

How Thomas More grew event signups and global enrollment with Text and WhatsApp

Overview

Thomas More University, a small Catholic university in Kentucky, serves a growing student body with a fast-rising international population. With a lean admissions team, Thomas More uses Mongoose Text and WhatsApp, connected to Slate, from first inquiry through support after enrollment.

INSTITUTION	Private Catholic university
LOCATION	Kentucky
DEPARTMENT	Admissions, global education
CHANNELS	Text, WhatsApp
CRM	Slate

The challenge

Rolling admissions and several student populations, including domestic undergraduates, international athletes, and international graduate students, needed one platform a small team could run.

- Outreach spread across several teams
- International students living on WhatsApp
- Segmentation and reporting for a small team

Why Mongoose

Thomas More runs Text for domestic students and WhatsApp for international students, all connected to Slate for segments, automated campaigns, and fast replies.

30 more students signed up for fall preview day than at the same point last year.

“I’m the only super user for Mongoose. I manage the texting plans, templates, queries, and campaigns. The fact that I can do that from a centralized platform like Mongoose makes it manageable, even for a small team like ours.”

TONY OTTEN · ASSOCIATE DIRECTOR OF ADMISSIONS

Event signups that move the needle

Tony tracks link requests and event signups, two of Thomas More's most important conversion levers. "From one mass text, we might get 25 students asking for the event link. For a school our size, that's huge."

01

WhatsApp for international students

Students from Latin America, Europe, South Asia, and Africa rely on WhatsApp, especially during visas and documentation. A shared WhatsApp inbox replaced email and Zoom calls, so students get real-time answers and submit documents quickly.

02

One shared inbox

The DSO, admissions counselors, and the Global Education enrollment manager all triage messages in one place. "No one's left hanging if someone's out sick or on vacation," Tony said.

03

Less melt, more belonging

Summer campaigns keep deposited students warm through the first day. Students keep using WhatsApp on campus for travel emergencies, I-20 renewals, and OPT. "It's become their trusted resource," Tony said.

04

Outbound WhatsApp, built in

Meta-approved templates inside Mongoose let the team start conversations, not just reply. "We don't have to go through Meta Business Manager to create the templates; it's all inside Mongoose," Tony said.



CLEAR ROI

WhatsApp has already helped recruit more than one additional international student.

"Costing one-fifth the revenue we receive from a traditional student, WhatsApp pays for itself if it helps us enroll even one more international student. And we know we're doing more than that."

Tony Otten

1/5

of what a traditional student brings in



LOOKING AHEAD

With interest growing, Thomas More plans to use WhatsApp segments and templates for proactive international recruitment.

"Good service generates more engagement. And Mongoose helps us deliver that service at scale."

Tony Otten

Want to see what Text and WhatsApp could do for your enrollment?

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