

Boosting Student Engagement at Lake Land College with Mongoose

Overview

Lake Land College, a two-year public institution in Illinois, serves a diverse student body with a mission to provide affordable and accessible education. To support this mission, the college sought to enhance its communication strategies with prospective and current students. Since implementing Mongoose in 2021, Lake Land College has transformed how it engages students across various departments, resulting in increased enrollment and participation in key programs.

Challenge

Before Mongoose, Lake Land College faced difficulties in effectively communicating with students, especially adult learners and those enrolled in the TRIO program. Messages were often one-directional, failing to create meaningful interactions or drive desired actions. The college needed a solution that could facilitate more personalized and engaging communication while complying with texting regulations to avoid the risk of non-compliance.

Solution

Lake Land College adopted Mongoose's platform to revolutionize its communication approach. With Mongoose, the college was able to shift from broadcasting information to fostering authentic, two-way conversations. The platform's intuitive interface and features, such as smart messages and automated replies, allowed the college to tailor their outreach to specific student needs and preferences, significantly enhancing engagement. Peighton Hinote, Coordinator for Student Communication and Initiatives, shared,



Mongoose is incredibly user-friendly, even for non-techie users. It enables us to segment students and communicate in a more targeted way, which has been particularly effective for our adult education and TRIO programs.

PEIGHTON HINOTE

Implementation & Impact

Lake Land College uses Mongoose to support various departments, including Admissions, Financial Aid, Student Life, and individual academic programs. By leveraging Mongoose's capabilities, the college was able to streamline communication and achieve impressive results.

Key Outcomes

Improved Enrollment and Engagement

During a five-month campaign for the TRIO program, Lake Land College saw significant improvements in participation rates. Initially, a campaign of 3,000 texts yielded a 2% response rate. After incorporating Mongoose's Smart Messages and tailored outreach, a subsequent campaign of 1,785 texts resulted in a 6% participation rate, representing a threefold increase.

Multilingual Communication

The ability to send messages in multiple languages, such as Haitian Creole, French, and Spanish, was crucial for Lake Land's diverse student population. Using Mongoose, the college could easily segment students by language and send personalized reminders and information, improving outreach effectiveness and student satisfaction.

Targeted Messaging for Specific Program

By using Mongoose's segmentation capabilities, the college could send targeted messages to students based on their specific interests and enrollment status. For example, after events, the team could follow up with students interested in particular programs, increasing conversion rates for those initiatives.

Real-Time Interaction

Mongoose enabled the Financial Aid department to communicate critical information to scholarship recipients quickly, such as award details and deadlines. This real-time interaction was essential in ensuring that students took timely actions, reducing the risk of missing out on financial aid opportunities.

The Mongoose Difference

Authentic, Empathetic Conversations

Mongoose's platform is designed to foster genuine, two-way communication, which contrasts sharply with traditional broadcasting methods. Best practice templates and intelligent AI-enabled messaging guide staff in crafting personalized messages that resonate with students, making interactions feel more authentic and empathetic. Peighton explained,

“ Instead of just sending out information, we're able to engage students in real conversations. This capability is invaluable for building trust and connection.

PEIGHTON HINOTE

Advanced Segmentation and Personalization

Lake Land College leveraged Mongoose's advanced segmentation capabilities to deliver highly personalized communications. By creating custom fields and segmenting students based on specific criteria, such as language spoken or program of interest, the college was able to tailor messaging to the unique needs of different student populations.

This approach proved especially impactful for the Adult Education and TRIO programs, where targeted outreach was critical for driving engagement, boosting the success rate from 2% to 6%.

Compliance and Ease of Use

Mongoose's built-in compliance features ensured that Lake Land's communications met legal requirements, reducing the risk of non-compliance and associated penalties. The platform's intuitive design made it easy for various teams to adopt and use without extensive training.

Future Plans

Looking ahead, Lake Land College plans to expand its use of Mongoose for prospective student outreach by integrating Mongoose with Ellucian CRM Recruit. This integration will enable the college to better track and manage communications with potential students, further enhancing recruitment efforts. Additionally, the college plans to explore using WhatsApp to connect with international students and expand the use of Mongoose Chat across other departments to streamline student inquiries and support.

Conclusion

Mongoose has been a game-changer for Lake Land College, enabling the institution to communicate more effectively with its diverse student population. By fostering authentic, two-way conversations and leveraging advanced segmentation and compliance features, Mongoose has helped Lake Land increase engagement, improve program participation, and streamline communication efforts across the board. Peighton concluded,

“ We appreciate how Mongoose adapts to our needs and continuously improves. It's an essential tool for our student communication strategy, and we would recommend it to anyone looking to enhance their outreach and engagement.

Mongoose Conversation Intelligence Platform

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