

How Jacksonville State University grew enrollment 28% with Text

Overview

Jacksonville State University (JSU), a regional public university in Alabama serving more than 9,500 students, uses Mongoose Text across undergraduate admissions, dual enrollment, campus visits, and graduate recruitment. Since 2019, a Text connector with Ellucian Recruit has helped JSU automate outreach and break enrollment records in 2019, 2021, and 2022.

INSTITUTION	Public regional university
LOCATION	Alabama
STUDENTS	9,500+
DEPARTMENT	Undergraduate admissions
PARTNER SINCE	2019
CRM	Ellucian Recruit

The challenge

In 2018, JSU's admissions team saw low email response rates, phone calls that weren't working, and declining enrollment. To enroll more students each cycle, the team needed a better way to reach them.

- Low response to email
- Phone outreach not connecting
- Declining enrollment

Why Mongoose

JSU turned to Mongoose Text and connected it to Ellucian Recruit. Recruit checks for active campaigns and triggers the right text automatically, so students get timely, relevant information without extra staff time.

- Automated campaign replies from the CRM
- Real-time engagement and tracking
- Creative outreach to fight summer melt

1,941

students enrolled in 2022,
up from 1,493 in 2019

28%

overall increase in
enrollment

493,096

texts sent in 2022, up
from 125,374 in 2019

293%

increase in text
volume since 2019

“We’ve had a lot of success in enrollment over the past three years, and I attribute Mongoose and communication as one of the top three reasons.”

LAUREN FINDLEY · DIRECTOR OF UNDERGRADUATE ADMISSIONS

Record enrollment, and resilience in 2020

"We broke records for enrollment in 2019, 2021, and 2022. In 2020, we even came out better than most," said Roxanne Stancil, then Coordinator for Recruitment and Technology.

01

Texting saves staff time

Moving from calls to texts cut staff workload while students responded faster. "We identified students at risk of being voided from classes. Instead of calling, we sent a text, which led to more student action while saving hours of staff time," Lauren said.

02

A playlist that fought melt

To build excitement before arrival, JSU asked admitted students for their favorite songs and turned them into a Spotify playlist for more than 500 students.

03

Data that sharpens campaigns

"Even though auto responses are triggered through our CRM, I can go back into Mongoose and track campaign success, student engagement, and response rates," Roxanne said.

04

An easy connector

"Mongoose is easy to work with. Recruit is a robust CRM system. Learning to work with it was a much bigger hurdle than working with Mongoose APIs," said Shaun Stancil, Systems Administrator.

WHAT MADE THE DIFFERENCE

- **Ellucian Recruit connector.** Automatic data syncing keeps everything up to date.
- **Auto responses.** Less manual work, so staff focus on higher-priority students.
- **Creative campaigns.** Outreach students actually want to reply to.
- **Reporting.** Response data that improves the next campaign.



LOOKING AHEAD

JSU plans to expand automation and personalization, using Mongoose to support both recruitment and retention.

"Mongoose has had a huge impact on our enrollment success."

Lauren Findley

Want to see what Text could do for your enrollment?

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