

How MSUM found that 16+ texts mean an 85% chance of enrolling

Overview

Minnesota State University Moorhead (MSUM) is built around community and student success. To reach prospective students in a competitive market, MSUM turned to Mongoose in 2017, and its admissions team now texts students personally at key points throughout recruitment.

INSTITUTION	Public university
LOCATION	Moorhead, MN
DEPARTMENT	Admissions
PARTNER SINCE	2017
CHANNEL	Text
CRM	Radius by Campus Management

The challenge

MSUM's old texting tools used generic five-digit numbers and bulk blasts. "It felt like signing up for coupons from the grocery store. It didn't create dialogue," said Tom Reburn, Director of Admissions.

- Short codes that felt like retail promos
- One-way blasts, not conversations
- Needed a CRM connector

Why Mongoose

MSUM chose Mongoose for personal, conversation-based messaging, an easy interface, and a CRM connector. Real ten-digit numbers made texts feel authentic and lifted response rates.

- Group messages that turn into one-on-one conversations
- Real, dedicated phone numbers
- Engagement data tracked in the CRM

85% chance of enrolling for students who exchange 16+ texts with MSUM.

“We needed a solution that could turn a segment or group message into customized, one-on-one conversations. Mongoose allowed us to do just that.”

TOM REBURN · DIRECTOR OF ADMISSIONS

More conversations, more enrollments

"It's not just about sending information; it's about creating conversations. Even if the student says 'no,' that's better than no response at all because it lets us know where we stand," Tom said.

01

Engagement predicts enrollment

MSUM's data shows a strong link between texting and enrollment. Students who text back five times are 70% likely to enroll, and those with 16+ texts are 85% likely.

02

Better events

At large recruitment events, MSUM puts a shared inbox number on screen so students and families can text questions, including ones they might not ask out loud.

03

Higher visit show rates

Day-of reminders and check-ins improve show rates and allow quick adjustments. "Simple check-ins like 'Are you still planning on coming?' significantly boosted our visit attendance," Tom said.

04

More value from the CRM

"We're now able to track engagement data directly within our CRM, making it easier to understand and act on student behaviors," Tom said.

WHAT MADE THE DIFFERENCE

- **Two-way by design.** Templates and AI-assisted messaging keep texts timely and relevant.
- **Real phone numbers.** Ten-digit numbers that feel personal.
- **One-to-one messaging.** Segments that turn into personal conversations.
- **CRM connector.** Engagement data where the team already works.



LOOKING AHEAD

MSUM is bringing AI-powered Web Chat to its website for the whole university, giving students 24/7 access to information and support.

"For us, Mongoose is the best texting tool out there. It allows us to connect with students authentically and be a resource when they're ready."

Tom Reburn

Want to see what conversations could do for your enrollment?

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