

Elevating Student Recruitment at Concordia College with Mongoose

Overview

Concordia College at Moorhead, a liberal arts institution in Minnesota, has long focused on creating meaningful connections with prospective students. To improve student engagement and streamline communication, Concordia adopted Mongoose's platform in 2017. Since then, Mongoose has enabled the college to build stronger relationships with prospective students, enhance its recruitment efforts, and provide a more personalized experience.

Challenge

Before adopting Mongoose, Concordia College relied on a texting platform that, while effective for mass message blasts, could not facilitate meaningful, two-way conversations with students. Messages were often sent from generic, non-dedicated numbers, which felt impersonal and failed to establish a consistent communication channel. Concordia needed a solution that allowed for real, personalized engagement, giving students a platform to communicate comfortably and directly with admissions staff.

Solution

After evaluating several options, Concordia selected Mongoose's platform due to its user-friendly interface, personalization features, and ability to integrate seamlessly with their CRM (initially Salesforce and, later, Slate). Mongoose's capacity to support personalized, human-centered communication stood out, making it easier for the admissions team to build relationships with prospective students and maintain consistent engagement. Brandon Wentz, Associate Director of Admission at Concordia, noted,

“Mongoose's simplicity and human element were what set it apart. It feels like you're texting a friend, not just blasting promotional material.”

BRANDON WENTZ

Implementation & Impact

Since implementing Mongoose, Concordia has revolutionized the way its admissions team communicates with students. With dedicated phone numbers, personalized messaging, and smart texting capabilities, the college has created a more engaging, two-way communication channel that feels natural and accessible.

Key Outcomes

Improved Communication Consistency

The dedicated phone numbers enabled by Mongoose allowed Concordia to establish consistent, ongoing communication with students. This eliminated the impersonal feel of messages sent from generic, randomly generated numbers, making students more likely to respond and engage.

Human-Centered Conversations

Concordia's admissions team now uses Mongoose to send intentional, student-centered messages that encourage dialogue rather than just pushing information. This approach has led to higher reply rates, as students feel they are having real conversations rather than receiving promotional blasts. Brandon explained,



“When we focus on building relationships, the response rates are stronger, and students engage more meaningfully.”

Ease of Use and Training

Mongoose's intuitive interface made it easy for the admissions team to adopt the platform, even for new hires. The team found the platform's usability, mobile app, and features like smart messages and automated replies essential for maintaining smooth communication workflows. This ease of use ensures that the team can focus on engaging students without being bogged down by technical difficulties.

Enhanced Recruitment Results

Concordia has experienced strong recruitment years since implementing Mongoose. The admissions team credits the platform for helping keep communication open and consistent, contributing to overall recruitment success.

The Mongoose Difference

Authentic, Empathetic Conversations

Mongoose's design emphasizes two-way communication, allowing Concordia to engage students in meaningful conversations rather than through impersonal broadcasts. Best practice templates and AI-enabled messaging help the team craft messages that resonate, making interactions feel human and empathetic. "Mongoose gives us reminders to keep messages concise and engaging, which helps maintain a personal connection," Brandon said.

AI-Driven Efficiency

Mongoose's AI tools enhance the efficiency of the admissions team by offering intelligent suggestions for message timing, content optimization, and workflow automation. These features ensure that messages are personalized and sent when students are most likely to respond, driving better engagement without increasing the workload. Brandon added,

“ The AI capabilities help us streamline our communication while keeping it personal.

BRANDON WENTE

Dedicated Phone Numbers

The use of dedicated phone numbers ensures that students recognize and trust the communication, making them more likely to respond. This consistency builds a sense of familiarity and helps foster relationships over time.

Mobile App and Flexibility

The mobile app allows admissions staff to communicate with students on the go, making it easy to respond to inquiries and manage conversations in real time. The ability to send emojis, pictures, and more adds a human touch that enhances student engagement.

Future Plans

Looking ahead, Concordia College is exploring how emerging technologies like AI might fit into its communication strategy while maintaining the personal connection that is at the heart of its recruitment efforts. Brandon believes that while AI may play a role, it's essential to keep the human element intact to ensure students feel they are having genuine interactions. "We're excited to see how student recruitment will evolve, but we know students can tell what's real and what's not. Maintaining that personal, human-centered communication will always be key," Brandon noted.

Conclusion

Mongoose has become an invaluable tool for Concordia College, allowing the admissions team to foster authentic, two-way communication with prospective students. By focusing on building relationships through personalized, consistent messaging, the college has been able to strengthen engagement and recruitment efforts. Brandon concluded,

“ Mongoose is more than just a tool—it's a platform that helps us connect with students in a meaningful way.

Mongoose Conversation Intelligence Platform

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