CASE STUDY · UNIVERSITY OF CENTRAL OKLAHOMA

mongoose

How the University of Central Oklahoma cut campus visit no-shows 10%

Overview

The University of Central Oklahoma (UCO), a regional public university in Edmond, serves 13,250+ degree-seeking students. To improve outreach to prospective students, UCO connected Mongoose Text to Ellucian CRM Recruit, and saw results within six months.

INSTITUTION	Public regional university
LOCATION	Edmond, OK
STUDENTS	13,250+
DEPARTMENT	Undergraduate admissions
CHANNEL	Text
CRM	Ellucian CRM Recruit

The challenge

UCO faced low enrollment and poor event attendance, and needed to spark interest quickly and bring more students to campus. Competitors had been texting for a while.

- → Low enrollment
- → Campus visit no-shows
- → Competitors already texting

Why Mongoose

UCO chose personal texting, with a platform that saves staff time by connecting to Ellucian CRM Recruit and automating contact imports.

- → Recruit connector and automated imports
- → One-to-one conversations
- → Text reminders before visits

10%
fewer campus visit no-shows

6 months
from partnership to results, three of them in recruiting

One-to-one conversations are turning into accepted students, and text reminders have cut the number of students who skip campus visits.

> **"Our competitors have had texting for a while, so for us, it's huge. It moves the needle to where our competitors are. The CRM connector allows for a more complete communication record."**
>
> SARAH KRIVY · CRM SERVICES, UNDERGRADUATE ADMISSIONS