

How Jacksonville State University Increased Enrollment by 28% with Mongoose Text

Overview

Jacksonville State University (JSU), a regional public university in Alabama serving over 9,500 students, has redefined undergraduate recruitment through technology-driven communication. By integrating Mongoose Text across undergraduate admissions, dual enrollment, campus visits, and graduate recruitment, JSU created a more efficient and engaging outreach strategy. As a result, the university achieved three years of enrollment growth averaging 28%, demonstrating the power of enhanced, student-centered communication in driving recruitment success.

Challenge

In 2018, the JSU Undergraduate Admissions team started to notice that student responses to emails were low and phone calls were not working in addition to declining enrollment. Seeking to increase the number of enrolled students each cycle, JSU needed a way to connect with students effectively.

Solution

Knowing their communications needed to evolve, the JSU team turned to texting prospective students with Mongoose Text. Mongoose played a huge part in helping the JSU staff meet and exceed enrollment goals almost every year since implementing the engagement platform.

Implementation & Impact

Jacksonville State University transformed its communication strategy by integrating Mongoose Text with Ellucian Recruit, allowing for seamless automation, real-time engagement, and data-driven decision-making. The university uses Mongoose's Campaigns feature to automate responses based on predetermined criteria, ensuring students receive timely and relevant information. Shaun Stancil, Systems Administrator at JSU, said,



Mongoose is easy to work with. Recruit is a robust CRM system. Learning to work with it was a much bigger hurdle than working with Mongoose APIs.

SHAUN STANCIL

With this integration, Recruit automatically checks for active campaigns and triggers the appropriate text reply, enhancing engagement while saving staff time. JSU also uses texting creatively to combat summer melt, including a standout initiative where students shared their favorite songs, which were compiled into a Spotify playlist for over 500 students, building excitement and community before arrival.

Key Outcomes

28% Overall Increase in Enrollment

Since implementing Mongoose Text, JSU's Admissions team has seen consistent enrollment growth, even during the challenges of the COVID-19 pandemic in 2020.

- 2022: 1,941 students
- 2021: 1,818 students
- 2020: 1,313 students
- 2019: 1,493 students

Roxanne Stancil, Coordinator for Recruitment and Technology at JSU, said,



We broke records for enrollment in 2019, 2021, and 2022. In 2020, we even came out better than most.

Nearly Half a Million Texts Sent in 2022

- 2022: 493,096 texts
- 2021: 433,256 texts
- 2020: 281,943 texts
- 2019: 125,374 texts

JSU saw a

 **293%**

increase in text messages since 2019

Key Outcomes, cont.

Texting Saves Staff Time

By shifting from phone calls to text messages, JSU drastically reduced staff workload while increasing student responsiveness. Lauren Findley, Director of Undergraduate Admissions at JSU, said,

“ With the data in our CRM, we identified students at risk of being voided from classes. Instead of calling, we sent a text, which led to more student action while saving hours of staff time.

Data-Driven Engagement Strategies

- Mongoose integration allows real-time updates between Recruit and Mongoose.
- Auto responses streamline communication and reduce response time.
- Data insights help refine messaging for future campaigns based on response rates and engagement metrics.

Roxanne added,

“ Even though auto responses are triggered through our CRM, I can go back into Mongoose and track campaign success, student engagement, and response rates.

The Mongoose Difference

Seamless Integration with Ellucian Recruit: Automated data syncing ensures real-time updates, making communication more efficient.

Time-Saving Automation: Smart auto responses reduce manual work, allowing staff to focus on higher-priority student interactions.

Proven Engagement Strategies: JSU leverages text campaigns, creative outreach, and data tracking to refine and enhance student communication.

Scalable and Effective Communication: The increase in text volume and response rates showcases Mongoose's impact on engagement.

Future Plans

JSU plans to expand automation and personalization efforts, using Mongoose to further optimize student outreach, streamline processes, and enhance engagement. The university will continue refining data-driven campaigns to ensure maximum efficiency and effectiveness in future recruitment and retention efforts.

Conclusion

Since adopting Mongoose in 2019, JSU has seen record-breaking enrollment growth, improved student engagement, and significant time savings for staff. The university's automated, data-driven approach to texting has made communication more efficient and impactful. Laura added,

“ We've had a lot of success in enrollment over the past three years, and I attribute Mongoose and communication as one of the top three reasons. Mongoose has had a huge impact on our enrollment success.