

How McLennan Community College engages students across 28 teams

Overview

McLennan Community College (MCC) in Waco, Texas, has offered accessible, affordable education for more than 50 years and enrolls 8,000+ students. Since adopting Mongoose in 2015, MCC has used personal, two-way texting to support enrollment and student success across campus.

INSTITUTION	Public community college
LOCATION	Waco, TX
STUDENTS	8,000+
TEAMS	28 across campus
PARTNER SINCE	2015
SYSTEMS	Slate, Colleague

The challenge

Students weren't reading email, which hurt recruitment, admissions, and student services, especially during enrollment. MCC needed texting that many teams could use, that connected to its systems, and that was easy for staff and students.

- Email going unread
- Many teams with different needs
- Needed to work with Slate and Colleague

Why Mongoose

MCC adopted Mongoose with connectors to Slate and Colleague, so student data flows in without manual entry. Today 28 teams, including Admissions, Financial Aid, Advising, Student Success, and Title IX, text students at every stage.

12%

reply rate from 8,000+ admitted students in 2024

80%

of routine inquiries automated by Web Chat

8.7%

enrollment growth from fall 2023 to fall 2024

28

teams using Mongoose

“Mongoose is an incredibly user-friendly system, which is critical for getting staff to actually use it. The integration with Slate and Colleague was straightforward, and the support we’ve received has been phenomenal.”

DUSTIE HAMILTON · DIRECTOR OF ENROLLMENT SYSTEMS

What changed across MCC

From application reminders to support services outreach, teams text students in ways that feel personal, with emoji, images, and class-specific details.

01

One Stop Shop reminders

MCC's admissions and enrollment hub texts admitted students about missing documents and next steps. In 2024 it reached more than 8,000 students with a 12% reply rate.

03

Routine questions, automated

Web Chat answers 80% of routine inquiries, which lightens the load on the One Stop Shop and gives staff time for complex student needs.

02

Coaching that connects

Success Coaching and First Generation Programs use emoji and pictures to check in, see how students feel about the semester, and verify service project participation.

04

Enrollment growth

Enrollment rose 8.7% from fall 2023 to fall 2024. Many initiatives contributed, and Mongoose helped students finish enrollment steps on time.

WHAT MADE THE DIFFERENCE

- **Two-way conversations.** Personal messages that earn higher response rates.
- **Compliance management.** Confidence on texting regulations.
- **Slate and Colleague connectors.** Up-to-date data with no manual entry.
- **Support.** Responsive help from the Mongoose team.



LOOKING AHEAD

With international enrollment doubling from fall 2023 to fall 2024, MCC plans to use WhatsApp to reach those students, and to bring faculty onto Mongoose as a retention tool.

“Mongoose is a critical part of our communication strategy. It’s flexible, easy to use, and the support we receive is top-notch. We’ve seen real results.”

Dustie Hamilton

Want to see what campus-wide texting could do at your college?

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