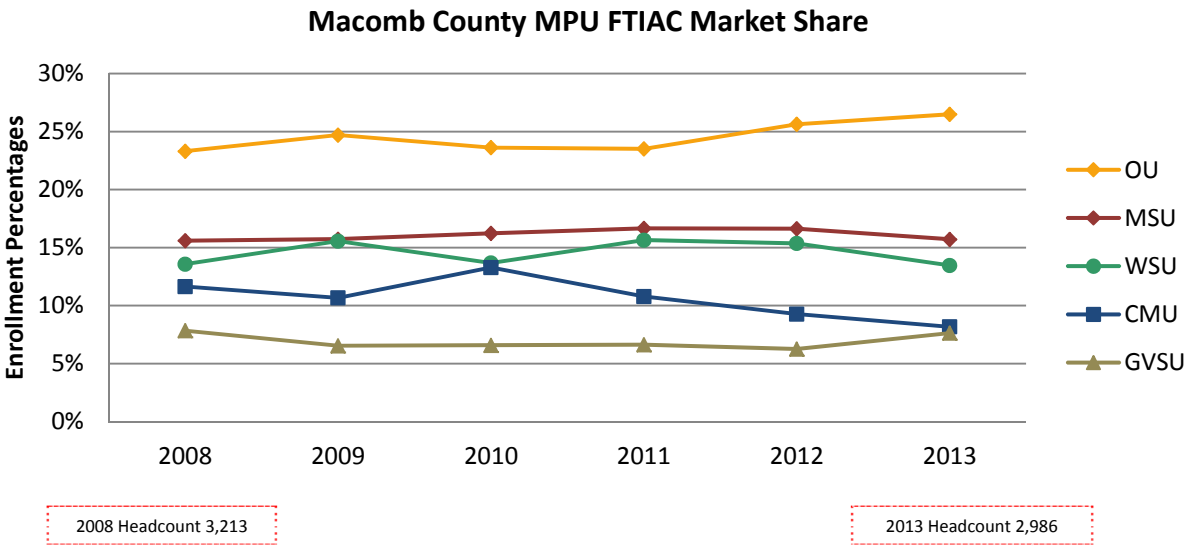
Source: www.michigancc.net

Top five Macomb County Public High Schools by enrollment:

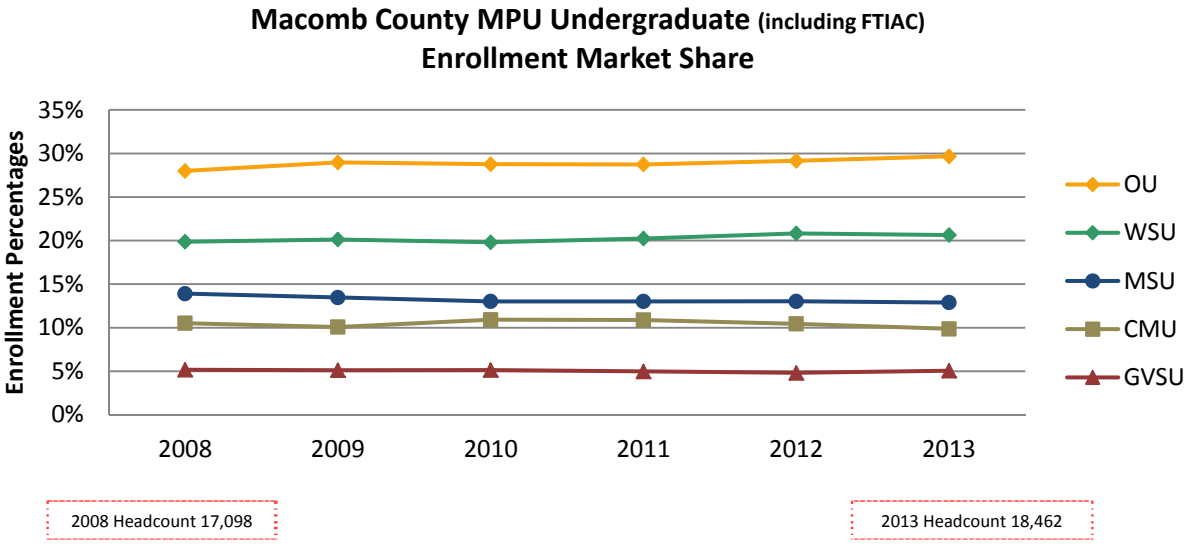
High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Dakota High School	Macomb	2,467	2,678	9%
Chippewa Valley High School	Clinton Township	2,181	2,424	11%
Eisenhower High School	Shelby Township	2,063	2,017	-2%
Henry Ford II High School	Sterling Heights	1,989	1,987	0%
Adlai Stevenson High School	Sterling Heights	2,079	1,960	-6%

Source: Center for Educational Performance and Information

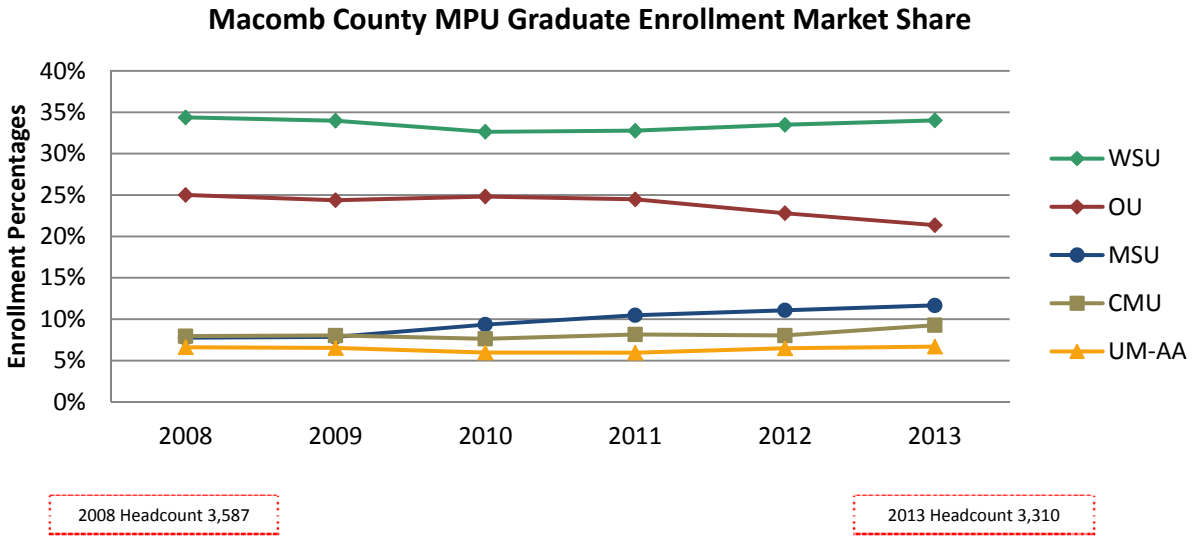
Market Share – Top Four Enrollments vs. WSU



- Largest market share gain from 2008 – 2013: Oakland University 3.2% points
- Largest market share loss from 2008 – 2013: Central Michigan University -3.5% points



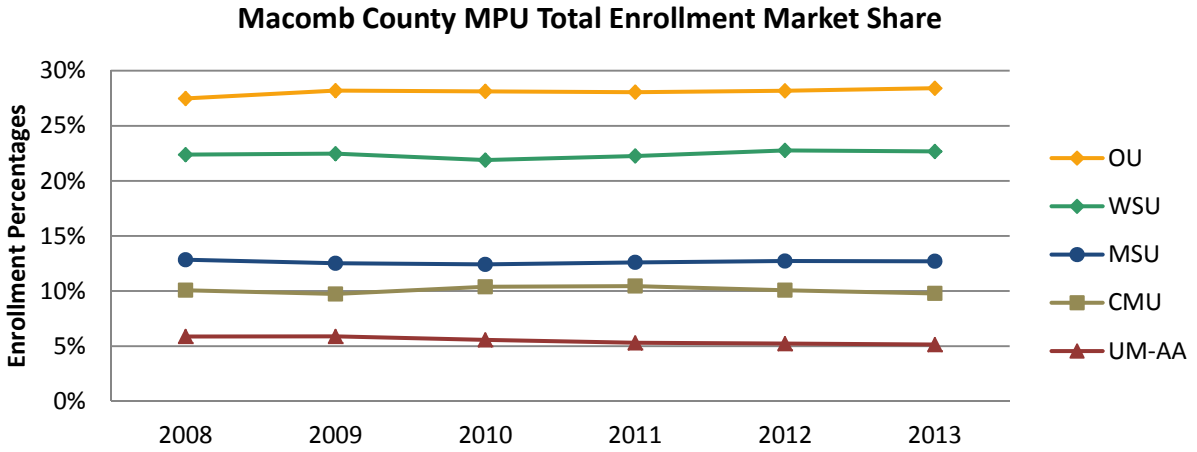
- Largest market share gain from 2008 – 2013: Oakland University 1.7% points
- Largest market share loss from 2008 – 2013: Western Michigan University -1.3% points



2008 Headcount 3,587

2013 Headcount 3,310

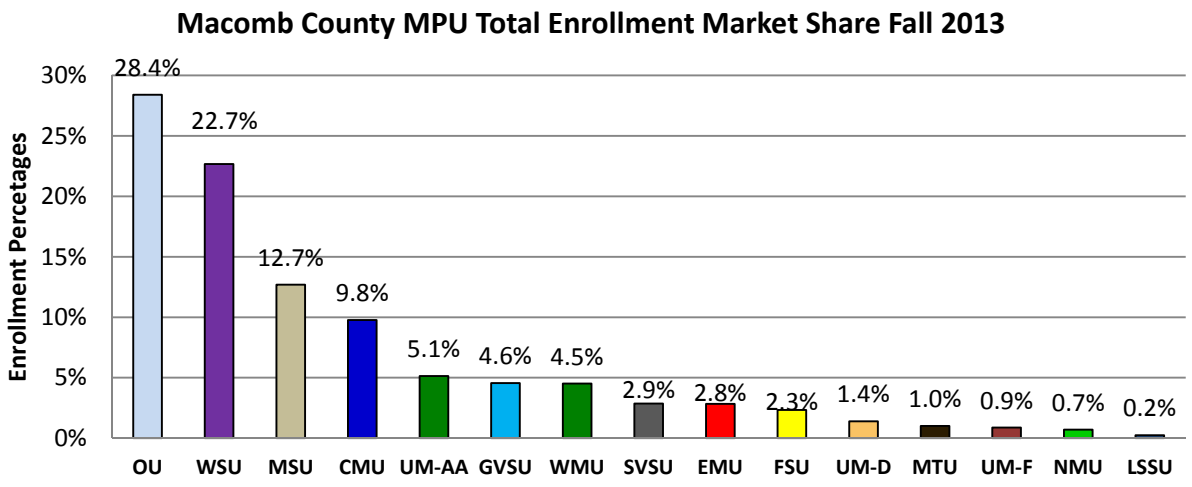
- Largest market share gain from 2008 – 2013: Michigan State University 3.9% points
- Largest market share loss from 2008 – 2013: Saginaw Valley State University -4.4% points

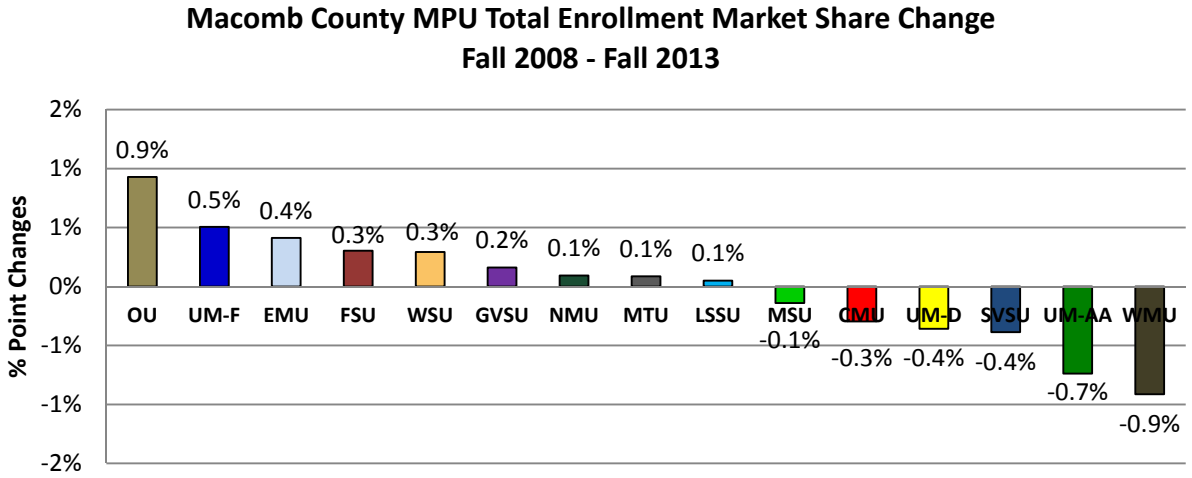


2008 Headcount 20,685

2013 Headcount 21,772

- Largest market share gain from 2008 – 2013: Oakland University .9% points
- Largest market share loss from 2008 – 2013: Western Michigan University -.9% points


Macomb County MPU Total Enrollment Market Share Fall 2013
Enrollment Percetages
30%
25%
20%
15%
10%
5%
0%
28.4%
22.7%
12.7%
9.8%
5.1%
4.6%
4.5%
2.9%
2.8%
2.3%
1.4%
1.0%
0.9%
0.7%
0.2%
OU
WSU
MSU
CMU
UM-AA
GVSU
WMU
SVSU
EMU
FSU
UM-D
MTU
UM-F
NMU
LSSU


Macomb County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013
% Point Changes
2%
1%
1%
0%
-1%
-1%
-2%
0.9%
0.5%
0.4%
0.3%
0.3%
0.2%
0.1%
0.1%
0.1%
-0.1%
-0.3%
-0.4%
-0.4%
-0.7%
-0.9%
OU
UM-F
EMU
FSU
WSU
GVSU
NMU
MTU
LSSU
MSU
CMU
UM-D
SVSU
UM-AA
WMU

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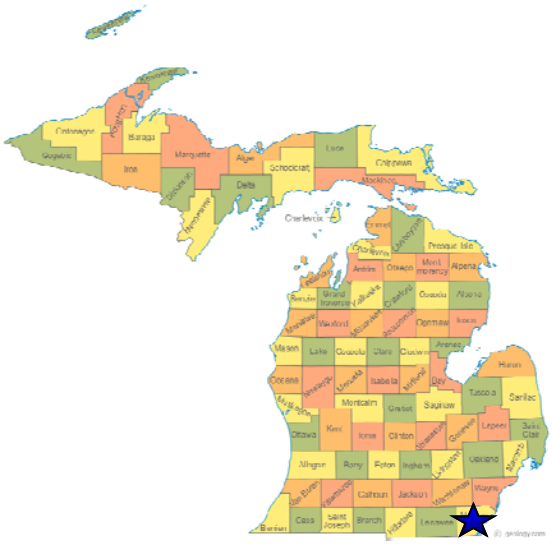
Monroe County



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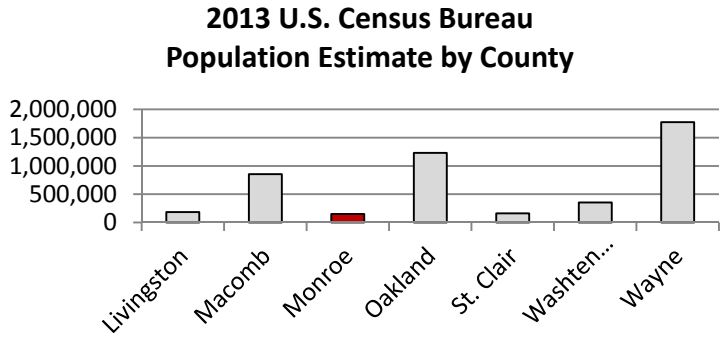
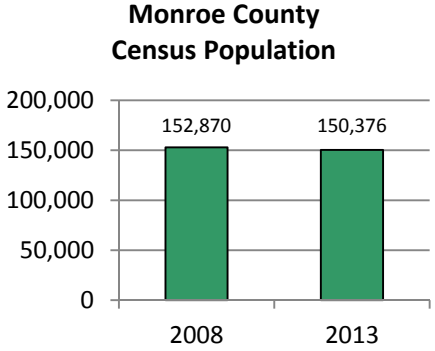
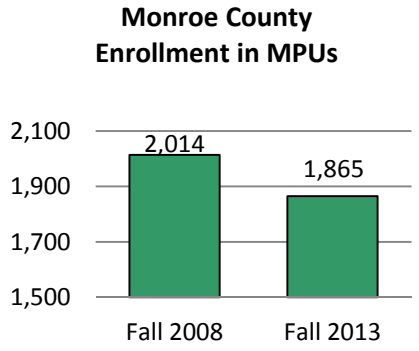




County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	31.8%
MACOMB	22.2%
MONROE	17.6%
OAKLAND	42.7%
ST. CLAIR	15.5%
WASHTENAW	50.8%
WAYNE	20.8%

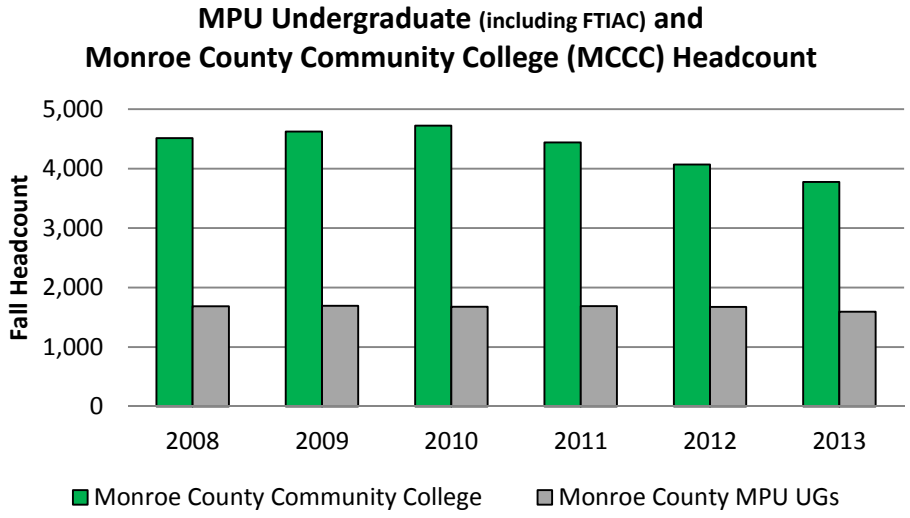
Source: U.S. Census Bureau 2008-2012 American Community Survey



Monroe County Community College:

Enrollment at Monroe County Community College	
Fall 2008	4,514
Fall 2013	3,777
% Point Change	-0.5%

Source: www.michigancc.net



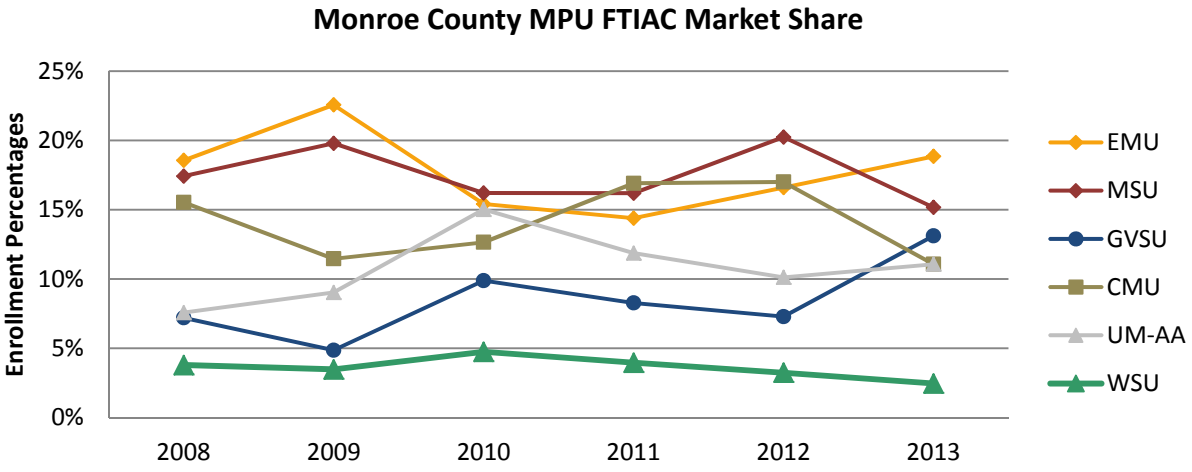
Source: www.michigancc.net

Top five Monroe County Public High Schools by enrollment:

High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Monroe High School	Monroe	1,999	1,844	-8%
Bedford Senior High School	Temperance	1,713	1,561	-9%
Milan High School	Milan	969	810	-16%
Airport Senior High School	Carleton	1,057	766	-28%
Jefferson High School	Monroe	734	653	-11%

Source: Center for Educational Performance and Information

Market Share - Top Four Enrollments vs. WSU

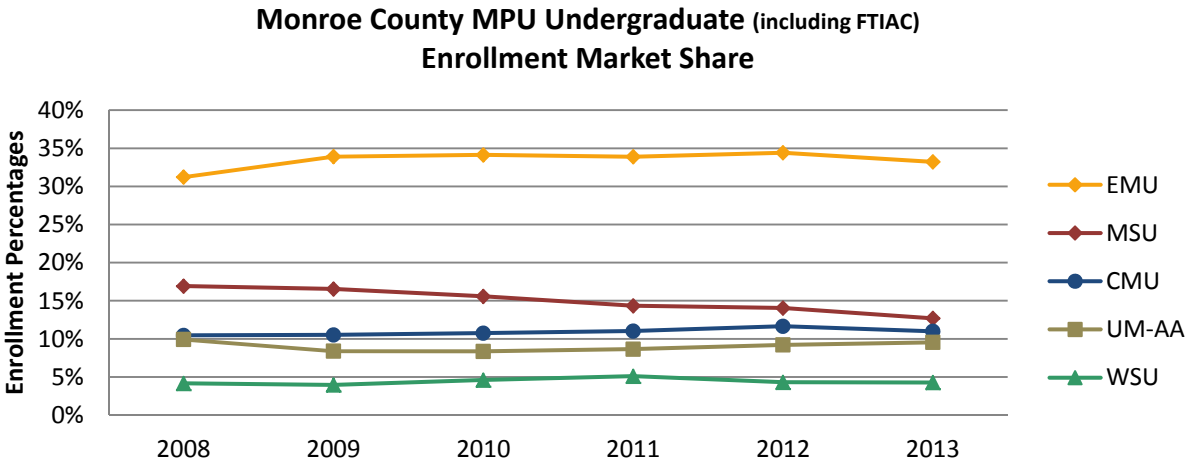


**CMU and UM-AA tied for last place in top four MPUs in market shares, therefore, top five universities are shown here vs. WSU*

2008 Headcount 264

2013 Headcount 244

- Largest market share gain from 2008 – 2013: Grand Valley State University 5.9% points
- Largest market share loss from 2008 – 2013: Central Michigan University -4.5% points

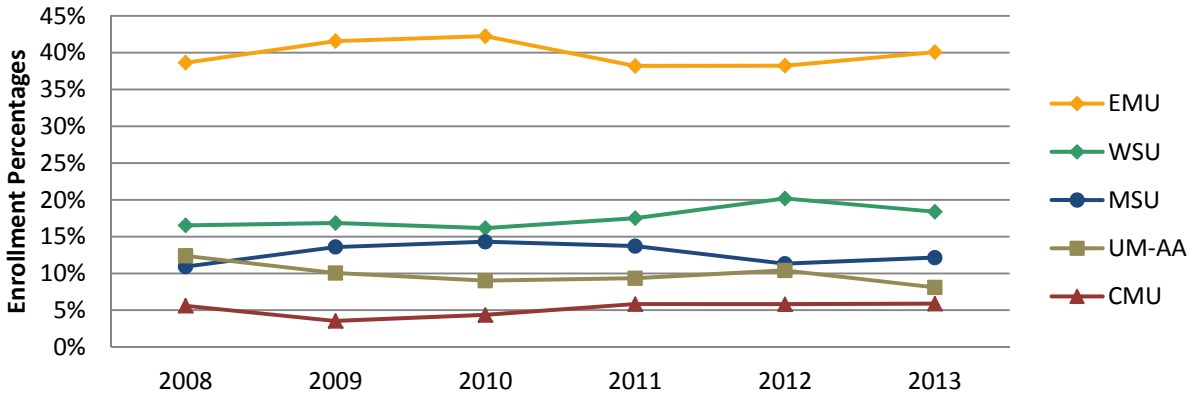


2008 Headcount 1,685

2013 Headcount 1,593

- Largest market share gain from 2008 – 2013: Eastern Michigan University 2.0% points
- Largest market share loss from 2008 – 2013: Michigan State University -4.2% points

Monroe County MPU Graduate Enrollment Market Share

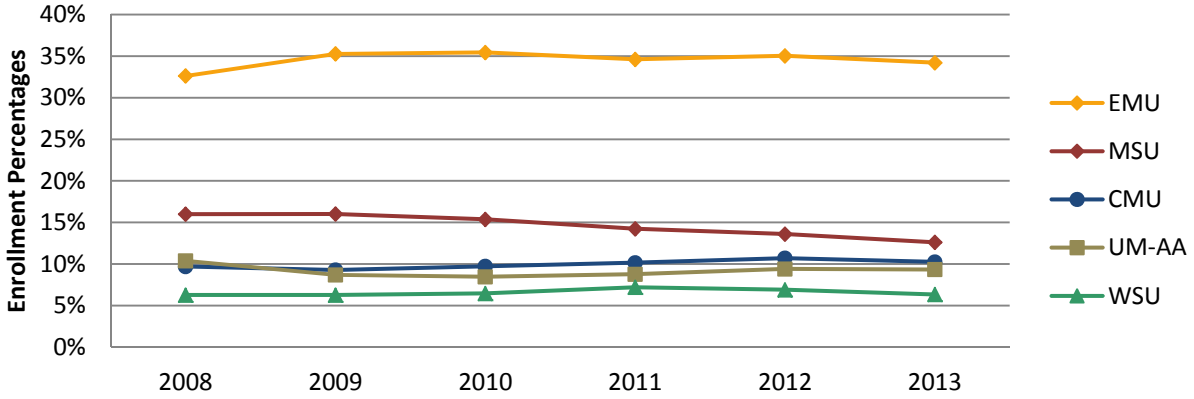


2008 Headcount 339

2013 Headcount 272

- Largest market share gain from 2008 – 2013: Wayne State University 1.9% points
- Largest market share loss from 2008 – 2013: University of Michigan – AA -4.3 points

Monroe County MPU Total Enrollment Market Share

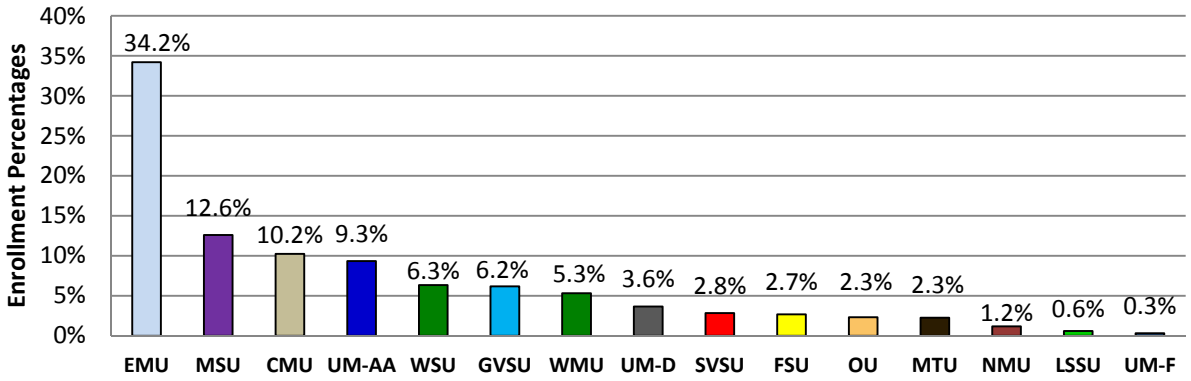


2008 Headcount 2,014

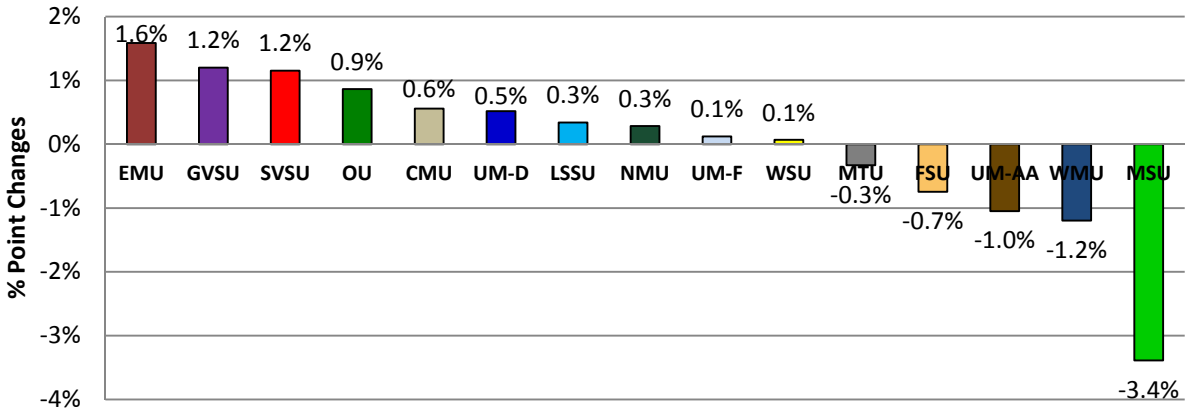
2013 Headcount 1,865

- Largest market share gain from 2008 – 2013: Eastern Michigan University 1.6% points
- Largest market share loss from 2008 – 2013: Michigan State University -3.4% points

Monroe County MPU Total Enrollment Market Share Fall 2013



Monroe County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



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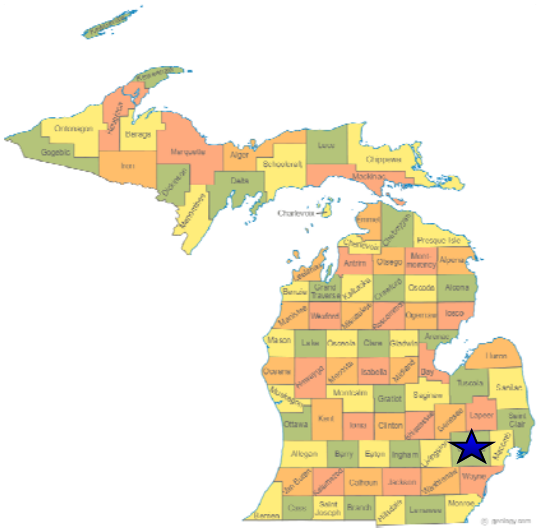
Oakland County



Demographics

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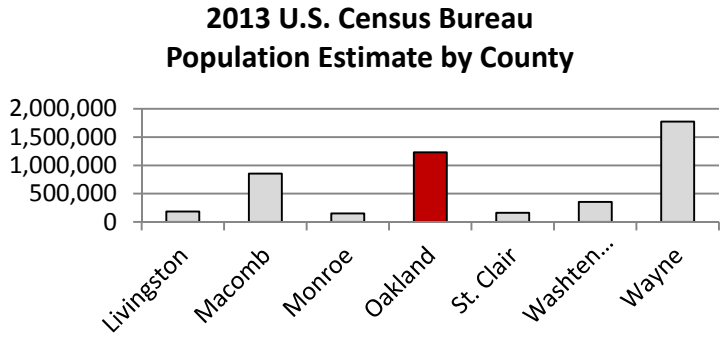

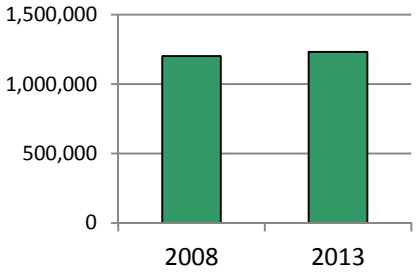

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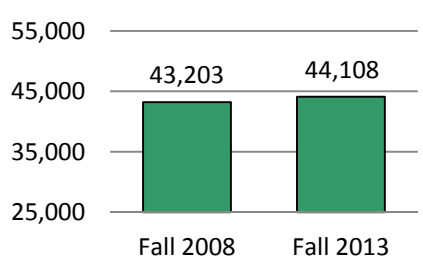
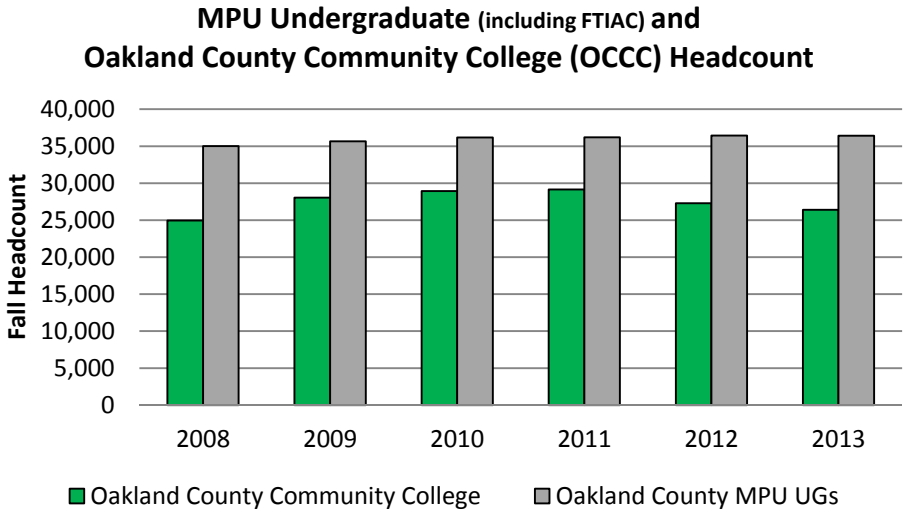
Source: U.S. Census Bureau 2008-2012 American Community Survey



Oakland County Community College:

Enrollment at Oakland County Community College	
Fall 2008	24,957
Fall 2013	26,405
% Point Change	2.1%

Source: www.michigancc.net



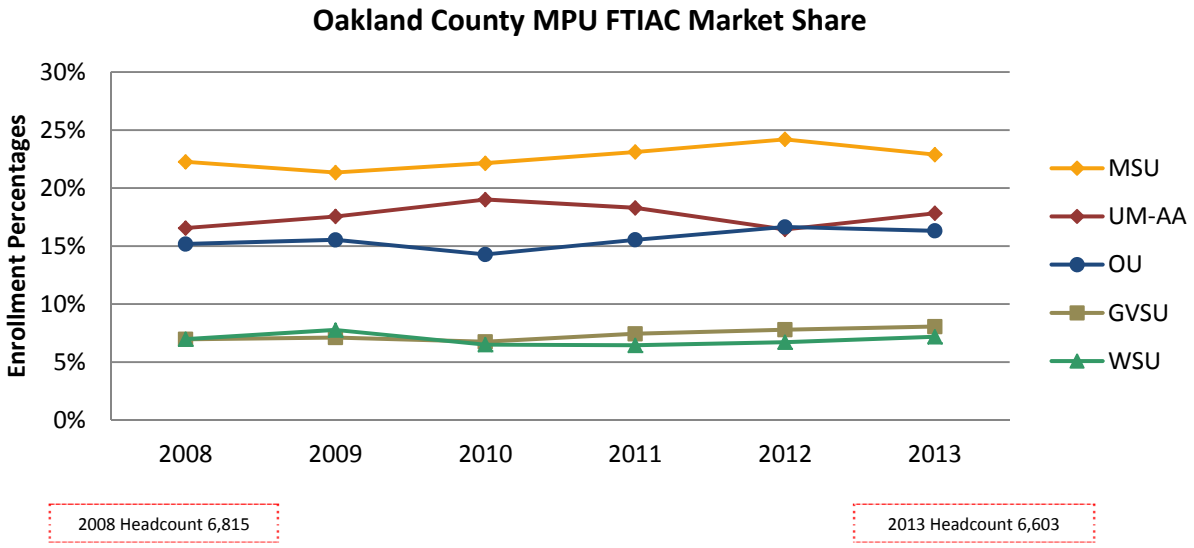
Source: www.michigancc.net

Top five Oakland County Public High Schools by enrollment:

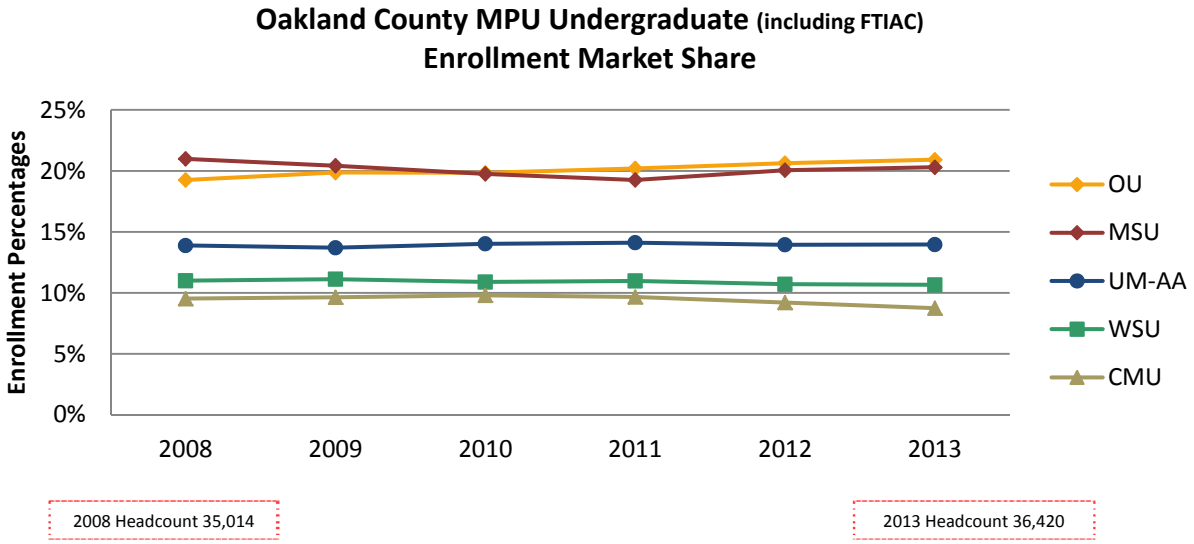
High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Lake Orion Community High School	Lake Orion	2,426	2,384	-2%
Novi High School	Novi	1,961	2,011	3%
Troy High School	Troy	2,108	1,990	-6%
Clarkston High School	Clarkston	1,865	1,929	3%
Walled Lake Central High School	Commerce Township	1,685	1,796	7%

Source: Center for Educational Performance and Information

Market Share - Top Four Enrollments vs. WSU

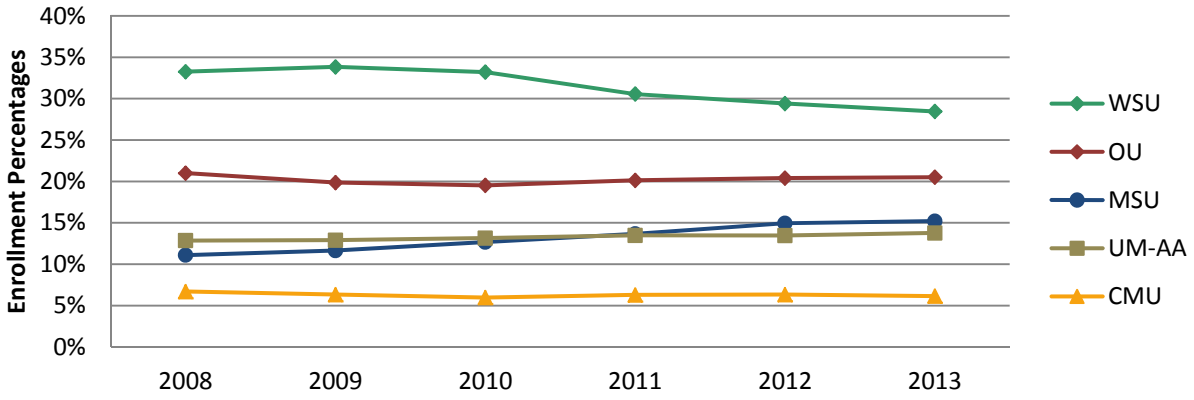


- Largest market share gain from 2008 – 2013: University of Michigan-AA 1.3% points
- Largest market share loss from 2008 – 2013: Central Michigan University -3.5% points



- Largest market share gain from 2008 – 2013: Oakland University 1.7% points
- Largest market share loss from 2008 – 2013: Western Michigan University -1.3% points

Oakland County MPU Graduate Enrollment Market Share

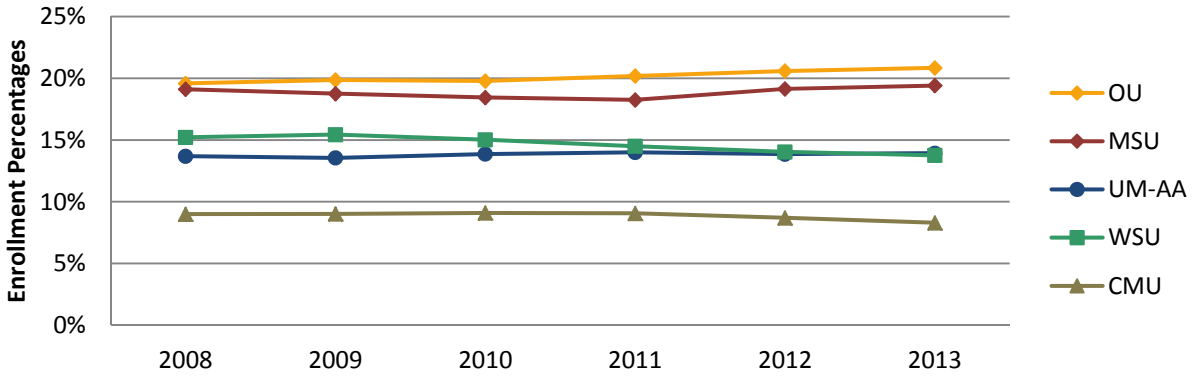


2008 Headcount 8,189

2013 Headcount 7,688

- Largest market share gain from 2008 – 2013: Michigan State University 4.1% points
- Largest market share loss from 2008 – 2013: Wayne State University -4.8% points

Oakland County MPU Total Enrollment Market Share

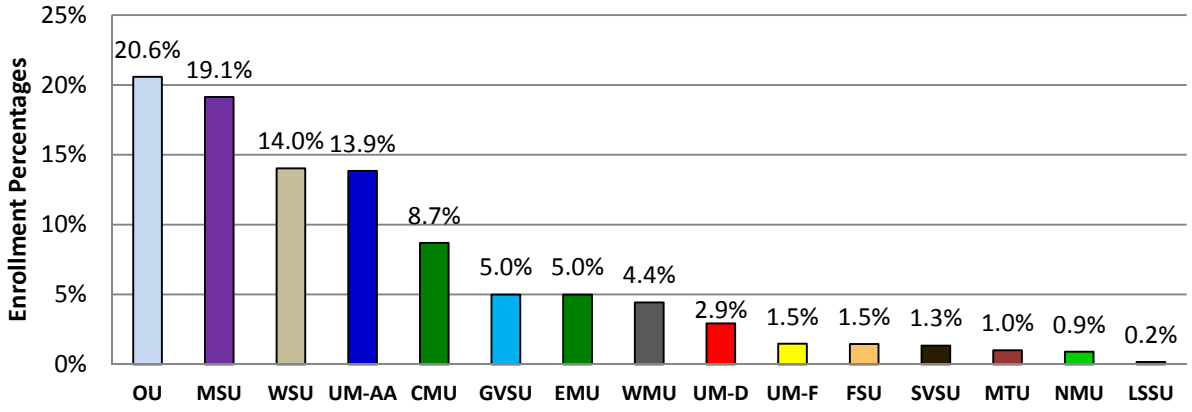


2008 Headcount 43,203

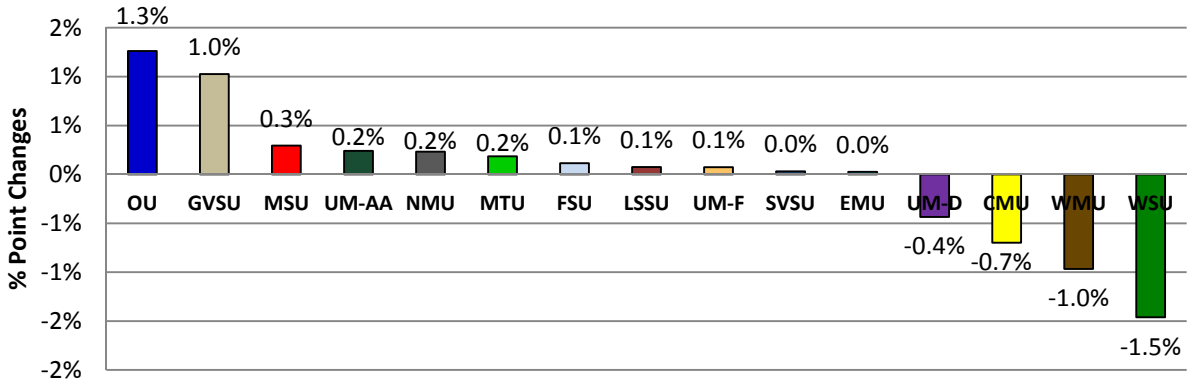
2013 Headcount 44,108

- Largest market share gain from 2008 – 2013: Oakland University 1.3% points
- Largest market share loss from 2008 – 2013: Wayne State University -1.5% points

Oakland County MPU Total Enrollment Market Share Fall 2013



Oakland County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



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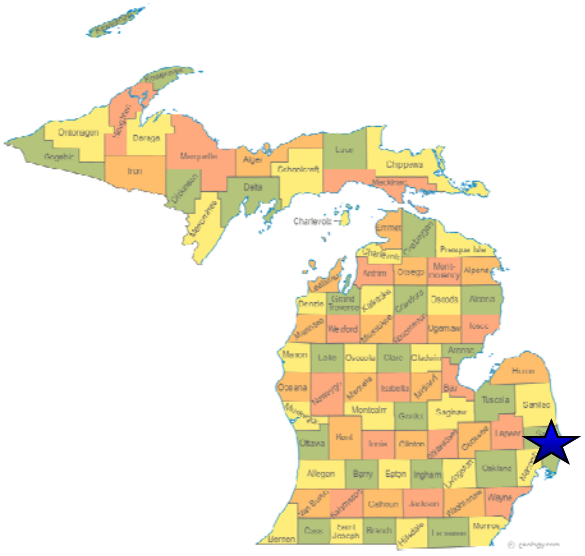
St. Clair County



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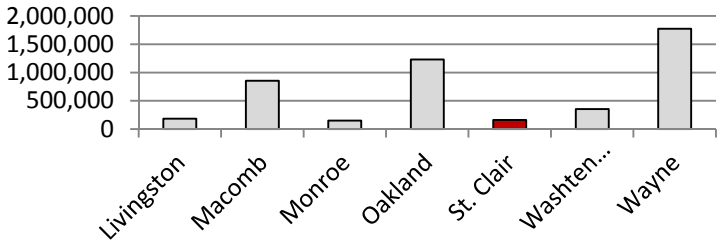
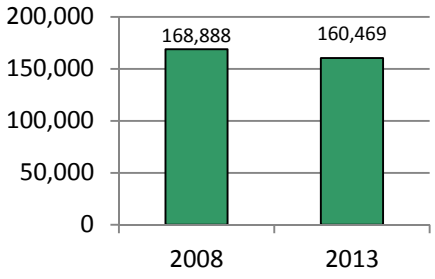
2013 U.S. Census Bureau
Population Estimate by County



St. Clair County
Census Population



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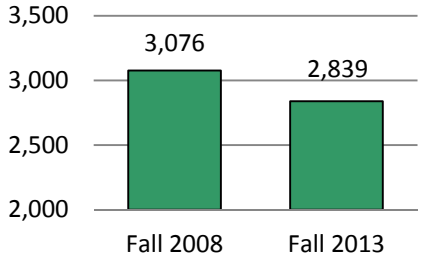
WAYNE	20.8%

Source: U.S. Census Bureau 2008-2012 American Community Survey

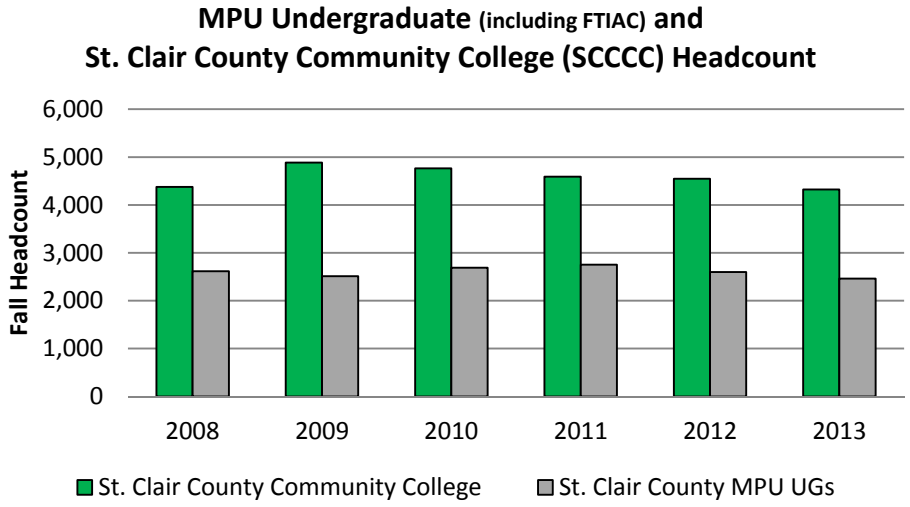
St. Clair County
Enrollment in MPUs



St. Clair County Community College:

Enrollment at St. Clair County Community College	
Fall 2008	4,377
Fall 2013	4,324
% Point Change	0.1%

Source: www.michigancc.net



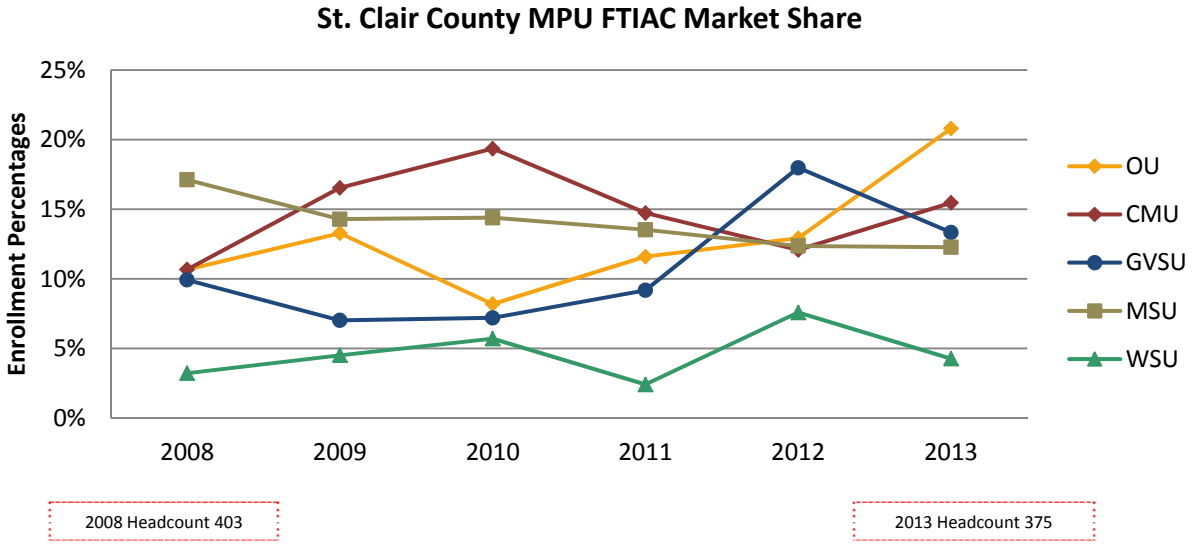
Source: www.michigancc.net

Top five St. Clair County Public High Schools by enrollment:

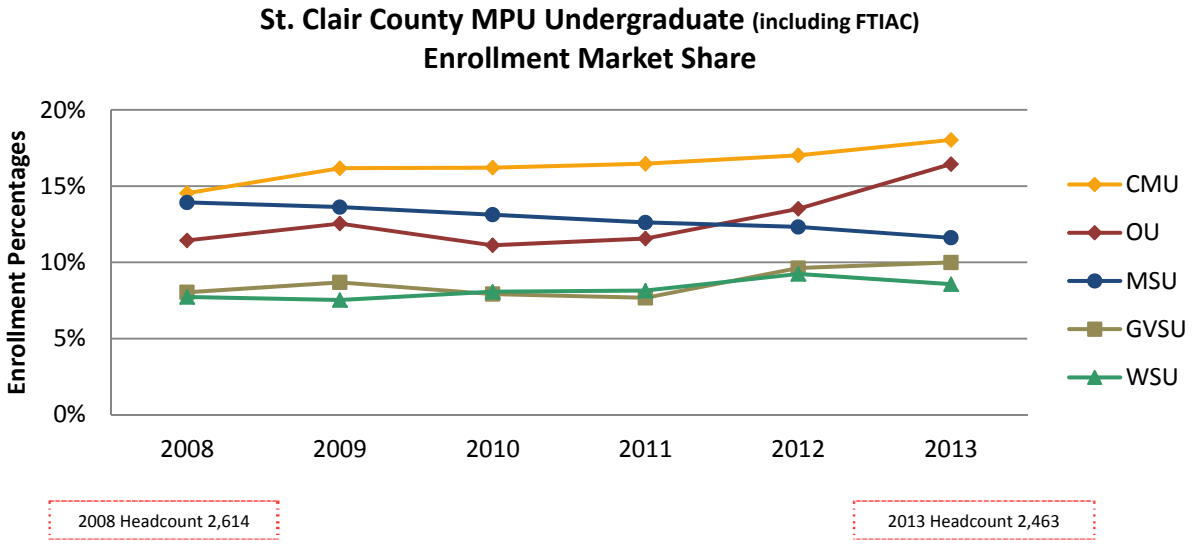
High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Anchor Bay High School	Ira	1,930	1,860	-4%
Port Huron High School	Port Huron	1,673	1,308	-22%
Port Huron Northern High School	Port Huron	1,534	1,235	-19%
St. Clair High School	Saint Clair	985	860	-13%
Landmark Academy	Kimball	813	811	0%

Source: Center for Educational Performance and Information

Market Share - Top Four Enrollments vs. WSU

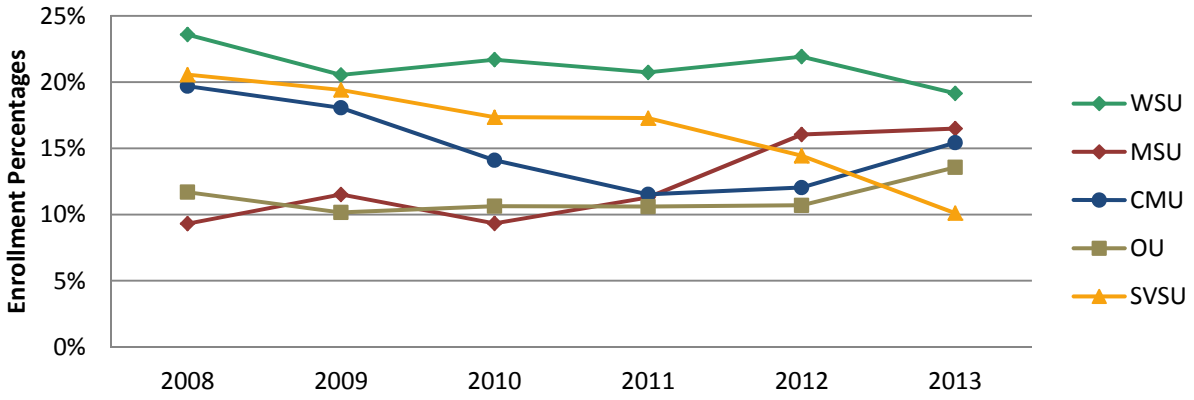


- Largest market share gain from 2008 – 2013: Oakland University 10.1% points
- Largest market share loss from 2008 – 2013: Ferris State University -8.7% points



- Largest market share gain from 2008 – 2013: Oakland University 5.0% points
- Largest market share loss from 2008 – 2013: Ferris State University -5.8% points

St. Clair County MPU Graduate Enrollment Market Share

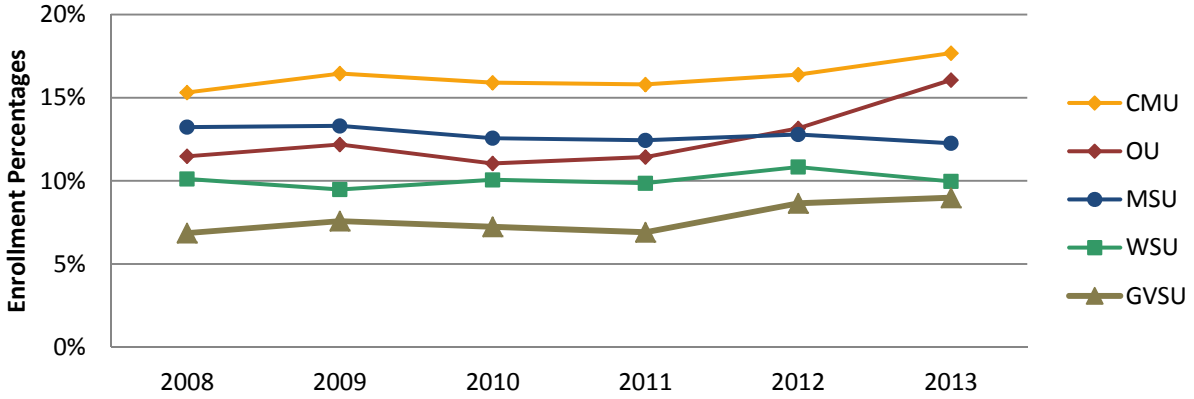


2008 Headcount 462

2013 Headcount 376

- Largest market share gain from 2008 – 2013: Michigan State University 7.2% points
- Largest market share loss from 2008 – 2013: Saginaw Valley State University -10.5% points

St. Clair County MPU Total Enrollment Market Share

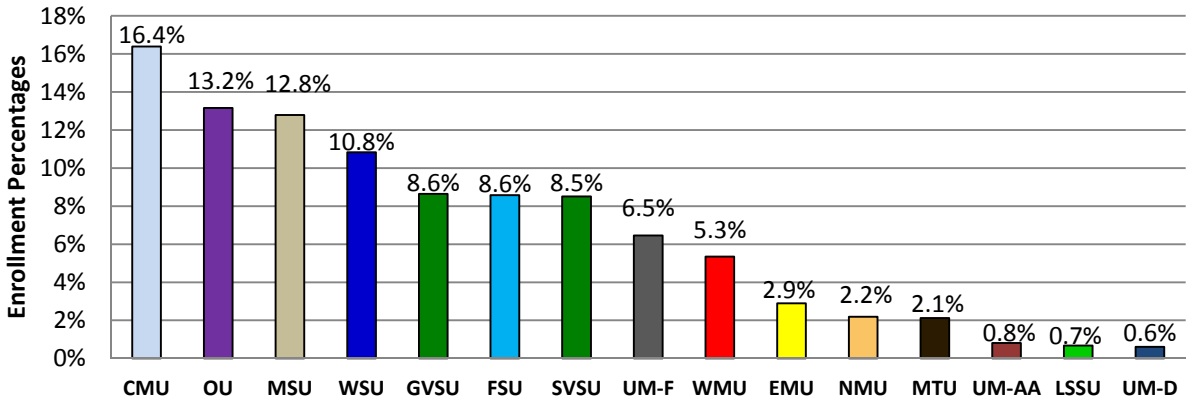


2008 Headcount 3,076

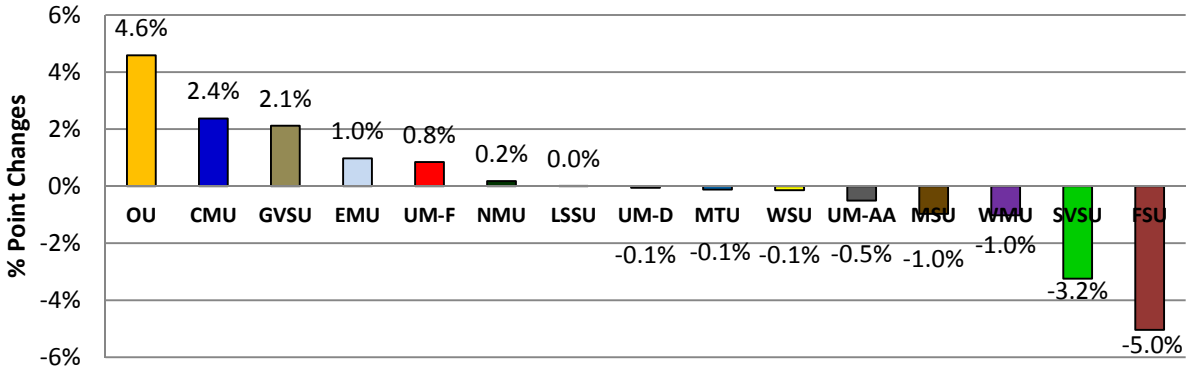
2013 Headcount 2,839

- Largest market share gain from 2008 – 2013: Oakland University 4.6% points
- Largest market share loss from 2008 – 2013: Ferris Sate University -5.0% points

St. Clair County MPU Total Enrollment Market Share Fall 2013



St. Clair County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



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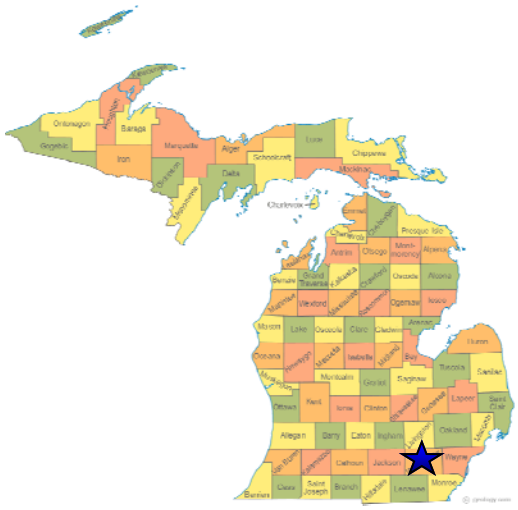
Washtenaw County



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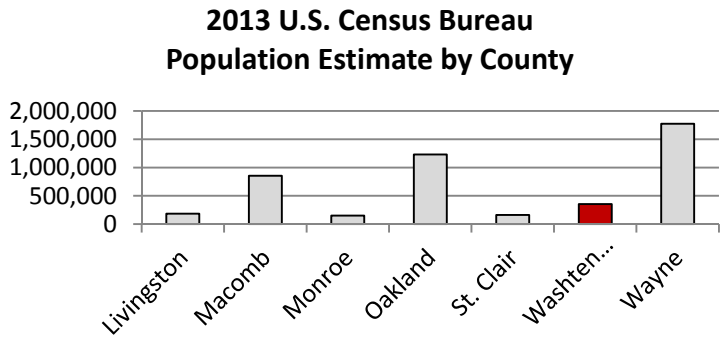

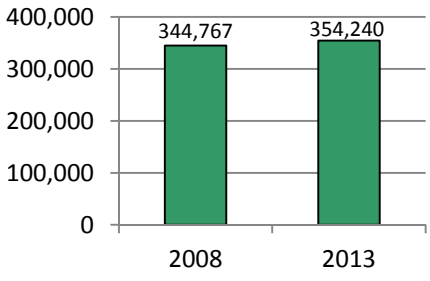

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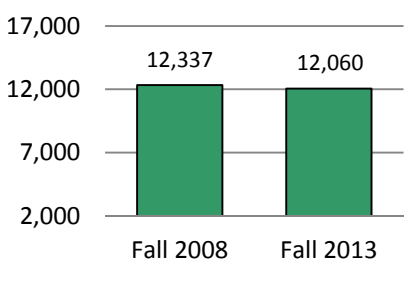
WAYNE	20.8%

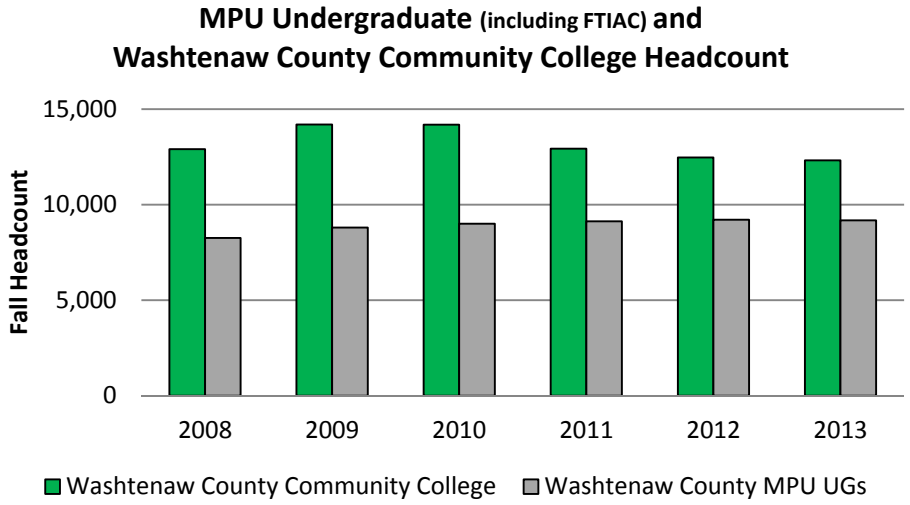
Source: U.S. Census Bureau 2008-2012 American Community Survey



Washtenaw Community College:

Enrollment at Washtenaw County Community College	
Fall 2008	12,912
Fall 2013	12,327
% Point Change	-0.1%

Source: www.michigancc.net



Source: www.michigancc.net

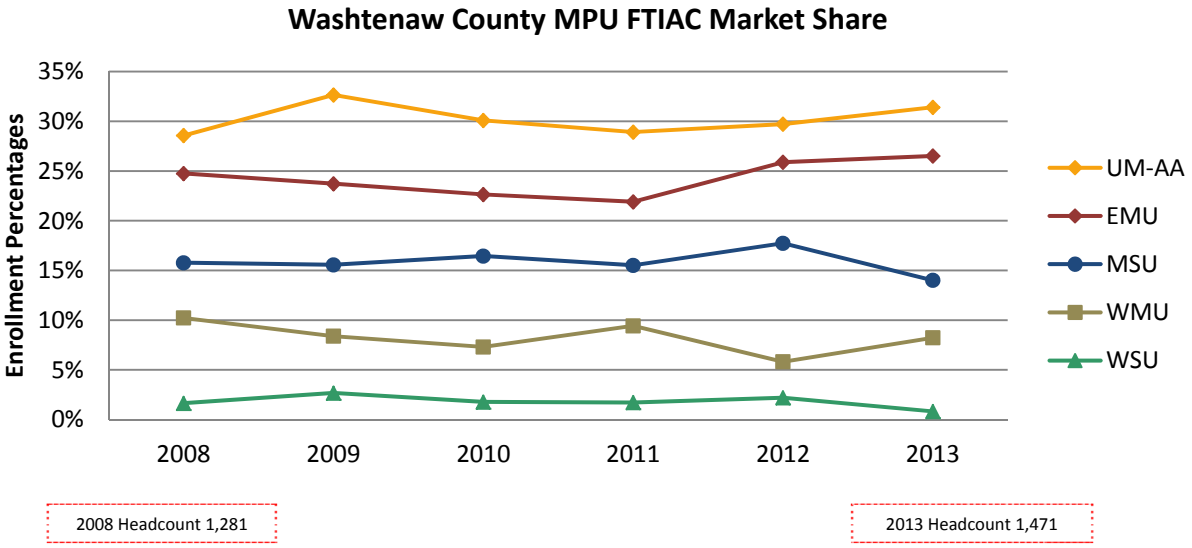
Top five Washtenaw County Public High Schools by enrollment:

High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Saline High School	Saline	1,772	1,806	2%
Pioneer High School	Ann Arbor	2,488	1,624	-35%
Huron High School	Ann Arbor	1,946	1,514	-22%
Skyline High School*	Ann Arbor	420	1,459	247%
Lincoln Senior High School	Ypsilanti	1,549	1,230	-21%

Source: Center for Educational Performance and Information

**Opened in fall 2008.*

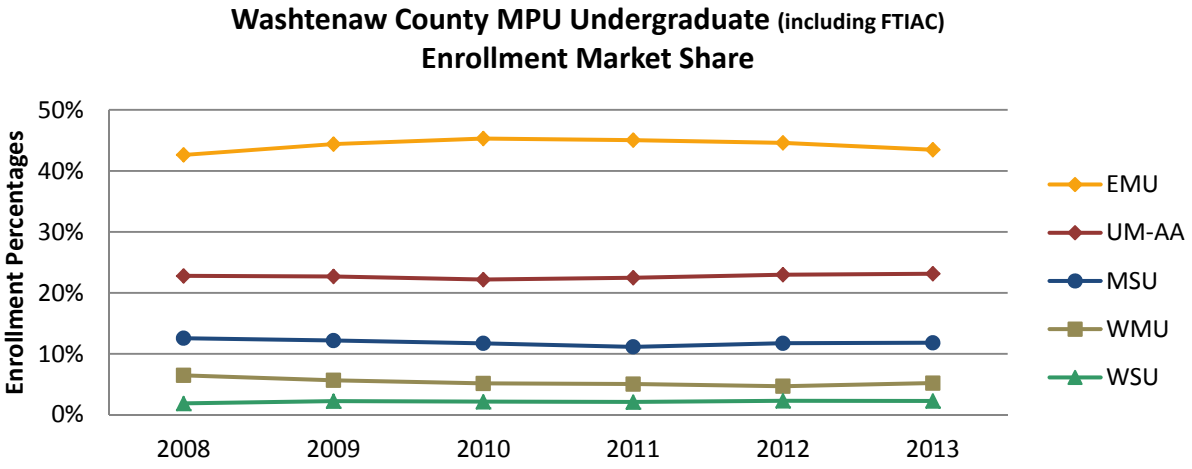
Market Share - Top Four Enrollments vs. WSU



2008 Headcount 1,281

2013 Headcount 1,471

- Largest market share gain from 2008 – 2013: University of Michigan-AA 2.8% points
- Largest market share loss from 2008 – 2013: Western Michigan University -2.0% points

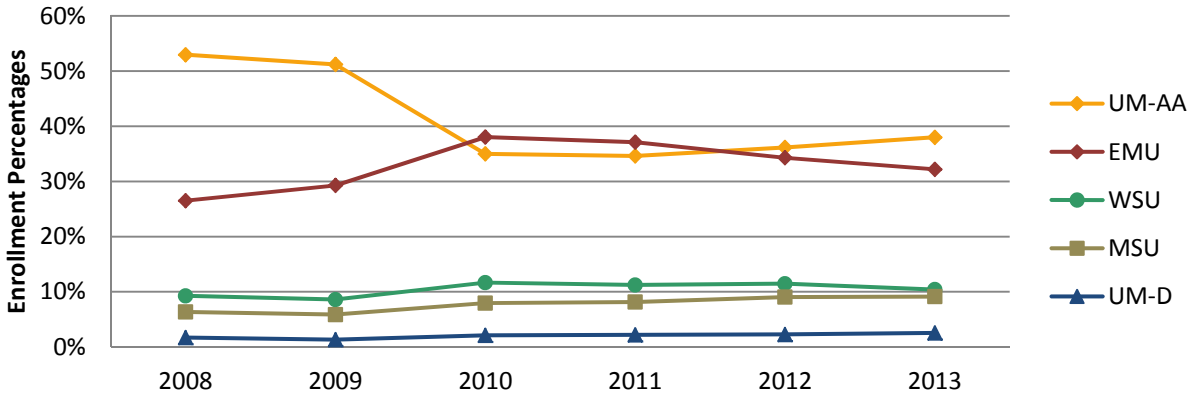


2008 Headcount 8,263

2013 Headcount 9,186

- Largest market share gain from 2008 – 2013: Eastern Michigan University .8% points
- Largest market share loss from 2008 – 2013: Western Michigan University -1.3% points

Washtenaw County MPU Graduate Enrollment Market Share

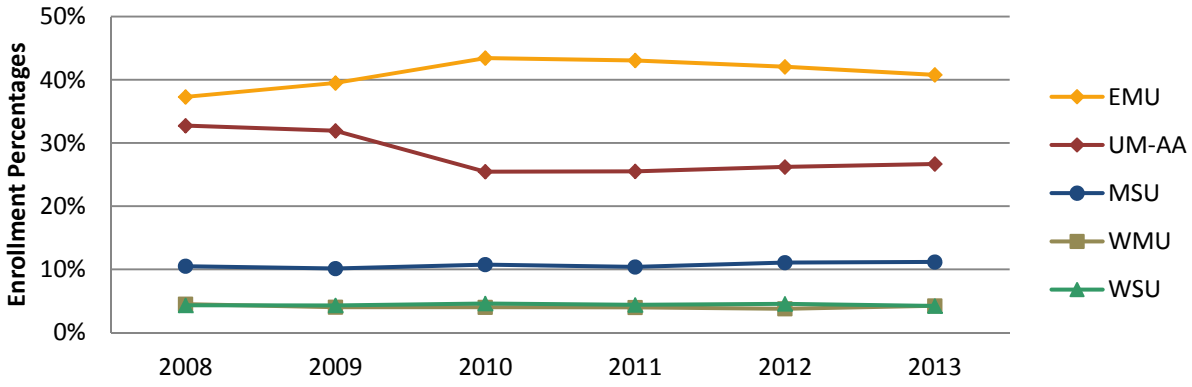


2008 Headcount 4,074

2013 Headcount 2,874

- Largest market share gain from 2008 – 2013: Eastern Michigan University 5.7% points
- Largest market share loss from 2008 – 2013: University of Michigan-AA -14.9% points

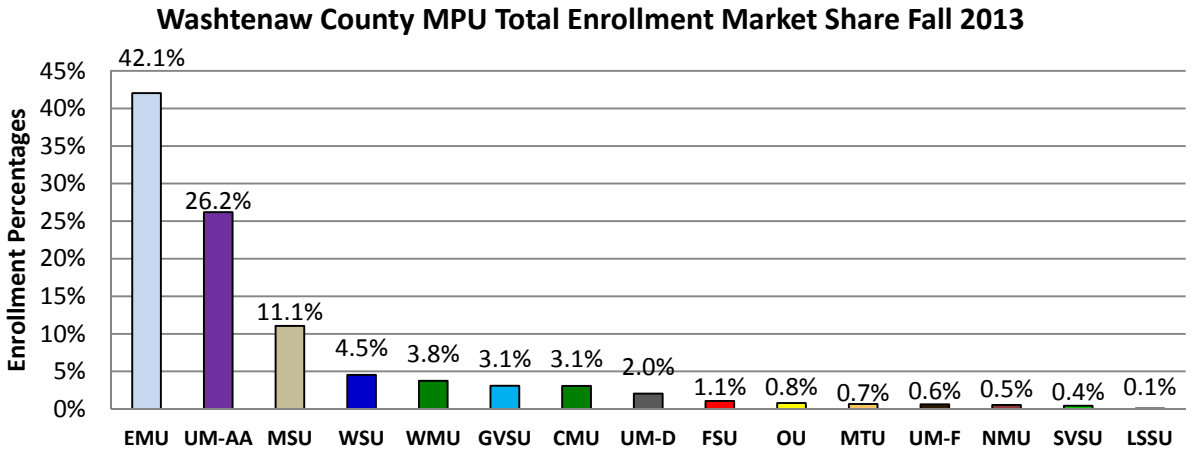
Washtenaw County MPU Total Enrollment Market Share

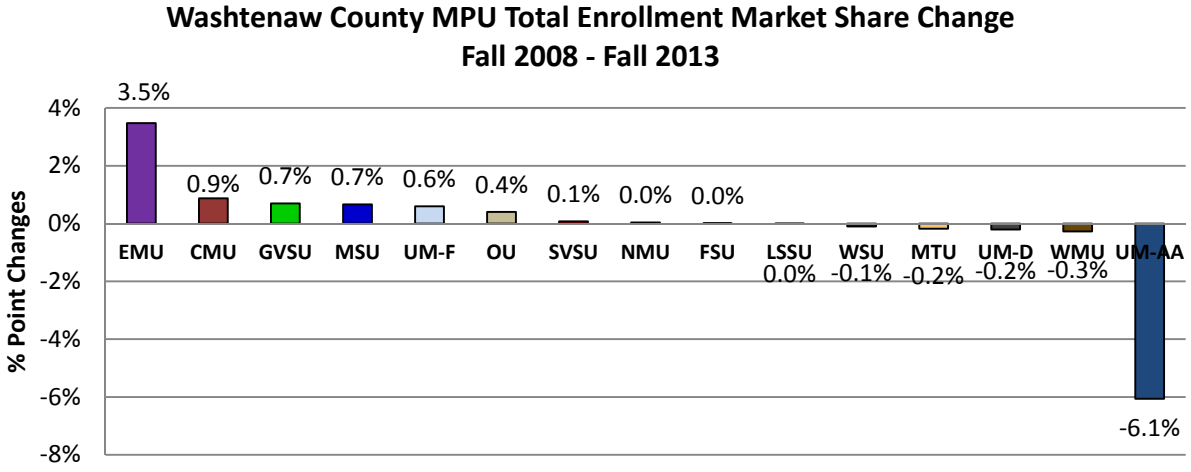


2008 Headcount 12,337

2013 Headcount 12,060

- Largest market share gain from 2008 – 2013: Eastern Michigan University 3.5% points
- Largest market share loss from 2008 – 2013: University of Michigan-AA -6.1% points


Washtenaw County MPU Total Enrollment Market Share Fall 2013
Enrollment Percentages
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
42.1%
26.2%
11.1%
4.5%
3.8%
3.1%
3.1%
2.0%
1.1%
0.8%
0.7%
0.6%
0.5%
0.4%
0.1%
EMU
UM-AA
MSU
WSU
WMU
GVSU
CMU
UM-D
FSU
OU
MTU
UM-F
NMU
SVSU
LSSU


Washtenaw County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013
% Point Changes
4%
2%
0%
-2%
-4%
-6%
-8%
3.5%
0.9%
0.7%
0.7%
0.6%
0.4%
0.1%
0.0%
0.0%
0.0%
-0.1%
-0.2%
-0.2%
-0.3%
-6.1%
EMU
CMU
GVSU
MSU
UM-F
OU
SVSU
NMU
FSU
LSSU
WSU
MTU
UM-D
WMU
UM-AA

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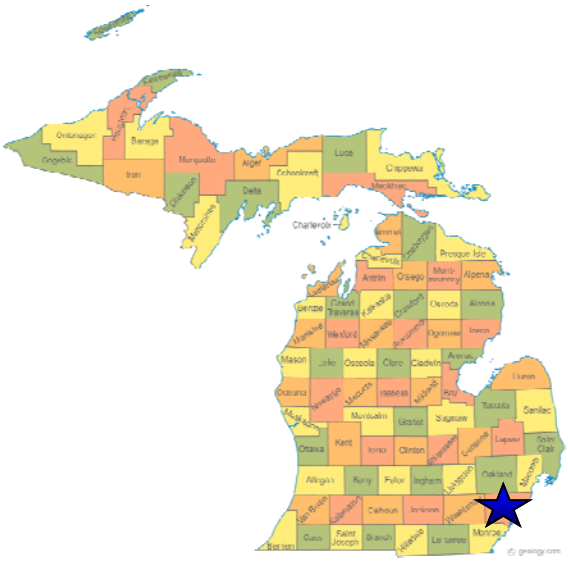
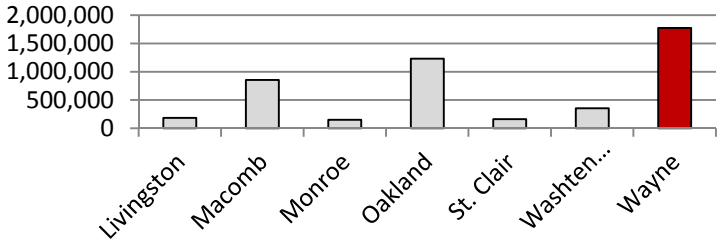
Wayne County



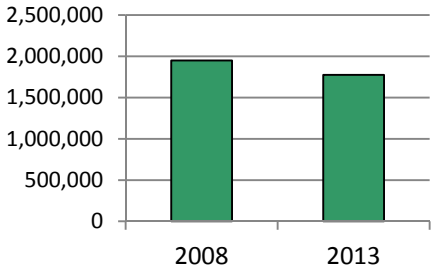
Demographics

The demographics provide the contextual information for the analysis that follows this page. Included in demographics are the total county population and the percent of the population over the age 25 that have a Bachelor's degree or higher.

2013 U.S. Census Bureau
Population Estimate by County



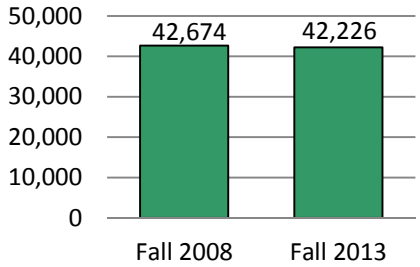
Wayne County
Census Population



County	% Population Age 25+ w/ a Bachelor's Degree or higher
LIVINGSTON	31.8%
MACOMB	22.2%
MONROE	17.6%
OAKLAND	42.7%
ST. CLAIR	15.5%
WASHTENAW	50.8%
WAYNE	20.8%

Source: U.S. Census Bureau 2008-2012 American Community Survey

Wayne County
Enrollment in MPUs

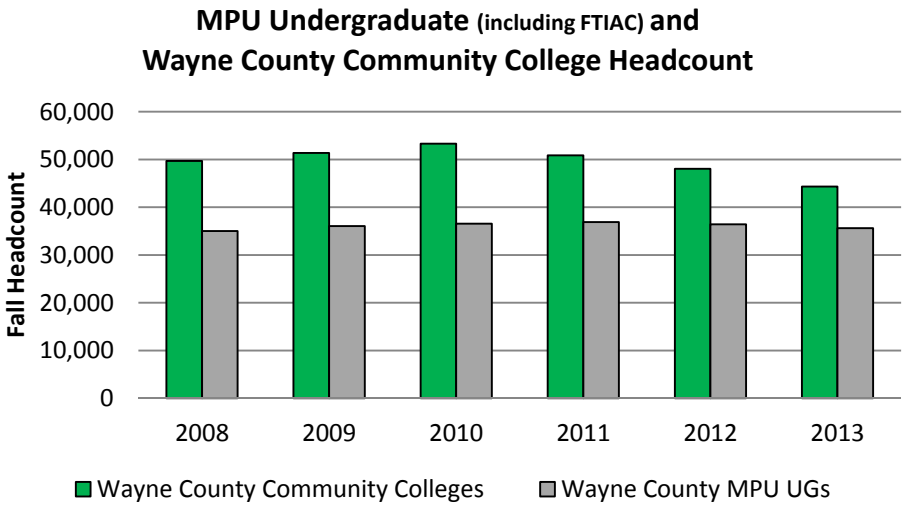


Wayne County Community Colleges:

Includes Wayne County Community College, Schoolcraft College, and Henry Ford Community College

Enrollment at Wayne County Community College	
Fall 2008	49,701
Fall 2013	44,339
% Point Change	-2.9%

Source: www.michigancc.net



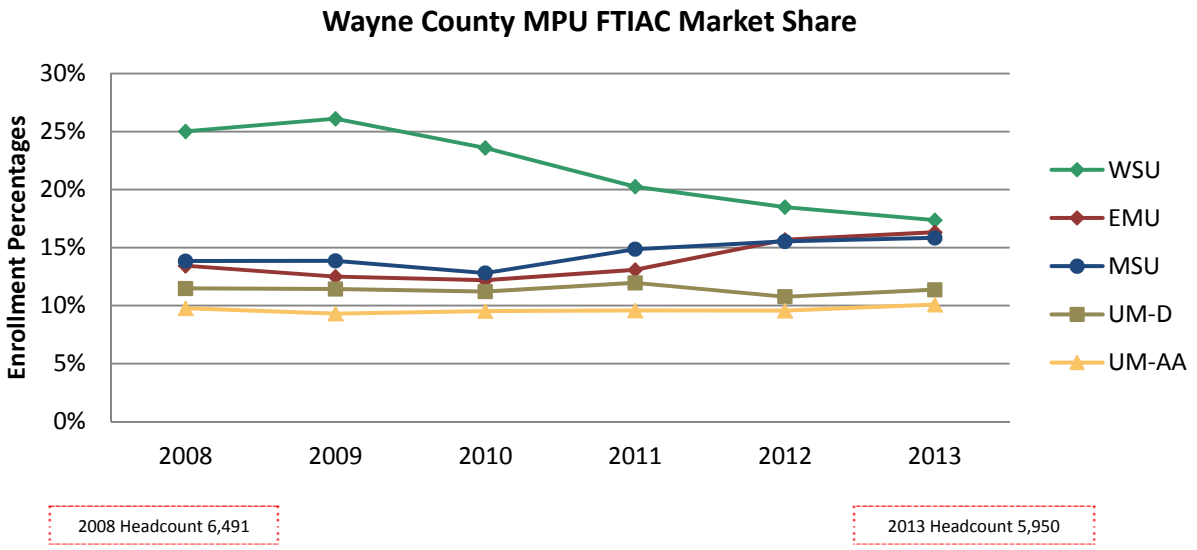
Source: www.michigancc.net

Top five Wayne County Public High Schools by enrollment:

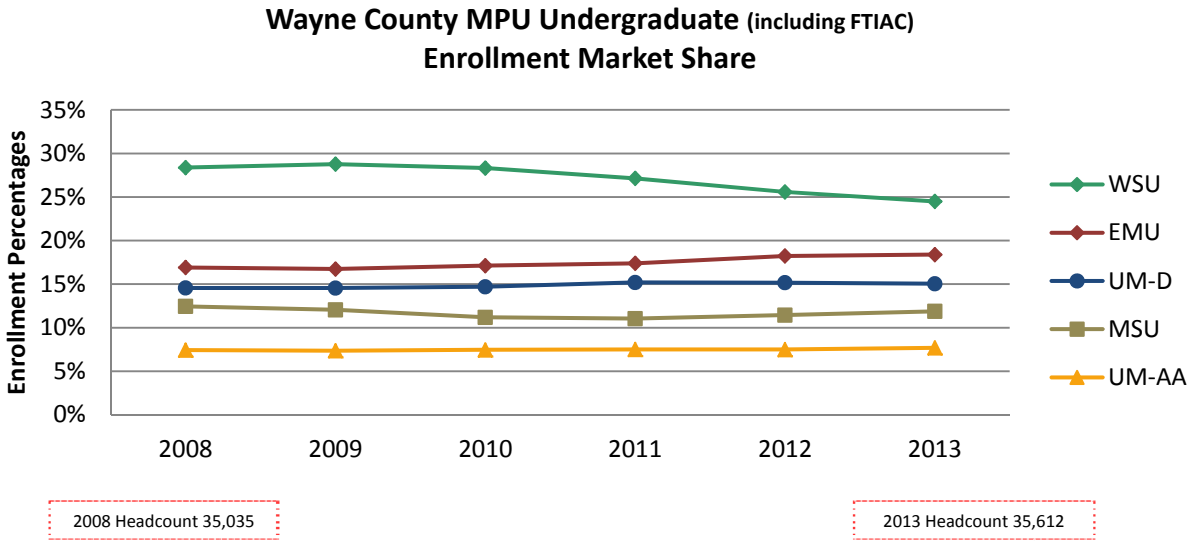
High School Name	City/Township	Fall 2008 Enrollment	Fall 2013 Enrollment	% Change
Fordson High School	Dearborn	2,380	2,370	0%
Northville High School	Northville	2,195	2,307	5%
Cass Technical High School	Detroit	2,078	2,305	11%
Plymouth High School	Canton	2,027	2,088	3%
Canton High School	Canton	2,014	2,079	3%

Source: Center for Educational Performance and Information

Market Share - Top Four Enrollments vs. WSU

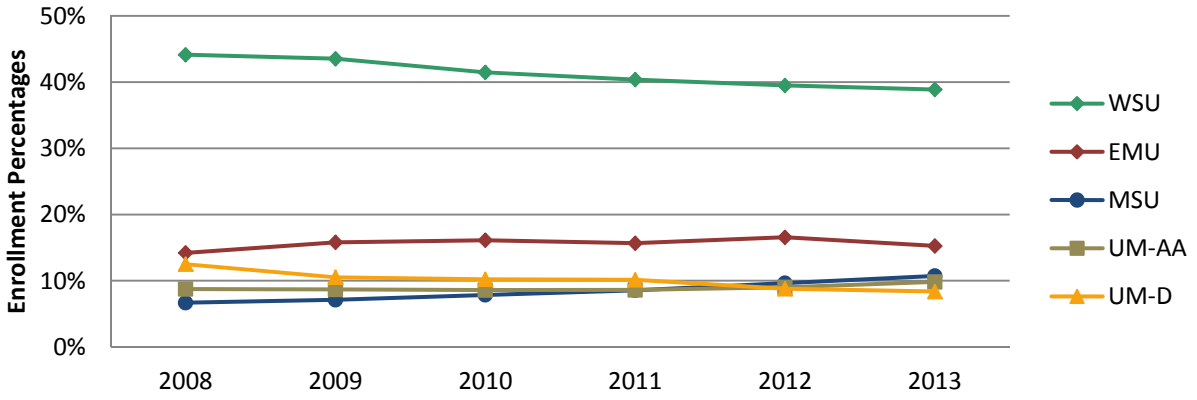


- Largest market share gain from 2008 – 2013: Eastern Michigan University 2.9% points
- Largest market share loss from 2008 – 2013: Wayne State University -7.7% points



- Largest market share gain from 2008 – 2013: Eastern Michigan University 1.5% points
- Largest market share loss from 2008 – 2013: Wayne State University -3.9% points

Wayne County MPU Graduate Enrollment Market Share

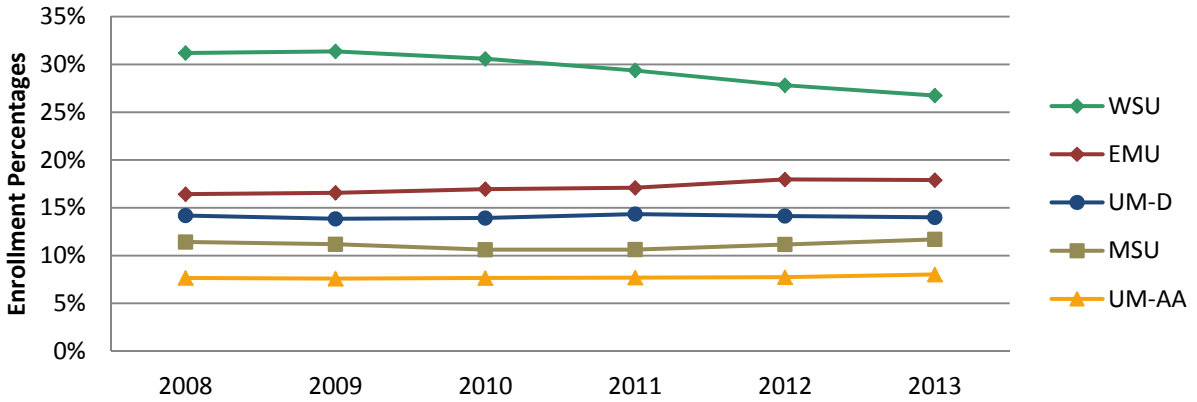


2008 Headcount 7,639

2013 Headcount 6,614

- Largest market share gain from 2008 – 2013: Michigan State University 4.0% points
- Largest market share loss from 2008 – 2013: Wayne State University -5.3% points

Wayne County MPU Total Enrollment Market Share

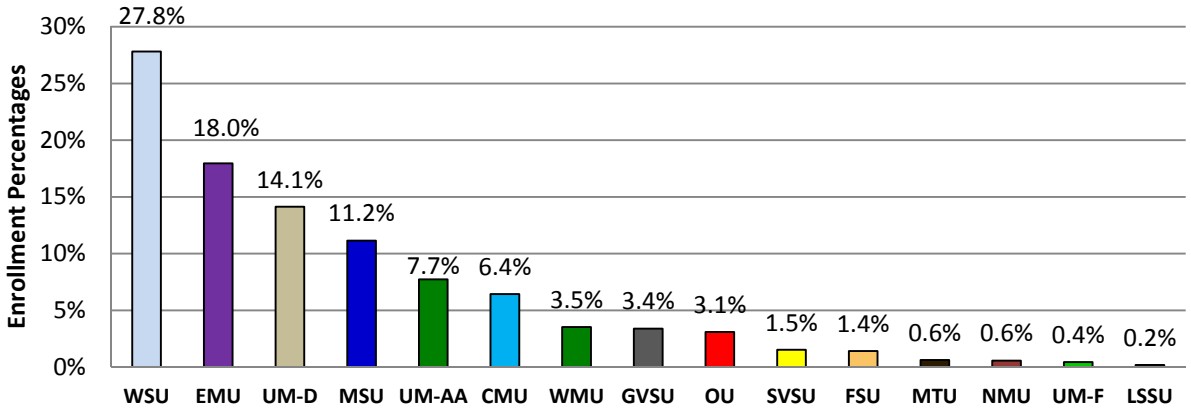


2008 Headcount 42,674

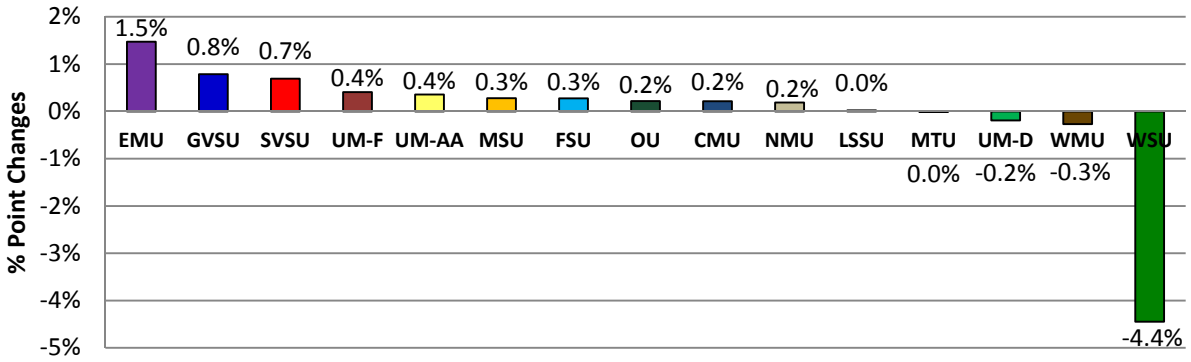
2013 Headcount 42,226

- Largest market share gain from 2008 – 2013: Eastern Michigan University 1.5% points
- Largest market share loss from 2008 – 2013: Wayne State University -4.4% points

Wayne County MPU Total Enrollment Market Share Fall 2013



Wayne County MPU Total Enrollment Market Share Change
Fall 2008 - Fall 2013



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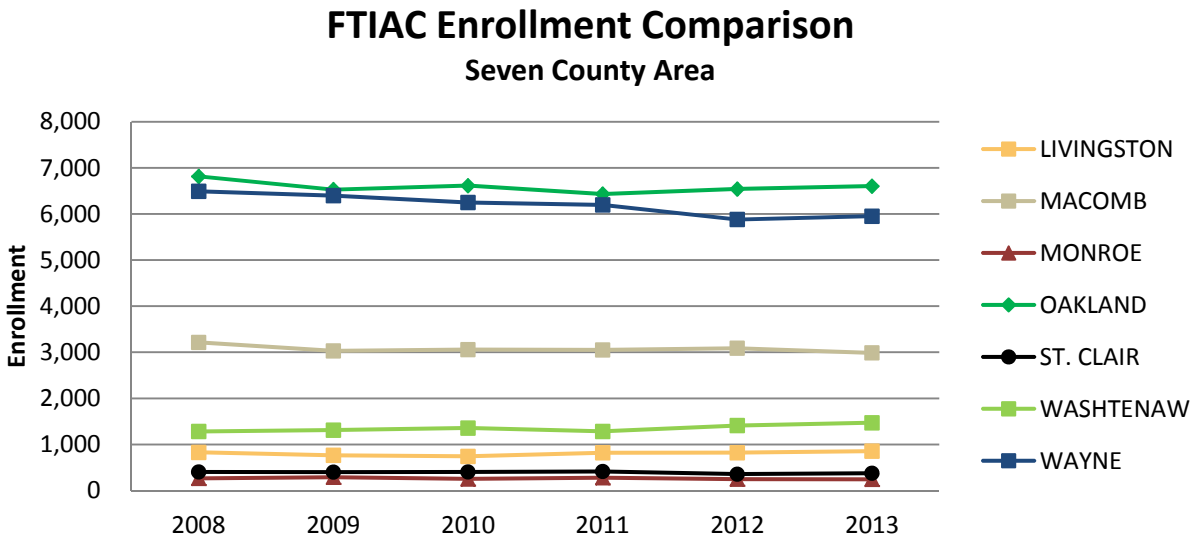
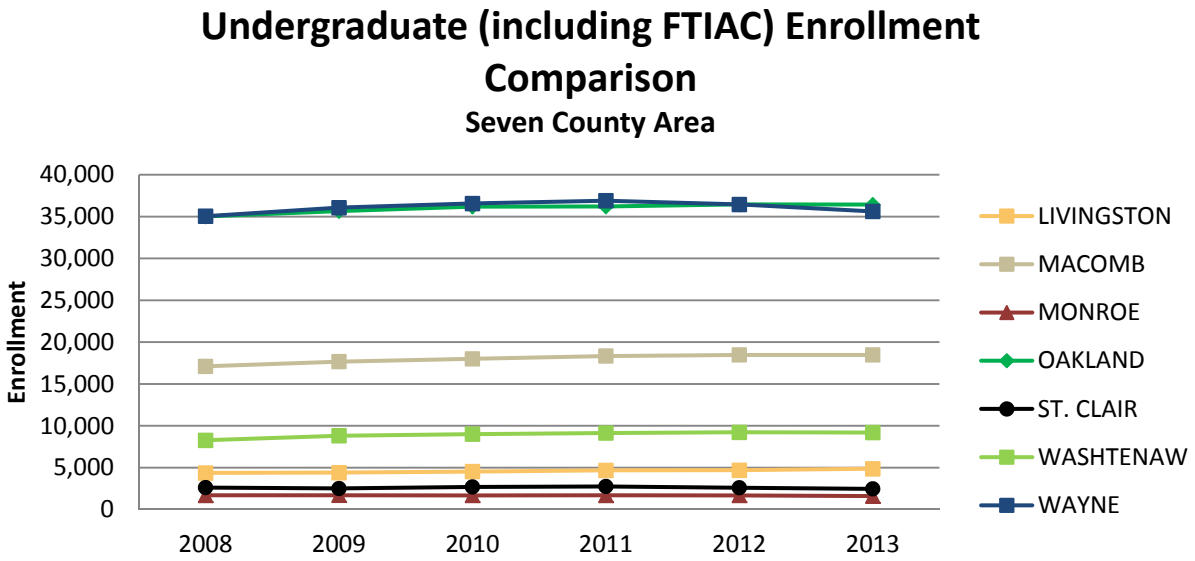
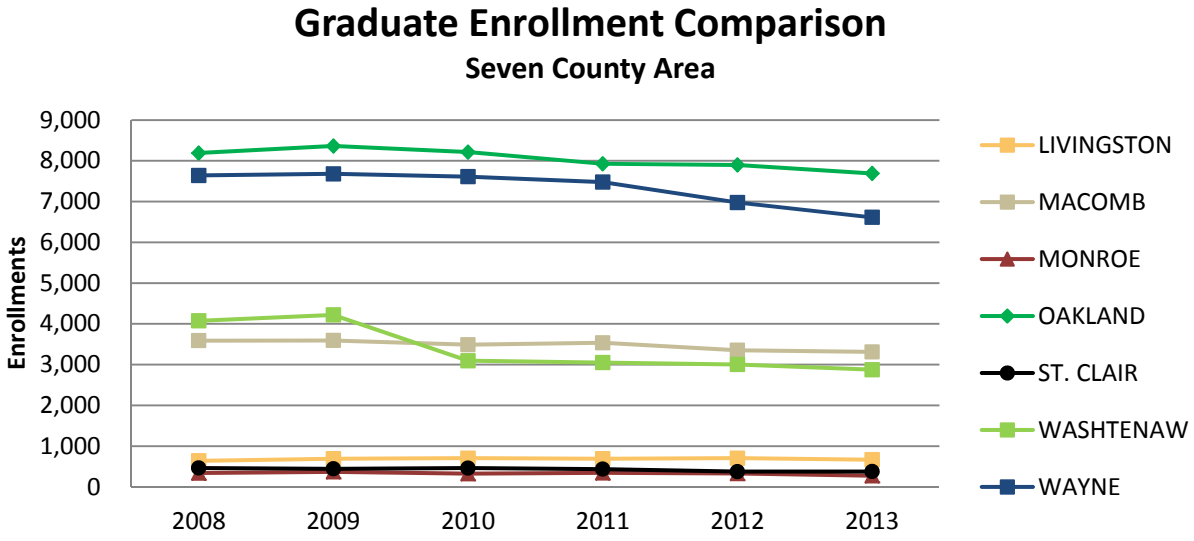
MPU Enrollment Comparison

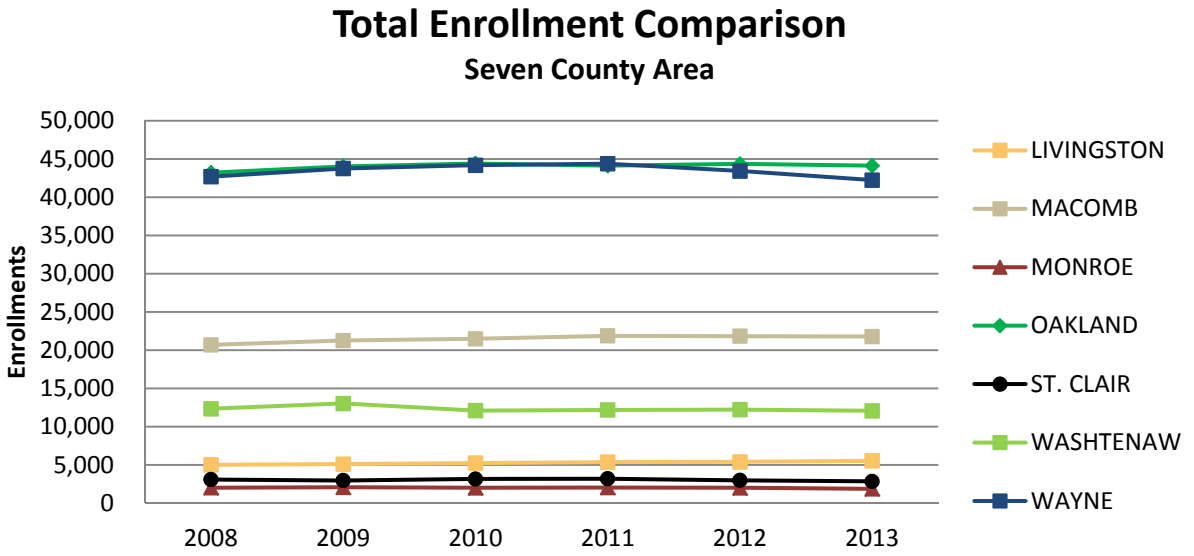
MPU enrollment comparison of 7 county area: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw and Wayne Counties, Fall 2008 to Fall 2013.

The following section shows how the counties rank in enrollments at the MPUs. Wayne, Oakland, and Macomb dominate the enrollments as they are the most populous counties of Southeastern Michigan. The charts provide information to compare the seven county totals of undergraduate, graduate, and total enrollments.


FTIAC Enrollment Comparison
Seven County Area
Enrollment
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2008
2009
2010
2011
2012
2013
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Undergraduate (including FTIAC) Enrollment Comparison
Seven County Area
Enrollment
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
2008
2009
2010
2011
2012
2013
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Graduate Enrollment Comparison
Seven County Area
Enrollments
9,000
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
2008
2009
2010
2011
2012
2013
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE


Total Enrollment Comparison
Seven County Area
Enrollments
50,000
45,000
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
2008
2009
2010
2011
2012
2013
LIVINGSTON
MACOMB
MONROE
OAKLAND
ST. CLAIR
WASHTENAW
WAYNE

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Appendix A– Data Tables

The data appendix is a useful tool that can be used to find enrollment figures and market shares. Appendix A details the market shares of Wayne State and the top four MPUs in terms of Fall 2013 market share by county for FTIACs, undergraduates, graduates, and total enrollments. The tables also display what percent of the market is covered by the remaining MPUs. Total enrollment counts by county are also included in that section. The next section summarizes the last column of each table in the first section, offering a historical view of MPU resident headcount by student level and county. In the final section are the actual annual and cumulative enrollment growth rates by student type and county. The base year used for the cumulative growth rates is 2008.

Livingston County MPU FTIAC Market Share

Year	EMU	GVSU	MSU	WMU	WSU	All Others	Total Headcount
2008	10.0%	12.6%	27.3%	5.3%	0.4%	44.4%	828
2009	11.2%	15.0%	25.1%	7.5%	1.0%	40.1%	765
2010	7.7%	12.7%	24.4%	8.2%	1.5%	45.5%	741
2011	7.4%	13.8%	25.4%	8.9%	1.3%	43.2%	820
2012	12.5%	13.5%	25.9%	8.0%	2.7%	37.3%	822
2013	15.4%	14.9%	19.5%	9.6%	1.2%	39.4%	855

Livingston County MPU Undergraduate Market Share

Year	CMU	EMU	GVSU	MSU	WSU	All Others	Total Headcount
2008	12.9%	21.5%	10.5%	24.7%	1.2%	29.1%	4,364
2009	12.4%	21.5%	10.8%	23.7%	1.3%	30.3%	4,405
2010	13.1%	22.3%	10.3%	23.0%	1.5%	29.8%	4,527
2011	12.9%	21.3%	10.7%	23.0%	1.8%	30.3%	4,668
2012	12.2%	21.7%	10.8%	23.1%	2.2%	29.9%	4,689
2013	11.2%	21.0%	11.1%	21.8%	2.3%	32.6%	4,858

Livingston County MPU Graduate Market Share

Year	EMU	MSU	UM-AA	UM-F	WSU	All Others	Total Headcount
2008	27.7%	22.3%	14.1%	4.5%	12.9%	18.5%	638
2009	27.0%	23.0%	14.2%	5.4%	11.3%	19.1%	690
2010	31.1%	21.0%	13.5%	5.5%	10.4%	18.5%	704
2011	27.5%	22.6%	13.5%	5.4%	10.4%	20.6%	690
2012	26.3%	22.6%	14.8%	5.5%	10.1%	20.6%	703
2013	21.9%	23.6%	15.0%	7.1%	9.5%	23.0%	666

Livingston County MPU Total Market Share

Year	CMU	EMU	GVSU	MSU	WSU	All Others	Total Headcount
2008	12.0%	22.3%	9.5%	24.4%	2.7%	29.2%	5,002
2009	11.4%	22.2%	9.6%	23.6%	2.7%	30.4%	5,095
2010	11.9%	23.5%	9.4%	22.7%	2.7%	29.7%	5,231
2011	11.9%	22.1%	9.6%	22.9%	2.9%	30.5%	5,357
2012	11.3%	22.3%	9.9%	23.0%	3.2%	30.2%	5,392
2013	10.3%	21.1%	10.3%	22.0%	3.2%	33.1%	5,524

Macomb County MPU FTIAC Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2008	11.6%	7.8%	15.6%	23.3%	13.6%	28.0%	3,213
2009	10.7%	6.5%	15.7%	24.7%	15.6%	26.8%	3,028
2010	13.3%	6.6%	16.2%	23.6%	13.7%	26.6%	3,057
2011	10.8%	6.6%	16.7%	23.5%	15.6%	26.8%	3,050
2012	9.3%	6.3%	16.6%	25.6%	15.4%	26.9%	3,086
2013	8.2%	7.6%	15.7%	26.5%	13.5%	28.5%	2,986

Macomb County MPU Undergraduate Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2008	10.5%	5.2%	13.9%	28.0%	19.9%	22.6%	17,098
2009	10.1%	5.1%	13.5%	29.0%	20.1%	22.3%	17,656
2010	10.9%	5.1%	13.0%	28.8%	19.8%	22.4%	17,996
2011	10.9%	5.0%	13.0%	28.7%	20.2%	22.2%	18,330
2012	10.4%	4.8%	13.0%	29.1%	20.8%	21.8%	18,467
2013	9.9%	5.1%	12.9%	29.7%	20.6%	21.9%	18,462

Macomb County MPU Graduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	7.9%	7.8%	25.0%	6.6%	34.4%	18.3%	3,587
2009	8.0%	7.9%	24.4%	6.5%	34.0%	19.3%	3,591
2010	7.6%	9.4%	24.8%	6.0%	32.6%	19.6%	3,486
2011	8.1%	10.5%	24.5%	5.9%	32.8%	18.2%	3,534
2012	8.0%	11.1%	22.8%	6.5%	33.5%	18.1%	3,351
2013	9.3%	11.7%	21.4%	6.7%	34.0%	17.0%	3,310

Macomb County MPU Total Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	10.1%	12.8%	27.5%	5.9%	22.4%	21.4%	20,685
2009	9.7%	12.5%	28.2%	5.9%	22.5%	21.2%	21,247
2010	10.4%	12.4%	28.1%	5.6%	21.9%	21.6%	21,482
2011	10.4%	12.6%	28.0%	5.3%	22.3%	21.4%	21,864
2012	10.1%	12.7%	28.2%	5.2%	22.8%	21.1%	21,818
2013	9.8%	12.7%	28.4%	5.1%	22.7%	21.3%	21,772

Monroe County MPU FTIAC Market Share

Year	CMU	EMU	GVSU	MSU	UM-AA	WSU	All Others	Total Headcount
2008	15.5%	18.6%	7.2%	17.4%	7.6%	3.8%	37.5%	264
2009	11.5%	22.6%	4.9%	19.8%	9.0%	3.5%	37.8%	288
2010	12.6%	15.4%	9.9%	16.2%	15.0%	4.7%	41.1%	253
2011	16.9%	14.4%	8.3%	16.2%	11.9%	4.0%	40.3%	278
2012	17.0%	16.6%	7.3%	20.2%	10.1%	3.2%	35.6%	247
2013	11.1%	18.9%	13.1%	15.2%	11.1%	2.5%	39.3%	244

**CMU and UM-AA tied for last place in top four MPUs in market shares, therefore, five universities are shown here vs. WSU*

Monroe County MPU Undergraduate Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2008	10.4%	31.2%	16.9%	9.9%	4.2%	27.4%	1,685
2009	10.5%	33.9%	16.5%	8.4%	4.0%	26.7%	1,693
2010	10.7%	34.1%	15.6%	8.4%	4.6%	26.6%	1,676
2011	11.0%	33.9%	14.3%	8.6%	5.1%	27.0%	1,688
2012	11.6%	34.4%	14.0%	9.2%	4.3%	26.4%	1,674
2013	11.0%	33.2%	12.7%	9.5%	4.3%	29.3%	1,593

Monroe County MPU Graduate Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2008	5.6%	38.6%	10.9%	12.4%	16.5%	15.9%	339
2009	3.5%	41.6%	13.6%	10.1%	16.8%	14.4%	368
2010	4.3%	42.2%	14.3%	9.0%	16.1%	14.0%	322
2011	5.8%	38.2%	13.7%	9.3%	17.5%	15.5%	343
2012	5.8%	38.2%	11.3%	10.4%	20.2%	14.1%	327
2013	5.9%	40.1%	12.1%	8.1%	18.4%	15.4%	272

Monroe County MPU Total Market Share

Year	CMU	EMU	MSU	UM-AA	WSU	All Others	Total Headcount
2008	9.7%	32.6%	16.0%	10.4%	6.3%	25.1%	2,014
2009	9.3%	35.3%	16.0%	8.7%	6.3%	24.5%	2,061
2010	9.7%	35.4%	15.4%	8.5%	6.5%	24.6%	1,998
2011	10.1%	34.6%	14.2%	8.8%	7.2%	25.1%	2,031
2012	10.7%	35.0%	13.6%	9.4%	6.9%	24.4%	2,001
2013	10.2%	34.2%	12.6%	9.3%	6.3%	27.3%	1,865

Oakland County MPU FTIAC Market Share

Year	GVSU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	7.0%	22.3%	15.2%	16.6%	7.0%	32.1%	6,815
2009	7.1%	21.3%	15.5%	17.6%	7.8%	30.7%	6,529
2010	6.7%	22.1%	14.3%	19.0%	6.5%	31.3%	6,613
2011	7.4%	23.1%	15.5%	18.3%	6.4%	29.2%	6,431
2012	7.8%	24.2%	16.6%	16.4%	6.7%	28.2%	6,541
2013	8.1%	22.9%	16.3%	17.8%	7.2%	27.7%	6,603

Oakland County MPU Undergraduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	9.5%	21.0%	19.2%	13.9%	11.0%	25.4%	35,014
2009	9.6%	20.4%	19.9%	13.7%	11.1%	25.3%	35,652
2010	9.8%	19.7%	19.8%	14.0%	10.9%	25.7%	36,182
2011	9.7%	19.2%	20.2%	14.1%	11.0%	25.8%	36,194
2012	9.2%	20.0%	20.6%	13.9%	10.7%	25.5%	36,448
2013	8.7%	20.3%	20.9%	14.0%	10.6%	25.4%	36,420

Oakland County MPU Graduate Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	6.7%	11.1%	21.0%	12.8%	33.3%	15.1%	8,189
2009	6.3%	11.6%	19.9%	12.9%	33.8%	15.5%	8,361
2010	6.0%	12.7%	19.5%	13.2%	33.2%	15.5%	8,212
2011	6.3%	13.7%	20.1%	13.5%	30.6%	15.9%	7,926
2012	6.3%	14.9%	20.4%	13.5%	29.4%	15.5%	7,897
2013	6.1%	15.2%	20.5%	13.8%	28.4%	16.0%	7,688

Oakland County MPU Total Market Share

Year	CMU	MSU	OU	UM-AA	WSU	All Others	Total Headcount
2008	9.0%	19.1%	19.6%	13.7%	15.2%	23.4%	43,203
2009	9.0%	18.7%	19.9%	13.5%	15.4%	23.4%	44,013
2010	9.1%	18.4%	19.8%	13.9%	15.0%	23.8%	44,394
2011	9.1%	18.2%	20.2%	14.0%	14.5%	24.0%	44,120
2012	8.7%	19.1%	20.6%	13.9%	14.0%	23.7%	44,345
2013	8.3%	19.4%	20.8%	13.9%	13.8%	23.8%	44,108

St. Clair County MPU FTIAC Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2008	10.7%	9.9%	17.1%	10.7%	3.2%	48.4%	403
2009	16.5%	7.0%	14.3%	13.3%	4.5%	44.4%	399
2010	19.4%	7.2%	14.4%	8.2%	5.7%	45.2%	403
2011	14.7%	9.2%	13.5%	11.6%	2.4%	48.6%	414
2012	12.1%	18.0%	12.4%	12.9%	7.6%	37.1%	356
2013	15.5%	13.3%	12.3%	20.8%	4.3%	33.9%	375

St. Clair County MPU Undergraduate Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2008	14.5%	8.0%	13.9%	11.4%	7.7%	44.3%	2,614
2009	16.2%	8.7%	13.6%	12.5%	7.5%	41.5%	2,511
2010	16.2%	7.9%	13.1%	11.1%	8.1%	43.6%	2,690
2011	16.5%	7.7%	12.6%	11.6%	8.1%	43.5%	2,751
2012	17.0%	9.6%	12.3%	13.5%	9.2%	38.3%	2,598
2013	18.0%	10.0%	11.6%	16.4%	8.6%	35.4%	2,463

St. Clair County MPU Graduate Market Share

Year	CMU	MSU	OU	SVSU	WSU	All Others	Total Headcount
2008	19.7%	9.3%	11.7%	20.6%	23.6%	15.2%	462
2009	18.1%	11.5%	10.2%	19.4%	20.5%	20.3%	443
2010	14.1%	9.3%	10.6%	17.4%	21.7%	26.9%	461
2011	11.5%	11.3%	10.6%	17.3%	20.7%	28.6%	434
2012	12.0%	16.0%	10.7%	14.4%	21.9%	24.9%	374
2013	15.4%	16.5%	13.6%	10.1%	19.1%	25.3%	376

St. Clair County MPU Total Market Share

Year	CMU	GVSU	MSU	OU	WSU	All Others	Total Headcount
2008	15.3%	6.9%	13.2%	11.5%	10.1%	43.0%	3,076
2009	16.5%	7.6%	13.3%	12.2%	9.5%	41.0%	2,954
2010	15.9%	7.2%	12.6%	11.0%	10.1%	43.2%	3,151
2011	15.8%	6.9%	12.4%	11.4%	9.9%	43.6%	3,185
2012	16.4%	8.6%	12.8%	13.2%	10.8%	38.2%	2,972
2013	17.7%	9.0%	12.3%	16.1%	10.0%	35.0%	2,839

Washtenaw County MPU FTIAC Market Share

Year	EMU	MSU	UM-AA	WMU	WSU	All Others	Total Headcount
2008	24.7%	15.8%	28.6%	10.2%	1.6%	19.0%	1,281
2009	23.7%	15.6%	32.6%	8.4%	2.7%	17.0%	1,311
2010	22.6%	16.4%	30.1%	7.3%	1.8%	21.8%	1,356
2011	21.9%	15.5%	28.9%	9.4%	1.7%	22.5%	1,283
2012	25.9%	17.7%	29.7%	5.8%	2.2%	18.7%	1,410
2013	26.5%	14.0%	31.4%	8.2%	0.8%	19.0%	1,471

Washtenaw County MPU Undergraduate Market Share

Year	EMU	MSU	UM-AA	WMU	WSU	All Others	Total Headcount
2008	42.6%	12.5%	22.8%	6.5%	1.9%	13.7%	8,263
2009	44.4%	12.2%	22.7%	5.7%	2.2%	12.9%	8,804
2010	45.3%	11.7%	22.2%	5.1%	2.2%	13.5%	9,004
2011	45.0%	11.1%	22.5%	5.0%	2.1%	14.2%	9,130
2012	44.6%	11.7%	23.0%	4.7%	2.3%	13.8%	9,215
2013	43.5%	11.8%	23.1%	5.2%	2.3%	14.2%	9,186

Washtenaw County MPU Graduate Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2008	26.5%	6.3%	52.9%	1.7%	9.3%	3.3%	4,074
2009	29.3%	5.9%	51.2%	1.3%	8.6%	3.8%	4,219
2010	38.0%	7.9%	35.0%	2.1%	11.7%	5.3%	3,095
2011	37.1%	8.1%	34.6%	2.2%	11.2%	6.7%	3,048
2012	34.3%	9.0%	36.2%	2.3%	11.5%	6.8%	3,001
2013	32.2%	9.1%	38.0%	2.5%	10.4%	7.8%	2,874

Washtenaw County MPU Total Market Share

Year	EMU	MSU	UM-AA	WMU	WSU	All Others	Total Headcount
2008	37.3%	10.5%	32.7%	4.5%	4.3%	10.7%	12,337
2009	39.5%	10.1%	31.9%	4.0%	4.3%	10.2%	13,023
2010	43.4%	10.7%	25.4%	4.0%	4.6%	11.8%	12,099
2011	43.0%	10.4%	25.5%	4.0%	4.4%	12.7%	12,178
2012	42.1%	11.1%	26.2%	3.8%	4.5%	12.4%	12,216
2013	40.8%	11.2%	26.7%	4.2%	4.2%	13.0%	12,060

Wayne County MPU FTIAC Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2008	13.4%	13.8%	9.8%	11.5%	25.0%	26.5%	6,491
2009	12.5%	13.9%	9.3%	11.4%	26.1%	26.8%	6,396
2010	12.2%	12.8%	9.5%	11.2%	23.6%	30.7%	6,248
2011	13.1%	14.9%	9.6%	12.0%	20.3%	30.3%	6,196
2012	15.7%	15.5%	9.6%	10.8%	18.5%	30.0%	5,879
2013	16.3%	15.8%	10.1%	11.4%	17.4%	29.0%	5,950

Wayne County MPU Undergraduate Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2008	16.9%	12.4%	7.4%	14.6%	28.4%	20.3%	35,035
2009	16.7%	12.0%	7.4%	14.5%	28.8%	20.6%	36,065
2010	17.1%	11.2%	7.5%	14.7%	28.3%	21.2%	36,559
2011	17.4%	11.0%	7.5%	15.2%	27.1%	21.8%	36,896
2012	18.2%	11.4%	7.5%	15.2%	25.6%	22.1%	36,445
2013	18.4%	11.9%	7.7%	15.0%	24.5%	22.5%	35,612

Wayne County MPU Graduate Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2008	14.2%	6.7%	8.7%	12.5%	44.1%	13.8%	7,639
2009	15.8%	7.1%	8.7%	10.5%	43.5%	14.4%	7,679
2010	16.1%	7.8%	8.6%	10.2%	41.5%	15.8%	7,610
2011	15.7%	8.5%	8.6%	10.1%	40.4%	16.7%	7,477
2012	16.6%	9.6%	9.0%	8.8%	39.5%	16.5%	6,976
2013	15.3%	10.7%	9.8%	8.4%	38.9%	17.0%	6,614

Wayne County MPU Total Market Share

Year	EMU	MSU	UM-AA	UM-D	WSU	All Others	Total Headcount
2008	16.4%	11.4%	7.7%	14.2%	31.2%	19.1%	42,674
2009	16.6%	11.2%	7.6%	13.8%	31.4%	19.5%	43,744
2010	16.9%	10.6%	7.6%	13.9%	30.6%	20.3%	44,169
2011	17.1%	10.6%	7.7%	14.3%	29.4%	20.9%	44,373
2012	18.0%	11.2%	7.7%	14.1%	27.8%	21.2%	43,421
2013	17.9%	11.7%	8.0%	14.0%	26.7%	21.7%	42,226

FTIAC Enrollment Comparison

FTIAC										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2008	828	3,213	264	6,815	403	1,281	6,491	19,295	17,040	36,335
2009	765	3,028	288	6,529	399	1,311	6,396	18,716	16,250	34,966
2010	741	3,057	253	6,613	403	1,356	6,248	18,671	16,065	34,736
2011	820	3,050	278	6,431	414	1,283	6,196	18,472	15,938	34,410
2012	822	3,086	247	6,541	356	1,410	5,879	18,341	15,166	33,507
2013	855	2,986	244	6,603	375	1,471	5,950	18,484	15,217	33,701

Undergraduate Enrollment Comparison

Undergraduate										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2008	4,364	17,098	1,685	35,014	2,614	8,263	35,035	104,073	94,372	198,445
2009	4,405	17,656	1,693	35,652	2,511	8,804	36,065	106,786	96,172	202,958
2010	4,527	17,996	1,676	36,182	2,690	9,004	36,559	108,634	97,412	206,046
2011	4,668	18,330	1,688	36,194	2,751	9,130	36,896	109,657	96,647	206,304
2012	4,689	18,467	1,674	36,448	2,598	9,215	36,445	109,536	93,590	203,126
2013	4,858	18,462	1,593	36,420	2,463	9,186	35,612	108,594	91,666	200,260

Graduate Enrollment Comparison

Graduate										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2008	638	3,587	339	8,189	462	4,074	7,639	24,928	19,725	44,653
2009	690	3,591	368	8,361	443	4,219	7,679	25,351	20,096	45,447
2010	704	3,486	322	8,212	461	3,095	7,610	23,890	22,713	46,603
2011	690	3,534	343	7,926	434	3,048	7,477	23,452	22,893	46,345
2012	703	3,351	327	7,897	374	3,001	6,976	22,629	21,493	44,122
2013	666	3,310	272	7,688	376	2,874	6,614	21,800	22,322	44,122

Total Enrollment Comparison

Total										
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties	State Total
2008	5,002	20,685	2,014	43,203	3,076	12,337	42,674	129,001	116,173	245,174
2009	5,095	21,247	2,061	44,013	2,954	13,023	43,744	132,137	118,448	250,585
2010	5,231	21,482	1,998	44,394	3,151	12,099	44,169	132,524	119,192	251,716
2011	5,357	21,864	2,031	44,120	3,185	12,178	44,373	133,108	118,210	251,318
2012	5,392	21,818	2,001	44,345	2,972	12,216	43,421	132,165	115,083	247,248
2013	5,524	21,772	1,865	44,108	2,839	12,060	42,226	130,394	112,567	242,961

FTIAC Year-to-Year % Change

FTIAC									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2008	10.4%	2.7%	-9.6%	2.7%	11.6%	3.5%	1.9%	2.8%	2.9%
2009	-7.6%	-5.8%	9.1%	-4.2%	-1.0%	2.3%	-1.5%	-3.0%	-4.6%
2010	-3.1%	1.0%	-12.2%	1.3%	1.0%	3.4%	-2.3%	-0.2%	-1.1%
2011	10.7%	-0.2%	9.9%	-2.8%	2.7%	-5.4%	-0.8%	-1.1%	-0.8%
2012	0.2%	1.2%	-11.2%	1.7%	-14.0%	9.9%	-5.1%	-0.7%	-4.8%
2013	4.0%	-3.2%	-1.2%	0.9%	5.3%	4.3%	1.2%	0.8%	0.3%

Undergraduate Year-to-Year % Change

Undergraduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2008	5.6%	2.6%	-5.1%	1.7%	1.6%	0.7%	-1.0%	0.9%	-0.6%
2009	0.9%	3.3%	0.5%	1.8%	-3.9%	6.5%	2.9%	2.6%	1.9%
2010	2.8%	1.9%	-1.0%	1.5%	7.1%	2.3%	1.4%	1.7%	1.3%
2011	3.1%	1.9%	0.7%	0.0%	2.3%	1.4%	0.9%	0.9%	-0.8%
2012	0.4%	0.7%	-0.8%	0.7%	-5.6%	0.9%	-1.2%	-0.1%	-3.2%
2013	3.6%	0.0%	-4.8%	-0.1%	-5.2%	-0.3%	-2.3%	-0.9%	-2.1%

Graduate Year-to-Year % Change

Graduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2008	-1.7%	-2.2%	6.3%	-0.9%	5.5%	-0.3%	-2.3%	-1.2%	-2.2%
2009	8.2%	0.1%	8.6%	2.1%	-4.1%	3.6%	0.5%	1.7%	1.9%
2010	2.0%	-2.9%	-12.5%	-1.8%	4.1%	-26.6%	-0.9%	-5.8%	13.0%
2011	-2.0%	1.4%	6.5%	-3.5%	-5.9%	-1.5%	-1.7%	-1.8%	0.8%
2012	1.9%	-5.2%	-4.7%	-0.4%	-13.8%	-1.5%	-6.7%	-3.5%	-6.1%
2013	-5.3%	-1.2%	-16.8%	-2.6%	0.5%	-4.2%	-5.2%	-3.7%	3.9%

Total Year-to-Year % Change

Total									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2008	4.6%	1.5%	-3.8%	1.2%	2.2%	0.4%	-1.2%	0.4%	-0.3%
2009	1.9%	2.7%	2.3%	1.9%	-4.0%	5.6%	2.5%	2.4%	2.0%
2010	2.7%	1.1%	-3.1%	0.9%	6.7%	-7.1%	1.0%	0.3%	0.6%
2011	2.4%	1.8%	1.7%	-0.6%	1.1%	0.7%	0.5%	0.4%	-0.8%
2012	0.7%	-0.2%	-1.5%	0.5%	-6.7%	0.3%	-2.1%	-0.7%	-2.6%
2013	2.4%	-0.2%	-6.8%	-0.5%	-4.5%	-1.3%	-2.8%	-1.3%	-2.2%

FTIAC Cumulative % Change 2009 - 2013

FTIAC									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2009	-7.6%	-5.8%	9.1%	-4.2%	-1.0%	2.3%	-1.5%	-3.0%	-4.6%
2010	-10.5%	-4.9%	-4.2%	-3.0%	0.0%	5.9%	-3.7%	-3.2%	-5.7%
2011	-1.0%	-5.1%	5.3%	-5.6%	2.7%	0.2%	-4.5%	-4.3%	-6.5%
2012	-0.7%	-4.0%	-6.4%	-4.0%	-11.7%	10.1%	-9.4%	-4.9%	-11.0%
2013	3.3%	-7.1%	-7.6%	-3.1%	-6.9%	14.8%	-8.3%	-4.2%	-10.7%

Undergraduate Cumulative % Change 2009 - 2013

Undergraduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2009	0.9%	3.3%	0.5%	1.8%	-3.9%	6.5%	2.9%	2.6%	1.9%
2010	3.7%	5.3%	-0.5%	3.3%	2.9%	9.0%	4.3%	4.4%	3.2%
2011	7.0%	7.2%	0.2%	3.4%	5.2%	10.5%	5.3%	5.4%	2.4%
2012	7.4%	8.0%	-0.7%	4.1%	-0.6%	11.5%	4.0%	5.2%	-0.8%
2013	11.3%	8.0%	-5.5%	4.0%	-5.8%	11.2%	1.6%	4.3%	-2.9%

Graduate Cumulative % Change 2009 - 2013

Graduate									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2009	8.2%	0.1%	8.6%	2.1%	-4.1%	3.6%	0.5%	1.7%	1.9%
2010	10.3%	-2.8%	-5.0%	0.3%	-0.2%	-24.0%	-0.4%	-4.2%	15.1%
2011	8.2%	-1.5%	1.2%	-3.2%	-6.1%	-25.2%	-2.1%	-5.9%	16.1%
2012	10.2%	-6.6%	-3.5%	-3.6%	-19.0%	-26.3%	-8.7%	-9.2%	9.0%
2013	4.4%	-7.7%	-19.8%	-6.1%	-18.6%	-29.5%	-13.4%	-12.5%	13.2%

Total Cumulative % Change 2009-2013

Total									
Year	Livingston	Macomb	Monroe	Oakland	St. Clair	Washtenaw	Wayne	Seven County Total	Other Counties
2009	1.9%	2.7%	2.3%	1.9%	-4.0%	5.6%	2.5%	2.4%	2.0%
2010	4.6%	3.9%	-0.8%	2.8%	2.4%	-1.9%	3.5%	2.7%	2.6%
2011	7.1%	5.7%	0.8%	2.1%	3.5%	-1.3%	4.0%	3.2%	1.8%
2012	7.8%	5.5%	-0.6%	2.6%	-3.4%	-1.0%	1.8%	2.5%	-0.9%
2013	10.4%	5.3%	-7.4%	2.1%	-7.7%	-2.2%	-1.0%	1.1%	-3.1%

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Appendix B– Southeast Michigan Council of Governments 2040 School Age Population Forecast

In April 2012, the Southeast Michigan Council of Governments (SEMCOG) released a forecast for the school age (5-17) population change in the seven SEMCOG counties. About 84% of Wayne State University's total enrollment is derived from those seven counties. The report states that in the next 8 years, Southeast Michigan will have a decrease of 112,000 school age children. The decrease will continue until 2030 at which point the decrease will stabilize and begin a slow rebound through 2040.

The following is the rate at which the school age population is forecasted to decline by 2020:

- Livingston County 16%
- Macomb County 5%
- Monroe County 14%
- Oakland County 12%
- St. Clair County 17%
- Washtenaw County 9%
- Wayne County 18%

Attached is the SEMCOG School Age Population Forecast which may also be found online at:

http://library.semcog.org/InmagicGenie/DocumentFolder/SchoolDistrictForecast.9-2012.pdf .