mongoose

Transforming Family Communication and Attendance Outreach at EMKS with Mongoose

Overview

Ewing Marion Kauffman School (EMKS), a single-site charter school serving grades 5–12 in Kansas City, Missouri, prioritizes responsive, student-centered communication with families. To better serve their 1,000+ students and streamline logistics, EMKS adopted Mongoose as a centralized Conversation Intelligence Platform for two-way texting. What began as a solution to ease office call volumes has evolved into an essential daily tool for managing attendance, boosting retention, improving satisfaction, and supporting postsecondary success. With Mongoose, EMKS has made family communication faster, easier, and more effective for both staff and caregivers.

Challenge

Before Mongoose, EMKS relied on its front office phone line to manage all parent communication, resulting in constant voicemails, long hold times, and unanswered questions. With just two front office coordinators and rising call volume, staff couldn't keep up. Crucial updates like student absences, early pickups, or bus delays were often delayed or missed entirely. Meanwhile, high-touch communication like reenrollment confirmations and attendance outreach required significant staff time and effort. **Bailey Page, Director of Operations, Ewing Marion Kauffman School**, said,

> " We always had more calls than we could reasonably answer—even when the info didn't really require a conversation.
>
> — BAILEY PAGE

Solution

Mongoose Conversation Intelligence gave EMKS a single, shared inbox that staff could access from anywhere, including remotely. The operations team now manages daily logistics like attendance and back-to-school messaging through quick, timely texts. The College Access team uses the same platform to support alumni with FAFSA help, college check-ins, and life planning after graduation. Key use cases include:

- Attendance follow-ups with Smart Messages (e.g., "We noticed your student is absent. Is everything okay?")
- Bus delay notifications and day-of logistics
- Event RSVPs and reminders (e.g., back-to-school night)
- Re-enrollment campaigns with automated yes/no responses
- Quick confirmations for family messages like early dismissals or absences
- Post-graduation outreach by the College Access team for up to six years after high school

> " The ability to text from a shared inbox changed everything. Now, anyone on the team can jump in, even our remote staff.

Implementation & Impact

Higher Response Rates and Faster Feedback

For campaigns like annual re-enrollment, **EMKS now gets 98% of replies within 24 hours,** something email alone could never achieve. Bailey noted,

> " The barrier to responding is so low. Asking families to reply 'yes' or 'no' by text means we can get information fast—and act on it.

Fewer Phone Calls, More Shared Workloads

Mongoose helps reduce phone volume and makes it easy to divide up communication tasks across the team. Bailey said,

> " I don't need to sit at the front desk to help anymore. If I have 15 minutes between meetings, I can answer texts from anywhere.

Smarter Attendance Outreach

Attendance is a major post-pandemic concern across K–12, and EMKS uses texting to respond daily to every absence. The goal isn't just compliance, it's care. Bailey said,

> " Texting every time a student is absent communicates something important: We notice. We care. And we're here.

This approach also helps triage which families may need additional outreach, freeing staff to focus on higher-need situations.

The Mongoose Difference

Smart Messages

Pre-scripted yes/no prompts make it easy for families to respond—and easy for staff to gather data fast.

Shared Inboxes

Multiple users can respond to incoming texts, reducing communication bottlenecks and eliminating single points of failure.

Campaign Reporting

Used to track engagement on key initiatives like reenrollment, giving the team immediate visibility into family sentiment.

Mobile-Friendly & Remote-Ready

Team members, including remote staff, can send and respond to texts without needing to be on-site. Bailey noted,

> " Mongoose just helps a ton with family satisfaction. We don't have to spend as much time managing frustration.

BAILEY PAGE

Future Plans

EMKS plans to continue scaling its use of Mongoose across strategic priorities like:

- Recruiting and retaining students
- Improving daily attendance
- Streamlining reenrollment and back-to-school planning
- Providing consistent wraparound support post-graduation

> " It's a great way to meet families where they are, using tools they already know and are most likely to respond to.

Conclusion

For Ewing Marion Kauffman School, Mongoose's Conversation Intelligence Platform isn't just a communication tool, it's a better way to support students and families. By replacing fragmented, one-to-one phone calls with coordinated, efficient texting, the team has gained time, clarity, and trust. Bailey added,

> " I truly don't know how other schools are doing it. If they're not using something like Mongoose, I'd love to know what they're using, because I haven't seen anything else like it.

Mongoose Conversation Intelligence Platform

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