CASE STUDY · CAMPUS-WIDE ENGAGEMENT

How six institutions scaled engagement across departments with Mongoose

Overview

Admissions texts from a CRM, student services sends email, and advancement relies on mailers. Fragmented systems confuse students and duplicate work for staff. Institutions that use Mongoose across departments are breaking down those silos and seeing gains in enrollment, retention, and engagement.

FORMAT	Multi-institution roundup
INSTITUTIONS	6
TEAMS	Admissions, advising, financial aid, student success, alumni, and more
CHANNELS	Text, Web Chat, WhatsApp

The challenge

When every department uses its own tool, students get overlapping messages from offices that can't see each other's outreach, and staff repeat work.

- → Overlapping, uncoordinated messages
- → No shared view of the student
- → Vendor sprawl and duplicate costs

Why Mongoose

Mongoose's AI Engagement Platform puts every department on one shared system, with shared inboxes, segmentation, and reporting, so teams coordinate outreach across the whole student journey.

- → Shared inboxes and automation
- → Smart segmentation by stage or need
- → Connectors to Slate, Banner, and Salesforce

> **"Mongoose helps us create a spider web of support. We're reaching students with empathy and relevance, not just information."**
>
> BRIAN SONDEY · ASSOCIATE VP FOR ENROLLMENT AND STUDENT SUCCESS, DUTCHESS COMMUNITY COLLEGE

mongoose

Six campuses, one platform

Here's how each institution uses Mongoose across teams.

01

Dutchess Community College

Admissions, advising, financial services, and student activities. Coordinated, segmented outreach helped admissions grow texting volume 133% while opt-outs fell 0.5%.

02

McLennan Community College

28 teams, including admissions, advising, financial aid, and Title IX. Web Chat, outreach to 8,000+ students, and an 8.7% enrollment lift. "The support we receive is top-notch," said Dustie Hamilton.

03

Montcalm Community College

Student success, advising, financial aid, and events. Even part-time staff deliver consistent communication. "Mongoose makes communication feel personal," said Lisa Gardner.

04

University of Notre Dame

Online Master's in Data Science: admissions, student success, and alumni. Enrollment grew 84% in two years. "Now that we've mastered texting for admissions, we're scaling it for student success and alumni," said Samantha Adamczewski.

05

Lake Land College

TRIO, financial aid, adult education, and student communications. TRIO campaign results tripled, from a 2% to a 6% response rate, with multilingual texts in Haitian Creole, French, and Spanish.

06

Gateway Technical College

Enrollment, advising, financial aid, and the registrar. Students with 6–10 text conversations enrolled at 55%, vs. 3% with none. "It's the tool nobody complains about," said Amanda Robillard.

WHY IT WORKS ACROSS CAMPUS

- → **Shared inboxes and automation.** Cross-team visibility and faster follow-up.
- → **AI insights and dashboards.** Spot trends and students who need help.
- → **Smart segmentation.** Nudges by lifecycle stage or student need.
- → **Text, Web Chat, and WhatsApp.** Meet students where they are, 24/7.

Want to see what one platform could do across your campus?

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