

# How Kettering University Increased Deposits by 60% with Mongoose

## Overview

Kettering University, a private institution in Flint, Michigan, known for its cooperative education model and technical programs, faced a decade-long enrollment decline before implementing Mongoose. Since 2023, the Enrollment team—led by Director of Enrollment Matt Fortescue—has used Mongoose to transform student communication and drive measurable outcomes. Previously reliant on TargetX for outreach, Kettering struggled with limited engagement and clunky workflows. As the university began transitioning to Slate, whose texting functionality lacked the one-to-one personalization and conversational depth they needed, Kettering turned to Mongoose to fill the gap. With Mongoose, the team quickly shifted to a texting-first strategy that enabled real-time replies, seamless collaboration, and smarter targeting. The result: higher event attendance, stronger relationships with students, and a 60% year-over-year increase in deposits.

## Challenge

Before Mongoose, Kettering's team had no real texting program. While Twilio was technically in use via TargetX, it was underutilized due to poor usability and a lack of visibility into responses. Matt also had prior experience using Slate texting at the University of Detroit Mercy. He described it as inefficient and manual, requiring inbox monitoring, late-night follow-ups, and high risk for miscommunication. Matt said, "We sent a text for a scholarship, and got zero replies. That just didn't feel right. Weeks later, we found 50 responses sitting there. Why was it so hard to access?"

## Solution

After an internal recommendation, Kettering selected Mongoose for its ease of use, mobile accessibility, automation features, and real-time reporting. Adoption was swift and widespread. Mongoose's integration with Slate allowed for quick, targeted outreach based on dynamic queries, without the risks associated with Slate's own texting interface. Matt noted,



My first instinct was to get iPhones for everyone like we did at my last job. But Mongoose was easier and didn't require hardware. It just worked.

MATT FORTESCUE

## Key Outcomes, cont.



We had a 91.9% show rate this year—Mongoose played a huge part in that. The text created excitement and clarity before students even stepped on campus.

### Move-In Day – 80% Reply Rate

A simple "Would you like the day's agenda?" text helped organize an otherwise chaotic schedule. Mongoose's instant replies streamlined communication and enhanced the student experience.

### Financial Aid Night – Increased Registrations

After limited results from email and Constant Contact, Kettering turned to Mongoose for more immediate outreach. A single, well-timed text significantly increased signups, reinforcing SMS as the team's most effective and trusted engagement method.

### Detroit Auto Show – Texts Saw High Engagement

By segmenting students by geographic region, the team invited them to claim free tickets to the Detroit Auto Show. Attendance soared—all managed via shared inboxes and real-time tracking.

### Other Key Results

- 60% increase in deposits year-over-year
- 55%+ reply rates on key event texts
- More than double the Honors Program students than the prior year

## Key Outcomes: Campaign Spotlights

### Accepted Student Day – 92% Show Rate

Students were prompted to request a digital "rule book" for a competitive campus event. All replies were affirmative, creating buzz and preparing students for a memorable experience. Matt said,

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“If we want students to do something, we text. Emails are ignored. Mongoose makes everything easier—for us and them.” — Matt Fortescue

MATT FORTESCUE

## The Mongoose Difference

- **Automated Replies:** Counselors follow up in real time
- **Shared Inboxes:** Prevents duplicate replies and streamlines collaboration
- **Segmentation & Slate Queries:** Enable targeted, hyper-local outreach
- **Instant Reporting:** Leadership and events staff see results in minutes
- **Ease of Use:** Counselors access the app from their phones—no training required

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Mike and Mary are like family now. I feel comfortable reaching out to them anytime—even with small questions. They jump in right away and make the process easy.

## Broader Impact

Mongoose has helped unify campus communication, reduce silos, and encourage strategic coordination between admissions, Co-op, financial aid, and academic programs. It's also influenced Kettering's culture, showing stakeholders that texting is not just functional, but essential. Matt added,

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We're changing how the university communicates. Mongoose is the spark that's driving that.

## Future Plans

With undergraduate deposits at their highest level in the past five years, Kettering plans to expand texting access to more departments and leverage solutions to support international enrollment.

## Conclusion

Kettering University has proven how impactful a thoughtful texting strategy can be. In just one year, Mongoose helped reverse a 10-year enrollment decline, boost engagement, and improve the student experience. Matt concluded,

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I absolutely recommend Mongoose. It's a game changer. Our results—and our culture—prove it.

Mongoose Conversation Intelligence Platform

Learn more

[hellomongoose.com](https://hellomongoose.com)

