

How EMKS eased call volume and made attendance outreach personal

Overview

Ewing Marion Kauffman School (EMKS) is a single-site charter school in Kansas City, Missouri, serving more than 1,000 students in grades 5–12. It adopted Mongoose for two-way texting to ease front office call volume, and it's now a daily tool for attendance, re-enrollment, family satisfaction, and support after graduation.

SCHOOL	Charter school, grades 5–12
LOCATION	Kansas City, MO
STUDENTS	1,000+
TEAMS	Operations, College Access
CHANNEL	Text

The challenge

Every family call went through the front office line, which meant constant voicemails, long holds, and unanswered questions. Two coordinators couldn't keep up, and updates about absences, early pickups, and bus delays were delayed or missed.

- Two coordinators fielding every call
- Absence and bus updates delayed or missed
- Re-enrollment and attendance outreach ate staff time

Why Mongoose

Mongoose gave EMKS one shared inbox staff can use from anywhere. Operations handles attendance and back-to-school logistics by text, and the College Access team supports alumni with FAFSA help and college check-ins for up to six years after graduation.

98% of re-enrollment replies arrive within 24 hours.

“We always had more calls than we could reasonably answer, even when the info didn't really require a conversation.”

BAILEY PAGE · DIRECTOR OF OPERATIONS

What changed for EMKS families and staff

"The ability to text from a shared inbox changed everything," Bailey said. "Now, anyone on the team can jump in, even our remote staff."

HOW EMKS USES TEXTING

- **Attendance follow-ups.** "We noticed your student is absent. Is everything okay?"
- **Events.** RSVPs and reminders for nights like back-to-school.
- **Quick confirmations.** Replies to family messages about absences.
- **Day-of logistics.** Bus delays and early dismissals.
- **Re-enrollment.** Campaigns with automated yes/no replies.
- **Post-graduation support.** College Access outreach for up to six years.

01

Answers in a day, not weeks

98% of re-enrollment replies arrive within 24 hours, something email never achieved. "Asking families to reply 'yes' or 'no' by text means we can get information fast and act on it," Bailey said.

02

Fewer calls, shared work

Texting cuts phone volume and spreads the work across the team. "If I have 15 minutes between meetings, I can answer texts from anywhere," Bailey said.

03

Attendance outreach that shows care

EMKS texts families about every absence. "Texting every time a student is absent communicates something important: We notice. We care. And we're here," Bailey said. It also helps staff spot families who need more support.

04

Happier families

"Mongoose just helps a ton with family satisfaction. We don't have to spend as much time managing frustration," Bailey said.



LOOKING AHEAD

EMKS plans to scale texting for recruiting and retention, daily attendance, re-enrollment and back-to-school planning, and support after graduation.

"I truly don't know how other schools are doing it. If they're not using something like Mongoose, I'd love to know what they're using, because I haven't seen anything else like it."

Bailey Page

Want to see what two-way texting could do for your school?

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