

How Knox College creates text campaigns students want to engage with

Overview

Knox College, a private liberal arts college in Galesburg, Illinois, is known for its vibrant campus culture and creative spirit. Since 2020, Knox has used Mongoose in admissions, and under Digital Communications Specialist Natasha Caudill, texting has become a way to delight students, not just inform them.

INSTITUTION	Private liberal arts college
LOCATION	Galesburg, IL
DEPARTMENT	Admissions marketing
PARTNER SINCE	2020
CHANNEL	Text
CRM	Slate

The challenge

Counselors once texted students from personal or work phones, then copied conversations into Slate. Even after adopting Mongoose, early use was limited to one-on-one chats and a generic weekly welcome message.

- Manual texting that was hard to track
- Inconsistent outreach
- Untapped creative potential

Why Mongoose

Hired in late 2023, Natasha built integrated campaigns that sync email, text, and social, mapped out in advance. Mongoose brings them to life with texts that feel fun, personal, and timely.

- Texts that spotlight TikTok and Instagram posts
- Welcome messages from Blaze the Knox Fox, the mascot
- Natasha handles bulk sends so counselors focus on 1:1s

230+ quiz completions and clicks on interactive text links.

“Students aren’t just opening these texts. They’re clicking, replying, and then following us on social. We’ve seen it happen in real time.”

NATASHA CAUDILL · DIGITAL COMMUNICATIONS SPECIALIST

Creative campaign highlights

“The first few messages I sent, I was terrified,” Natasha said. “But I quickly realized we could do so much more, and students were actually paying attention.”

01

Blaze the Knox Fox

New admits get a cheerful “Congrats!” from the mascot, followed by a text with social links timed to their excitement. Instagram and TikTok follows spike within minutes.

02

Knox in Your Inbox

To fill a fall messaging gap, the team paired scheduled emails with biweekly texts on topics from athletics to study abroad, each with a video, meme, or quiz.

03

Live-texting Flunk Day

Knox’s most beloved and secretive tradition got real-time updates and photos by text, giving prospective students a sneak peek. “It made something exclusive feel inclusive,” Natasha said.

04

Social boosts by text

“I could see students clicking the link, then commenting on the post within 10 minutes. It showed us just how powerful texting could be,” Natasha said.

WHAT MADE THE DIFFERENCE

- **Ease of use.** Natasha picked it up fast as a first-time user and now supports the whole office.
- **Text and social together.** Easy to share multimedia and track engagement.
- **Room for creativity.** From mascots to memes, texting is a creative channel.
- **Shared inboxes.** Counselor texts stay separate from mascot-driven sends.

“Our counselors love it, and students don’t hate it, which honestly means it’s working.”

NATASHA CAUDILL · KNOX COLLEGE

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ADVICE FROM KNOX

Next, Knox plans more real-time texting during campus traditions and events, guided by student feedback.

“Trust your marketing and social media people. Students respond to personality, creativity, and fun. Texting doesn’t have to be boring, and when it’s not, students notice.”

Natasha Caudill

Want to see what creative texting could do for your admissions team?

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