

How Notre Dame's online data science program grew enrollment 84%

Overview

The University of Notre Dame's Online Master's in Data Science, in the College of Science's Applied and Computational Mathematics and Statistics (ACMS) department, is the university's only fully online program. With two staff members covering inquiry through alumni, the self-funded program needed texting that drives enrollment and still feels human.

INSTITUTION	Private research university
PROGRAM	Online Master's in Data Science
DEPARTMENT	ACMS, College of Science
TEAM	2 staff members
CHANNEL	Text

The challenge

Long marketing emails weren't working, and a niche, digital-first audience was hard to reach. "People didn't want another email; they wanted short, helpful texts," said Samantha Adamczewski, Associate Director of the program.

- Email overload and low response
- A niche audience to reach
- Two staff for the entire funnel

Why Mongoose

The team adopted Mongoose Text to reach students earlier and build one-on-one connections. Admissions Coordinator Cortney Mayfield writes the messages and answers every reply personally, and segments by activity level time texts to application open dates, info sessions, fee waivers, and events.

25

students enrolled in 2023

36

students enrolled in 2024

46

students enrolled in 2025, the most ever

“Mongoose allowed us to make every message feel personal. Prospective students were surprised to receive a response from a human rather than an auto-generated message.”

SAMANTHA ADAMCZEWSKI · ASSOCIATE DIRECTOR, ONLINE MASTER'S IN DATA SCIENCE

Record enrollment for a self-funded program

Enrollment growth translates directly into the operating budget. “The increase in numbers is incredible, and Mongoose played a key role in achieving it,” Samantha said.

01

Short texts that work

Moving from long email to concise texts made prospects more likely to attend info sessions, finish applications, and ask questions. Real people answer every text, never bots.

02

Timely, relevant moments

The team texts around Notre Dame games and holidays. “Several people applied during the college football playoff game. You can’t buy that kind of relevance,” Samantha said.

03

Beyond admissions

Texting now supports current students with reminders and quick help, and alumni with event invites and referral requests. “Our alumni are some of our best recruiters,” Samantha said.

04

ROI you can measure

Enrollment growth ties back to texting, applicant-to-enrollee conversion is up, and dashboards capture more positive interactions. “You can feel it in the way students respond,” Samantha said.

WHAT MADE THE DIFFERENCE

- **Human replies.** Every text answered by a person.
- **Dashboards.** Clear tracking of engagement and outcomes.
- **Segmentation.** Messages matched to each prospect’s activity.
- **Partnership.** “They don’t wait for our questions; they come with ideas.”



LOOKING AHEAD

Next, the program will text through orientation and immersion logistics, grow alumni engagement, and add Smart Messages and more segmentation.

“If you’re wondering whether it’s worth the investment, the answer is yes. Mongoose was the catalyst for growth, enabling us to create impactful, personalized communication that directly led to a successful expansion of our program.”

Samantha Adamczewski

Want to see what personal texting could do for your program’s enrollment?

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