

Enhancing Enrollment and Student Success Across McLennan Community College with Mongoose

Overview

McLennan Community College (MCC), located in Waco, Texas, has been dedicated to providing accessible, affordable education for over 50 years. With an enrollment of more than 8,000 students, MCC has continuously sought innovative ways to improve communication and student engagement. Since adopting Mongoose in 2015, the college has transformed its communication strategies, enabling personalized, two-way interactions that drive student engagement and support student success across departments.

Challenge

Before implementing Mongoose, MCC faced challenges in effectively engaging students through email, which often went unread. This was especially problematic for recruitment, admissions, and other student services. The college needed a solution that multiple teams across the institution could use to facilitate immediate, impactful communication with prospective and current students. This was especially important during the critical enrollment process. Text messaging became the obvious solution, but MCC required a platform that could be seamlessly integrated with its existing systems and was easy to use for both staff and students.

Solution

MCC adopted Mongoose's platform to streamline and personalize their communication with students. The platform's integration with MCC's CRM (Slate) allowed for seamless data flow and easy access to student information. Mongoose's user-friendly interface made it simple for MCC's multiple departments to adopt and use the platform efficiently.

Dustie Hamilton, Director of Enrollment Systems at MCC, shared,

"Mongoose is an incredibly user-friendly system, which is critical for getting staff to actually use it. The integration with Slate and Colleague was straightforward, and the support we've received has been phenomenal. It's become an essential tool for our enrollment and student success efforts."

Implementation & Impact

MCC implemented Mongoose across 28 teams, including Admissions, Financial Aid, Advising, Student Success, and Title IX. Each team uses Mongoose to engage students at various stages of the enrollment and academic journey, from application reminders to support services outreach.

Key Outcomes

Increased Student Engagement

MCC's One Stop Shop, which handles admissions and enrollment services, uses Mongoose to send personalized reminders to admitted students about missing documentation or next steps.

In 2024, this team reached over 8,000 students, with a 12% reply rate, demonstrating strong engagement through the platform.

Streamlined Support Services

MCC's Success Coaching and First Generation Programs uses Mongoose to engage students in more meaningful ways. Success coaches use emojis and pictures to check in with students, gauge how they're feeling about the semester, and even verify participation in service projects. Dustie said,

"It's been a fantastic tool for engagement, and has allowed us to build stronger connections with our students."

Automation and Efficiency

The implementation of Mongoose's chatbot has enabled MCC to automate 80% of routine inquiries, allowing staff to

Key Outcomes cont.

focus on more complex student needs. The chatbot's efficiency has reduced the workload for the One Stop Shop and other student service teams, improving their ability to provide timely follow-ups and support.

Growth in Enrollment

MCC has seen an overall enrollment increase of 8.7% from fall 2023 to fall 2024. While this growth is attributed to various initiatives, Mongoose played a significant role in facilitating communication and ensuring that students completed their enrollment processes smoothly and on time.

The Mongoose Difference

Authentic, Empathetic Conversations

Mongoose allows MCC to engage students in real, two-way conversations rather than impersonal broadcasts. Teams can personalize their messages, incorporating emojis, images, and even class-specific information. This personalized approach makes students feel more connected and encourages higher response rates.

Seamless Integration with Existing Systems

The platform's easy integration with MCC's CRM (Slate) and student information system (Colleague) allows for seamless data flow. This ensures teams can access up-to-date student information and send targeted messages without manual data entry, saving time and reducing errors.

Compliance Management

Mongoose's focus on texting compliance provides peace of mind for MCC, ensuring that it stays on the right side of regulations while communicating effectively with students.

Future Plans

Looking ahead, MCC plans to expand its use of Mongoose in several key areas:

- **WhatsApp:** With MCC's international student population doubling from fall 2023 to fall 2024, the college is eager to leverage Mongoose's WhatsApp functionality to better communicate with this group.
- **Faculty Involvement:** MCC is looking to expand Mongoose's use among faculty members, particularly as a retention tool. Faculty will be able to text students directly, building stronger relationships and ensuring timely follow-ups for academic success.

Conclusion

Mongoose has been a transformative tool for McLennan Community College, helping the institution increase engagement and improve communication across multiple departments. By fostering authentic, two-way conversations and streamlining processes through automation and integration, Mongoose has played a key role in MCC's enrollment growth and student success efforts. Dustie added,

"Mongoose is a critical part of our communication strategy. It's flexible, easy to use, and the support we receive is top-notch. We've seen real results, and it's become an essential tool for our teams across the college."

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