

How OSU-Cascades lifted its contact rate from 36% to 57%

Overview

Oregon State University – Cascades (OSU–Cascades) in Bend is a growing hub for higher education in Central Oregon, a historically underserved region. With a target of growing from 1,300 to 2,200 students by 2030, the admissions team adopted Mongoose in early 2024 to reach prospective and admitted students.

INSTITUTION	Public university branch campus
LOCATION	Bend, OR
STUDENTS	1,300 → 2,200 target by 2030
DEPARTMENT	Admissions
PARTNER SINCE	Early 2024
CRM	Slate

The challenge

Phone calls went unanswered, often because students hadn't set up voicemail, and email got lost in crowded inboxes. To hit aggressive enrollment targets, OSU–Cascades needed high-touch communication from application through enrollment.

- Calls unanswered, voicemail not set up
- Email lost in crowded inboxes
- Aggressive enrollment targets

Why Mongoose

Director of Admissions Alex Galbreath brought in Mongoose after using it before. Connected to Slate, it lets the team send segmented, personal texts and log every conversation.

- Slate connector for segments and logging
- Smart Messages that save time
- Desktop and mobile for counselors on the road

57% overall contact rate, up from 36%, by pairing texts with phone follow-up.

“Mongoose offered the personalized, one-on-one interface we needed. The integration with Slate made it easy to create segments and send texts, and Smart Messages saved us valuable time while keeping communication personal.”

ALEX GALBREATH · DIRECTOR OF ADMISSIONS

Better events, less melt

Since adopting Mongoose, OSU-Cascades has seen results across various stages of admissions and enrollment.

60%

of Next Steps webinar registrations came from the text link

63%

response to open house reminders, 20 points above calls alone

9%

higher open house show rate

36% →
57%

overall contact rate

01

Events students sign up for

Texting drove participation in admitted student webinars and open houses. One Next Steps webinar campaign produced 60% of all registrations directly from the text link.

02

Stronger anti-melt outreach

Better contact rates with admitted students meant more of them completed next steps, like orientation registration, to secure their spot.

03

A channel for transfer students

Transfer students, often hard to reach by email or phone, engage by text. "Mongoose really helped one transfer student from an accessibility standpoint, as communicating via phone call was very challenging," Alex said.

04

Responsive support

"The Mongoose team is fantastic. They're always quick to respond and provide support, which makes a huge difference when you're managing so many moving pieces," Alex said.

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LOOKING AHEAD

OSU-Cascades plans to launch peer-to-peer texting with student ambassadors, run a year-round texting strategy for applications, yield, and melt, and use Mongoose with high school counselors.

"Mongoose has been a game-changer for us. It's flexible, intuitive, and incredibly effective at helping us connect with students and counselors."

Alex Galbreath

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