CASE STUDY · LAKE LAND COLLEGE

# How Lake Land College reached 6% TRIO participation with Smart Messages

## Overview

Lake Land College, a public two-year college in Illinois, serves a diverse student body with a mission of affordable, accessible education. Since adopting Mongoose in 2021, the college has used two-way texting across Admissions, Financial Aid, Student Life, and academic programs to raise engagement and program participation.

| | |
|---|---|
| INSTITUTION | Public two-year college |
| LOCATION | Illinois |
| DEPARTMENTS | Admissions, financial aid, student life, TRIO |
| PARTNER SINCE | 2021 |
| CHANNEL | Text |

## The challenge

Messages to students, especially adult learners and TRIO participants, went one way and rarely drove action. Lake Land needed more personal, engaging communication that also met texting regulations.

- One-way messages that didn't drive action
- Hard-to-reach adult and TRIO students
- Compliance risk with texting rules

## Why Mongoose

Lake Land moved from broadcasting information to real two-way conversations. Smart Messages, automated replies, and segmentation let teams tailor outreach to each group's needs.

**6%** TRIO participation from a Smart Messages campaign of 1,785 texts.

> "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 · COORDINATOR FOR STUDENT COMMUNICATION AND INITIATIVES

mongoose

# More engagement across every program

Teams across campus use segments, custom fields, and Smart Messages to reach the right students at the right time.

01

## Stronger TRIO campaigns

A first campaign of 3,000 texts drew a 2% response. After adding Smart Messages and tailored outreach, a follow-up campaign of 1,785 texts reached 6% participation.

02

## Multilingual outreach

Lake Land segments students by language and sends reminders in Haitian Creole, French, and Spanish, which improves both reach and satisfaction.

03

## Targeted program follow-up

After events, teams follow up with students interested in specific programs, which lifts conversion for those initiatives.

04

## Real-time financial aid

Financial Aid texts scholarship recipients award details and deadlines quickly, so students act in time and don't miss out.

### WHAT MADE THE DIFFERENCE

- → **Two-way by design.** Templates and AI-assisted messaging help staff write texts that land.
- → **Built-in compliance.** Peace of mind on texting regulations.
- → **Segmentation and custom fields.** By language, program, and more.
- → **Ease of use.** Teams adopt it without extensive training.

### LOOKING AHEAD

Lake Land plans to connect Mongoose with Ellucian CRM Recruit for prospective students, explore WhatsApp for international students, and expand Web Chat to more departments.

> **"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

**Want to see what targeted texting could do for your student programs?**

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