mongoose

Enhancing Enrollment Outcomes at Gateway Technical College with Mongoose

Overview

Gateway Technical College, a two-year technical college in Southeast Wisconsin, serves a wide-ranging student population, from traditional learners to working adults. As part of its mission to provide accessible, career-focused education, Gateway recognized the need to modernize its student engagement strategies. With students often juggling multiple responsibilities, reaching them through traditional means like phone and email proved increasingly ineffective. To meet students where they are—and communicate with greater immediacy and personalization—Gateway implemented Mongoose's texting solution more than six years ago. Since then, it has become a foundational tool for increasing enrollment, improving registration rates, and removing communication barriers across the student lifecycle.

Challenge

Before Mongoose, Gateway's staff encountered widespread challenges with outreach and engagement. **Carrie Parworth, Executive Director, Student Affairs at Gateway Technical College**, noted, "We were not connecting with students in the way they wanted to be communicated with. Texting gave us that real-time, low-pressure option to meet them where they are." Students, particularly non-traditional ones, often paused or abandoned the enrollment process due to unanswered questions or perceived barriers. As **Amanda Robillard, CRM Technology Manager**, explained, "Many of our students aren't choosing between different colleges—they're deciding whether to go to school at all. That makes timely, accessible support even more critical."

Solution

Gateway turned to Mongoose to implement a texting-first strategy across multiple departments, from recruitment and advising to financial aid and the registrar. With Mongoose's CRM integration, staff could trigger personalized messages based on a student's stage in the funnel and follow up quickly when questions arose.

> " Texting feels easier and more informal for both students and staff. It's the tool nobody complains about.
>
> AMANDA ROBILLARD

Gateway also leveraged Mongoose's shared inboxes and segmentation tools to coordinate communication, reduce confusion, and ensure consistent support across departments.

Implementation & Impact

Since its implementation, Mongoose has fundamentally improved Gateway's ability to support prospective and current students alike, leading to measurable enrollment and registration outcomes.

Key Outcomes

Higher Funnel Progression & Enrollment

Gateway found a clear correlation between two-way conversations and student progression through the enrollment funnel. Students who engaged via Mongoose were more likely to move to the next step—and ultimately enroll. Amanda said,

> " We see students stalling out. But if we text them something as simple as, 'Need help?' it opens the door. That nudge makes all the difference.

Real-Time Student Support

With Mongoose, staff respond to registration and advising questions in minutes, not hours or days. This has significantly reduced student frustration and drop-off during critical stages like registration holds or schedule finalization.

Reduced Cancellations

Students with more text interactions were less likely to cancel their enrollment, often because questions were addressed before they became blockers.

Peak Season Efficiency

Mongoose has helped Gateway manage surges during peak registration periods. Rather than playing phone tag, teams use texting to quickly guide students to the right resource.

Multi-Department Adoption

Advisors, recruiters, financial aid, registrar, and student support programs all use Mongoose, each tailoring messages to their workflows. Staff trust the system and find it easy to use across experience levels.

The Mongoose Difference

Two-Way Conversations

Encourages real engagement and reduces student confusion.

Shared Inboxes

Ensures seamless staff handoffs and follow-up.

CRM Integration

Enables targeted outreach with accurate timing.

Compliance Support

Opt-out and logging features safeguard privacy and streamline documentation.

Ease of Use

Even tech-hesitant staff find it intuitive and efficient.

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>
> *AMANDA ROBILLARD*

Future Plans

Gateway plans to continue expanding shared inbox use among peer advisors and student teams to further streamline communication. As student needs evolve, the college also hopes to explore deeper chatbot functionality and WhatsApp integration for international support.

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> *CARRIE PARWORTH*

Conclusion

Gateway Technical College has made Mongoose a cornerstone of its student engagement strategy, reaching learners with empathy, immediacy, and relevance. By reducing friction, supporting students in real time, and coordinating outreach across departments, Gateway is helping more students start—and stay—on their educational journey. Carrie said,

> **Mongoose has helped us close communication gaps that used to cost us enrollments. Now it's helping us bring students across the finish line.**

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