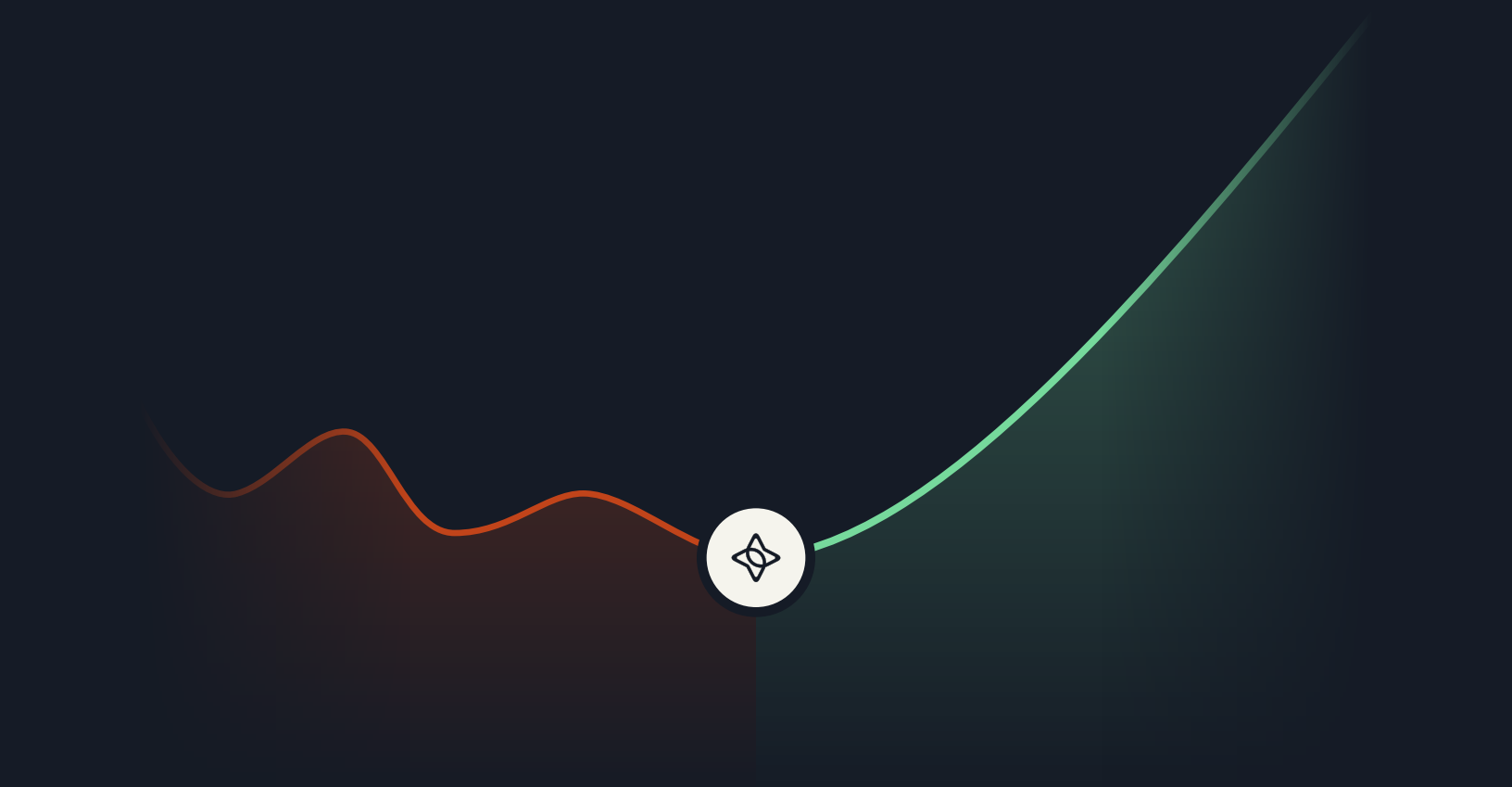
GUIDE

The Campus Opportunity Guide

Learn how to address the hidden costs of student attrition, missed transfer enrollment, and manual work to create more opportunities for your campus.



STELLIC

Every office has a part to play

Many schools already have work underway in these areas. Each one touches several offices, so progress depends on teams working toward shared goals. This guide is designed to help your team compare priorities and start productive conversations across offices.

Student attrition

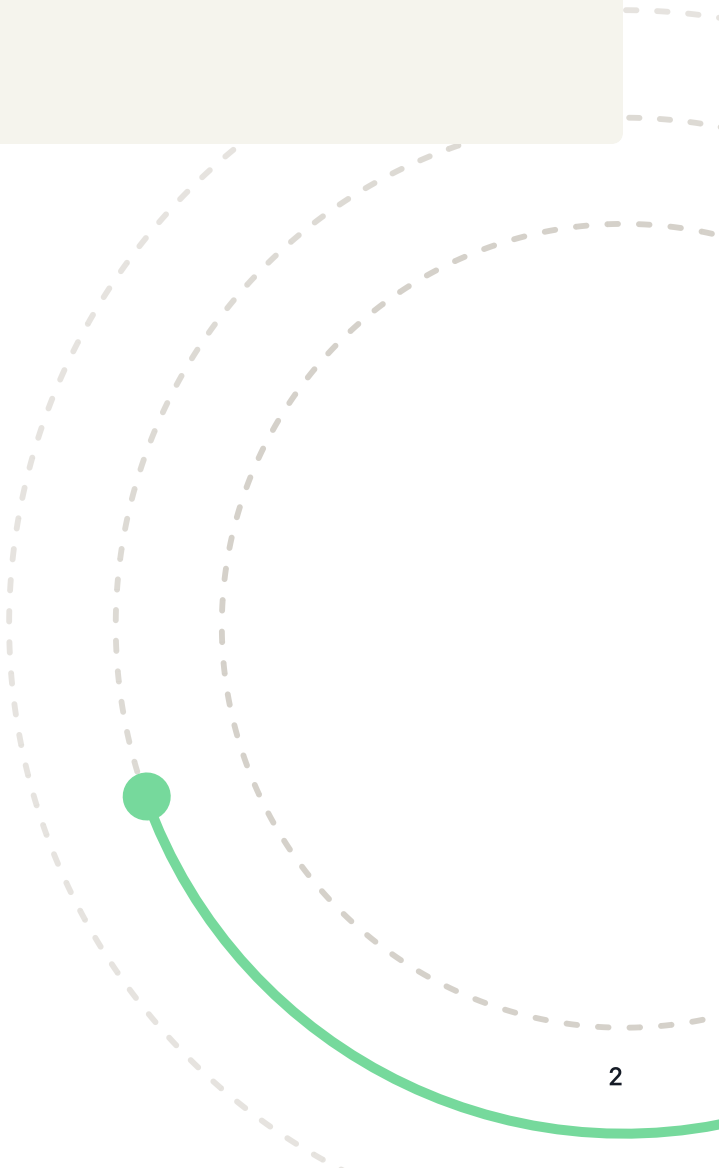
Help more students stay on track to graduation.

Missed transfer enrollment

Give prospective students clearer answers about how their credits will count.

Staff capacity

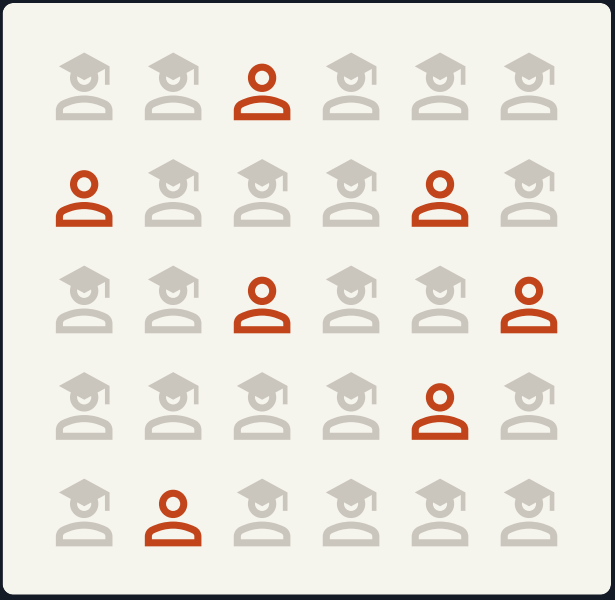
Reduce repetitive work so staff can focus on students.



STUDENT ATTRITION

Help students stay on track before they fall behind

Every student who leaves came to campus with a goal they didn't get to reach. Students leave for many reasons, and some of those reasons are within your campus's reach. A course that doesn't count or a requirement discovered too late shouldn't be why a student doesn't return. The work for campus teams is spotting those obstacles early enough to act.



RESEARCH FINDING

Proactive outreach is hard to scale when caseloads are heavy, which makes the information institutions already have even more valuable.



of advisors with the heaviest caseloads don't meet with all of their students, and more than a third don't reach even half [1]



of institutions run proactive outreach at scale, the advising practice Tyton ranks as most impactful [1]

What better retention could mean for your campus

Even a one-point gain in retention means more students finishing what they started, and more tuition staying on campus. Here's what keeping 2 more of every 100 first-year students could mean at a sample school. For a closer look at where these costs come from, read what student attrition costs an institution.

> **Illustrative scenario.** Treat this as a planning scenario for discussion. Studies of targeted support report retention gains of 2 to 5 points[2], and the calculator uses more cautious settings of 1 to 3. Results depend on the students served and how consistently institutions follow through.

SAMPLE SCHOOL

First-year students	1,000
Retention gain (middle setting)	+2 points
Additional students who return	20
Net tuition per student, per year	$20,000
Years each typically stays	3

Tuition retained

$1.2M

Illustrative example with round numbers, tuition only. The calculator uses your institution's own data.

Where campus teams can start

Every office on campus has a part to play in helping students stay.

Across offices

- ✓ Agree on the early signals that matter and who acts on each one.
- ✓ Work from one degree plan per student that students, advisors, and the registrar all see.

Academic leadership

- ✓ Identify the academic barriers most often tied to students falling behind.
- ✓ Align advising, academic departments, and enrollment teams around a few shared priorities.
- ✓ Review progress and persistence by program and student population.

Advising and student success

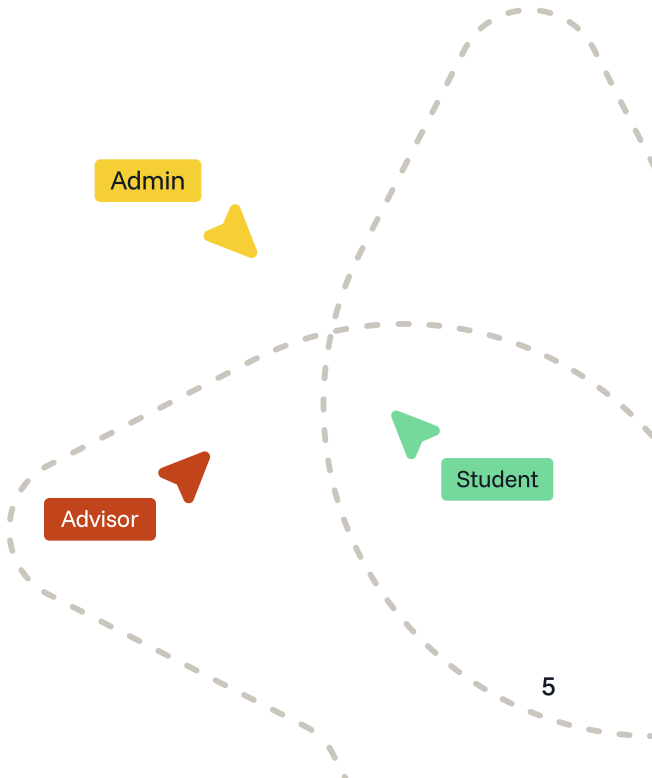
- ✓ Identify students who may need support before they ask for it.
- ✓ Reach out when guidance matters most, such as at registration or after a change in academic progress.
- ✓ Give students and advisors a shared view of requirements and plans.

Registrar

- ✓ Help students and advisors understand which courses satisfy degree requirements.
- ✓ Surface requirement issues early, well before graduation clearance.
- ✓ Set clear processes for exceptions and requirement changes.

IT

- ✓ Make sure teams can work from reliable student and academic data.
- ✓ Clarify which systems hold authoritative records and how information moves between them.



Where technology (like Stellic) can help

Spot students who need help sooner

Alerts and student profiles bring requirements and advising notes together, so staff can see obstacles earlier.

Help students see what counts and what's next

Students see real-time degree progress and can test a change, like switching majors, before they make it.

Give students plans checked against their requirements

Plans follow the same academic rules as the degree audit, so students know which courses count.

Act on what you find with timely outreach

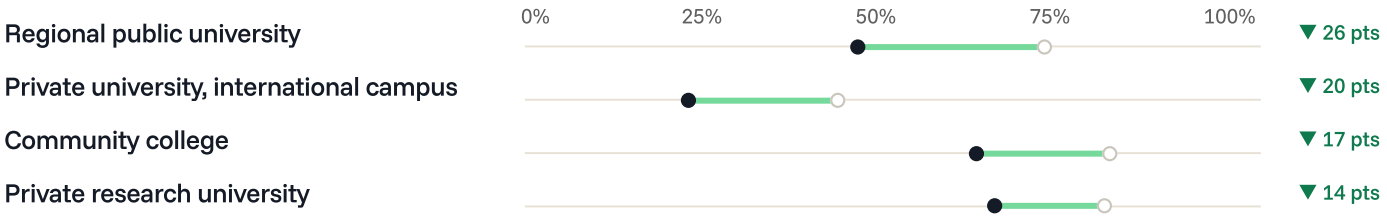
Outreach campaigns and shared notes help teams reach students at key moments and follow through together.

How other campuses are approaching this

PARTNER RESULTS

Fewer plans with courses that don't fit a requirement

Share of students' plans with at least one course that doesn't match a degree requirement.



Each row is one Stellic partner, measured twice while using Stellic. Lower is better. Some unmatched courses are electives students chose on purpose.

PARTNER RESULT

Johnson County Community College

25%

Students using Stellic's planner saw applied credits rise 25% and excess credits fall 20%. 40% of planning sessions happened between 5 p.m. and 5 a.m., on students' own schedules.

PARTNER RESULT

Texas Christian University

23,000

Appointments booked through shared planning and advising tools, with 90% student adoption.

MISSED TRANSFER ENROLLMENT

Answer the credit question before students decide where to go

For prospective transfer students, one question can shape the whole decision: how will my credits count? They want to know how much progress they've made and what remains, yet official evaluations often happen after admission.[3]

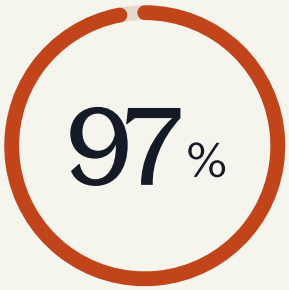


RESEARCH FINDING

Institutions can make a credit answer easier to reach before students apply, while protecting the accuracy and authority of official evaluations.



of continuing and returning undergraduates were transfer students in fall 2024, up from 11.9% in fall 2020 [4]



of adults with some college and no credential say knowing how credits transfer before applying is important [5]

What clearer credit answers could mean for enrollment

Transfer enrollment is one of the hardest opportunities to measure, because institutions can't always see why prospects never apply. Some may have been discouraged by credit uncertainty, and others may have chosen another school for different reasons. For more on how that decision plays out, read how credit uncertainty shapes transfer enrollment

> **Illustrative scenario.** You can adjust two assumptions in the calculator: the share of prospects affected by credit uncertainty and the share who might be recovered. Neither is an established benchmark, so validate both against your own inquiry and application data.



Inquiry-to-application rates from RNL, 2019 (fall 2018 data).[6] Walk-away share based on EducationDynamics and DegreeSight, 2024.[5] Win-back share is an assumption.

Where campus teams can start

Credit answers touch nearly every office, from admissions to academic departments.

Across offices

- ✓ Agree on who owns each step: admissions for prospect follow-up, the registrar for credit evaluation, and academic departments for program fit.
- ✓ Agree on one turnaround standard for credit answers, measured from first contact.
- ✓ Treat your own stop-outs as transfer-style prospects. More than half of students who transferred to a new institution (52%) were returning after stopping out (NSC).

Enrollment and admissions

- ✓ Identify where transfer prospects stop moving from inquiry to application.
- ✓ Make credit applicability and program fit part of earlier conversations.
- ✓ Tailor follow-up to the programs and coursework students are exploring.

Registrar

- ✓ Maintain consistent, approved articulation and equivalency rules.
- ✓ Define which preliminary results can be shared before an official evaluation.
- ✓ Set clear review processes for courses that need additional judgment.

Academic leadership

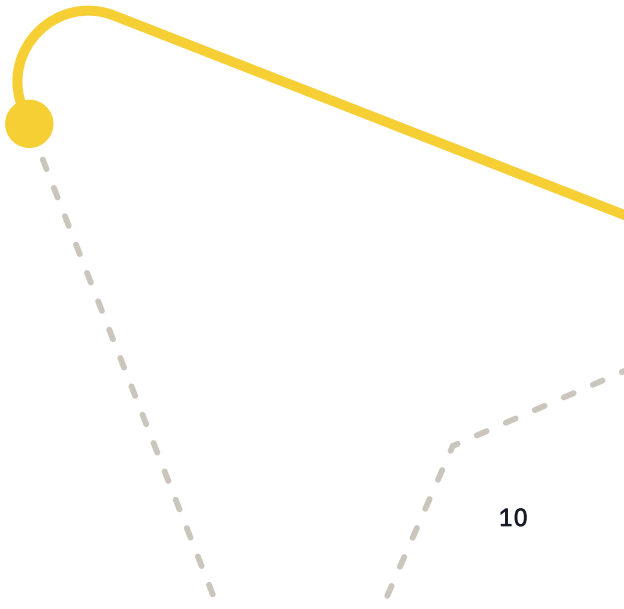
- ✓ Set clear expectations for departmental equivalency decisions.
- ✓ Align transfer recruitment priorities with academic policies and program capacity.

Advising

- ✓ Help incoming students understand how accepted credits apply to their degree.
- ✓ Start the first advising conversation with a useful academic plan.

IT

- ✓ Set secure processes for receiving transcripts and exchanging student data.
- ✓ Support integrations that don't create new manual maintenance.



Where technology (like Stellic) can help

Show prospective students how their credits count before they apply

Prospects upload an unofficial transcript and see preliminary results based on your approved articulation rules. Official evaluations still come from the registrar.

Follow up based on the programs and courses they explored

Admissions sees each prospect's program interest and prior coursework, so follow-up starts from what that student cares about.

Speed up evaluations with equivalencies applied automatically

Established equivalencies apply to incoming coursework, and open questions go to the right reviewer. Approved credit then flows into the degree audit and plan.

How other campuses are approaching this

PARTNER EXAMPLE

Santa Monica College

Connected course articulations with degree progress and academic planning, helping counseling teams support students as they weigh their options.

PARTNER EXAMPLE

Duquesne University and Lenoir-Rhyne University

Both are extending their work with Stellic into prospective student exploration and transfer evaluation.

STAFF CAPACITY

Give staff more time for the work that matters most

Time with students matters. Yet advisors and registrar teams spend hours each term answering routine questions, preparing for appointments, reviewing requirements, and processing exceptions, which leaves less time for complex student needs.

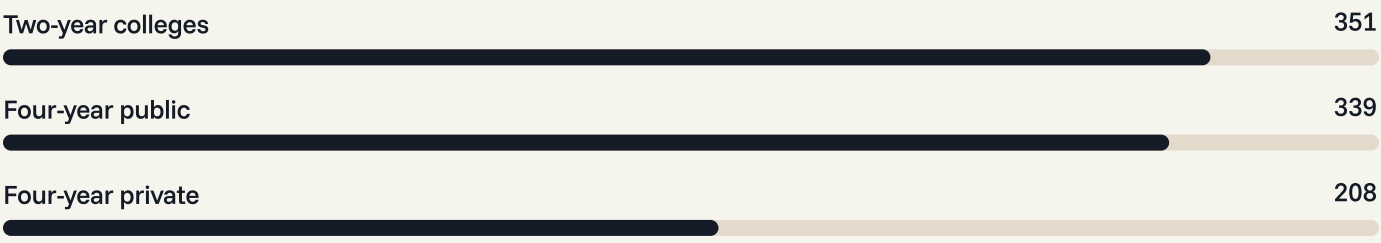


RESEARCH FINDING

Administrative work takes up more of advisors' days than anything else.[1]

Better workflows work alongside appropriate staffing and manageable workloads, helping existing teams spend less time gathering information and more time using it.

Average students per advisor



Tyton Partners, Driving Toward a Degree 2026.[1] High caseloads have ranked as the top barrier to better advising for six years running.

STAFF CAPACITY

How much time your teams could get back

Start with the tasks your staff repeat most often. Here's graduation clearance at a sample school. Every hour back is an hour that can go to the students who need it. For a closer look at where the hours go, read what manual work costs advisors and registrars.

> **Illustrative scenario.** These are potential hours recovered, and they don't represent guaranteed savings or a recommendation to reduce staffing. The goal is to reinvest that capacity in student support.

SAMPLE SCHOOL: GRADUATION CLEARANCE

Graduation candidates per year	**1,000**
Manual check today	**30 minutes each**
Time spent today	**500 hours**
With automated checks	**About 3 minutes each**
Share of savings captured (cautious setting)	**Half**

Hours back each year

225

About six weeks of one full-time staff member's time

Illustrative example for one task. The calculator covers more tasks and uses your own volumes.

Where campus teams can start

How advisors and registrars spend their time is shaped by decisions across campus.

Across offices

- ✓ Agree on a single source of truth for requirements, so advisors and the registrar give the same answer.
- ✓ Route exceptions to a named approver with a turnaround standard.

Advising and student success

- ✓ Identify routine questions students could answer through self-service.
- ✓ Make student context easier to review before appointments.
- ✓ Spend less time coordinating referrals and follow-up.t

Registrar

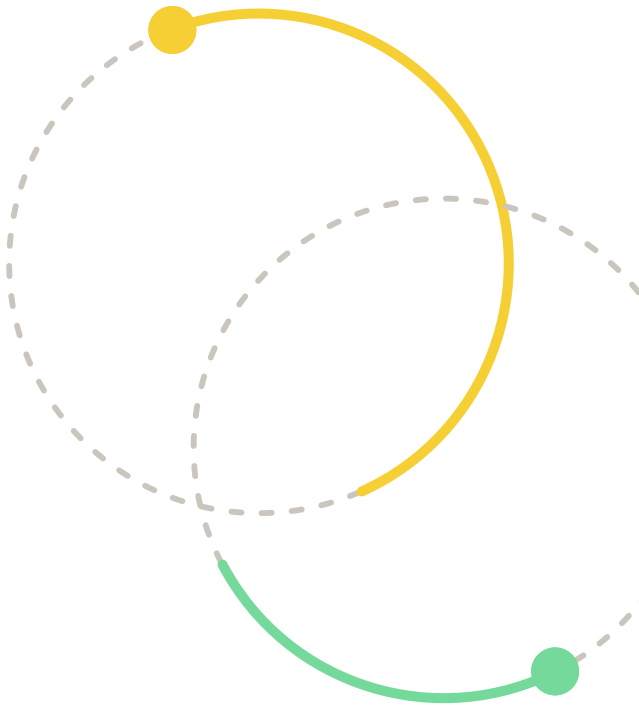
- ✓ Measure time spent on graduation clearance and exception processing.
- ✓ Standardize common decisions while keeping appropriate review and approval.
- ✓ Cut duplicate checks and manual handoffs.

Academic leadership

- ✓ Prioritize the recurring work that consumes the most staff time.
- ✓ Decide how recovered capacity should support students and institutional goals.

IT

- ✓ Evaluate how proposed tools connect with existing systems.
- ✓ Prioritize improvements that retire existing workarounds.



Where technology (like Stellic) can help

For advising teams

Get context before each conversation

A student summary brings recent notes and alerts together before the meeting starts.

See each student's plan, progress, notes, and alerts together

Advisors spend less time piecing a student's story together across systems.

Let students check their own plans, so meetings focus on decisions

Students answer routine "what do I still need?" questions themselves before they arrive.

Spend less time on routine admin

Self-service scheduling and messaging handle the back-and-forth around appointments.

For registrar teams

Check graduation requirements for whole groups at once

Requirements are checked across a class against the rules your office maintains, and staff focus on records with open items.

Route exceptions and reuse decisions

Substitutions and waivers follow a clear approval path, and approved decisions tbecome rules for next time.

Speed up transfer evaluations with automatic equivalencies

Established equivalencies apply on their own, so staff review only what needs judgment.

STAFF CAPACITY

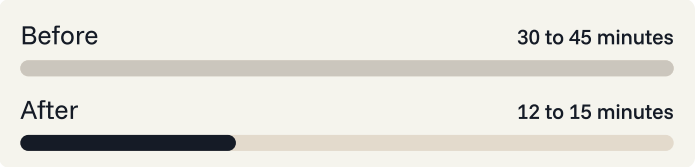
How other campuses are approaching this

PARTNER RESULT

Lenoir-Rhyne University

60%

less graduation audit time per student



547 substitution requests also moved into a digital workflow.

PARTNER PERSPECTIVE

Duquesne University

"What used to take me three days now takes 30 minutes, or is just done by itself. That time goes back into supporting advisors."

Dorothy Rigby, Associate Registrar

PARTNER RESULT

Cornell College

6 weeks

Earlier completion of senior audit reviews compared with previous years.

Where your campus can start

You don't need to tackle all three at once. Start with the area that matters most, then bring together the teams closest to the work.

1

Choose a priority

Use the calculator to compare the three areas and find the one closest to your institution's goals.

2

Bring the right people together

Include every office that shapes this area, from academic policy to the systems behind it.

3

Validate your assumptions

Compare the estimates with your own data for the area you chose.

4

Agree on one place to begin

Choose a manageable improvement and decide how you'll measure progress.

STELLIC

Take the next step for your campus

Start by seeing where improvement could make the biggest difference, then share your one-page summary with your team. Stellic works alongside more than 100 institutions on this work, and we're glad to help you plan what comes next.

Calculate your campus's opportunity →

stellic.com/resources/campus-opportunity-calculator

Talk with our team about your results

stellic.com/request-a-demo

Sources

1. Tyton Partners, Driving Toward a Degree 2026 2. J-PAL, evidence on proactive, targeted outreach to college students 3. AACRAO, research updates on transfer credit evaluation timing, October 2025 4. National Student Clearinghouse, returning learners and the transfer population, 2025 5. EducationDynamics and DegreeSight, Education Reengagement report, December 2024 6. RNL, 2019 Conversion and Yield Rate Benchmarks for Four-Year Institutions (fall 2018 data)