

How Kettering University increased deposits 60% with Mongoose

Overview

Kettering University, a private university in Flint, Michigan, known for co-op education and technical programs, had faced a decade of enrollment decline. Since 2023, the enrollment team led by Director of Enrollment Matt Fortescue has used Mongoose for a texting-first strategy, with real-time replies, shared inboxes, and smarter targeting.

INSTITUTION	Private university
LOCATION	Flint, MI
DEPARTMENT	Enrollment
PARTNER SINCE	2023
CHANNEL	Text
CRM	Slate

The challenge

Kettering had no real texting program. A Twilio tool through TargetX went mostly unused, and Slate's texting lacked one-to-one depth. "We sent a text for a scholarship, and got zero replies," Matt said. "Weeks later, we found 50 responses sitting there."

→ Hard-to-use tools with no visibility into replies

→ A 10-year enrollment decline

Why Mongoose

Kettering chose Mongoose for its ease of use, mobile app, automation, and real-time reporting. A Slate connector powers targeted outreach from dynamic queries, and adoption was fast and campus-wide.

60%

increase in deposits year over year

91.9%

show rate for Accepted Student Day

80%

reply rate on a Move-In Day text

2x+

Honors Program students vs. the year before

“My first instinct was to get iPhones for everyone like we did at my last job. But Mongoose was easier and didn't require hardware. It just worked.”

MATT FORTESCUE · DIRECTOR OF ENROLLMENT

Campaign spotlights

Key Kettering event texts saw reply rates above 55%.

01

Accepted Student Day: 91.9% show rate

Students were invited to request a digital “rule book” for a competitive campus event, and every reply was a yes. “The text created excitement and clarity before students even stepped on campus,” Matt said.

02

Move-In Day: 80% reply rate

A simple “Would you like the day’s agenda?” text organized an otherwise chaotic day, with instant replies that made the experience smoother for students.

03

Financial Aid Night: more signups

After limited results from email and Constant Contact, one well-timed text significantly increased registrations, which reinforced Text as the team’s most trusted engagement channel.

04

Detroit Auto Show: high engagement

Segmented by region, students were invited to claim free tickets. Attendance soared, all managed through shared inboxes and real-time tracking.

WHAT MADE THE DIFFERENCE

- **Automated replies.** Counselors follow up in real time.
- **Shared inboxes.** No duplicate replies and easier collaboration.
- **Segmentation and Slate queries.** Targeted, hyper-local outreach.
- **Instant reporting.** Leadership sees results in minutes.

A CAMPUS CULTURE SHIFT

Mongoose has helped unify communication across admissions, co-op, financial aid, and academic programs. “If we want students to do something, we text. Emails are ignored. Mongoose makes everything easier, for us and them,” Matt said.



LOOKING AHEAD

With undergraduate deposits at a five-year high, Kettering plans to bring texting to more departments and support international enrollment.

“I absolutely recommend Mongoose. It’s a game changer. Our results, and our culture, prove it.”

Matt Fortescue

Want to see what a texting-first strategy could do for your enrollment team?

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