

How Frostburg State University reduced summer melt by 3% with Text

Overview

Frostburg State University (FSU), a regional public university in Maryland, serves more than 4,000 degree-seeking students. With Mongoose Text and a TargetX connector, FSU's admissions team engages students and families, gathers qualitative feedback, and keeps admitted students on track to enroll.

INSTITUTION	Public regional university
LOCATION	Frostburg, MD
STUDENTS	4,000+
DEPARTMENT	Admissions
CHANNEL	Text
CRM	TargetX

The challenge

FSU was working to reduce summer melt, support a large first-generation population, and improve the admissions experience on a tight budget. The team needed real conversations with students and their families.

- Summer melt among admitted students
- Many families new to the college process
- A limited budget

Why Mongoose

FSU texts students and families throughout the prospect journey, focusing on drop-off points and key admissions steps. The team breaks down jargon and keeps texts conversational: "Let's use definitions and terms that make sense."

- Parent and family engagement
- Qualitative research from student replies
- Targeted melt prevention

3%

reduction in summer melt for the incoming class of 2022

4,000+

degree-seeking students served



"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 · DIRECTOR OF ADMISSIONS