

Frostburg State University Reduces Melt by 3% with Mongoose Text

Overview

Frostburg State University (FSU), a regional public university in Maryland serving over 4,000 degree-seeking students, is committed to student success and streamlined admissions processes. By integrating Mongoose Text with TargetX, FSU has enhanced parental engagement, gathered valuable qualitative research, and improved communication throughout undergraduate recruitment and admissions. This strategic approach has also helped prevent melt, ensuring students stay engaged and on track for enrollment.

Challenge

Frostburg State University (FSU) struggled with student melt, supporting first-generation students, and optimizing the admissions experience on a budget. FSU needed a solution to have meaningful conversations with students and their families while streamlining their admissions process for prospects. Natalie Wagoner, Director of Admissions at FSU, said,

“ This is an essential tool and we can't do without it...We have a very high first generation population so there's a lot of education that needs to be done.

NATALIE WAGONER

Solution

Frostburg State University partnered with Mongoose and utilized their Text solution to target students and their families with texting campaigns. Texts were sent to students throughout the prospect journey, focusing on drop off points and providing support and information at key points in the admissions process. FSU staff broke down jargon and complexities in the college search process to increase enrollment for the upcoming semester. Their admissions team made a conscious effort to keep their texting conversational and human: “Let's use definitions and terms that make sense.”

Key Outcomes

Frostburg State's Admission team improved summer melt by 3% for the incoming class of 2022 and obtained valuable, qualitative data to enhance decision making on campus. Frostburg State University's success is outlined in their unique strategies for texting through Mongoose, which focus on parental engagement, qualitative research, and melt prevention.

FSU saw a

↓ 3%

reduction in student melt

Mongoose Conversation Intelligence Platform

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