

How Concordia turned recruitment texts into real conversations

Overview

Concordia College puts real relationships at the center of recruitment. Its admissions team adopted Mongoose in 2017 to move from one-way message blasts to two-way conversations with prospective students.

INSTITUTION	Private liberal arts
LOCATION	Moorhead, MN
DEPARTMENT	Admissions
CHANNEL	Text
CRM	Salesforce, then Slate

The challenge

Concordia's previous texting tool was fine for mass blasts, but it couldn't support a back-and-forth with a student. The team needed a way for students to talk to admissions as comfortably as they'd text anyone else.

- Messages went out one way, with little room for replies
- Texts came from generic, random numbers that felt impersonal
- Students had no consistent number to reach the team

Why Mongoose

After comparing several options, Concordia chose Mongoose for its easy-to-use interface, personalization, and CRM connector. What stood out most was how human the conversations felt.

- Dedicated numbers students learn to recognize
- Two-way Text conversations with admissions staff
- A connector to Salesforce, and later to Slate

2017

Mongoose partner since 2017, including a CRM switch from Salesforce to Slate along the way.

“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 WENTE · ASSOCIATE DIRECTOR OF ADMISSION, CONCORDIA COLLEGE

What changed for Concordia's admissions team

With dedicated numbers and two-way Text, Concordia built a channel students actually reply to. Here's what that looks like day to day.

01

Consistent communication

Dedicated numbers replaced generic, random ones. Students now recognize who's texting them, which makes them more likely to reply and keep the conversation going.

02

Higher reply rates

The team writes intentional, student-centered messages that invite a response instead of pushing information. "When we focus on building relationships, the response rates are stronger, and students engage more meaningfully," Brandon said.

03

Quick to learn, even for new hires

The interface, mobile app, smart messages, and automated replies keep workflows moving, so the team spends its time on students instead of on the tool.

04

Strong recruitment years

Concordia has had strong recruitment years since adopting Mongoose, and the admissions team credits open, consistent communication as part of that success.

WHAT MADE THE DIFFERENCE

- **Two-way by design.** Conversations, not broadcasts, with best-practice templates that help messages land.
- **Texting on the go.** The mobile app lets staff reply in real time, with emoji and photos for a human touch.
- **Numbers students trust.** The same number every time builds familiarity over the full recruitment cycle.
- **AI that keeps it personal.** Prompts to keep messages short and engaging. "The AI capabilities help us streamline our communication while keeping it personal."



LOOKING AHEAD

Concordia is exploring where AI fits next, without losing the human connection. "We know students can tell what's real and what's not. Maintaining that personal, human-centered communication will always be key."

Brandon Wentz, Associate Director of Admission

2 CRMs

Salesforce, then Slate. Mongoose stayed connected through the switch.