

# How Olivet Nazarene University enrolled its largest freshman class ever

## Overview

Olivet Nazarene University (ONU), a private Christian university in Bourbonnais, Illinois, has integrated faith and learning for more than a century and serves 3,700+ students. ONU adopted Mongoose in 2019 to make admissions communication more personal and help prospective students feel they belong.

|               |                              |
|---------------|------------------------------|
| INSTITUTION   | Private Christian university |
| LOCATION      | Bourbonnais, IL              |
| STUDENTS      | 3,700+                       |
| DEPARTMENT    | Admissions                   |
| PARTNER SINCE | 2019                         |
| CRM           | Ellucian Recruit             |

## The challenge

Counselors texted students from personal cell phones, which raised privacy concerns and left conversations untracked. Email and calls didn't consistently reach students, especially first-generation applicants new to the process.

- Texts from personal phones, with no record
- Email and calls not connecting
- Large student pools per counselor

## Why Mongoose

ONU chose Mongoose for centralized texting connected to Ellucian Recruit. Counselors manage large pools of students, send tailored messages at scale, and every interaction is tracked in one place.

- Smart Messages and templates
- Recruit connector keeps records current
- Web Chat for routine questions

**4,200+** students assigned to a single counselor.

“Mongoose allows us to meet students where they are and communicate in a way that's approachable and friendly. It helps students feel like they belong here.”

ALLI CARPENTER · ASSOCIATE DIRECTOR OF RECRUITMENT & COMMUNICATIONS

# A record class and top-ten growth

In 2023, ONU enrolled the largest freshman class in its history and ranked among the top ten for enrollment growth in the North American Coalition for Christian Admissions Professionals (NACCAP). ONU credits personal, timely communication as a key part of that.

## #1

largest freshman class in ONU history (2023)

## Top 10

for enrollment growth among NACCAP schools

## 80%

of routine inquiries answered by Web Chat

### 01

#### Counseling at scale

Smart Messages, templates, and the CRM connector let counselors manage thousands of students without losing the personal touch.

### 02

#### A human admissions process

Emoji, photos, and personal details make messages feel warm. "Students realize they're talking to a real person, not a robot," Alli said.

### 03

#### Campaigns that get replies

Targeted texts for scholarship opportunities and event invitations earn consistently high response rates.

### 04

#### Web Chat for routine questions

Web Chat answers 80% of routine questions from students and parents and hands complex issues to staff. In one case it helped resolve a campus visit registration issue.

“Mongoose makes it easy to track activities and have data-driven conversations with counselors to improve strategies and outcomes.”

ALLI CARPENTER · OLIVET NAZARENE UNIVERSITY

## “

#### LOOKING AHEAD

ONU plans to add drip text campaigns that walk students through next steps across the admissions cycle, and WhatsApp to reach international students.

“Mongoose has been a game-changer for us. It's efficient, approachable, and helps us connect with students in meaningful ways.”

Alli Carpenter

Want to see what personal texting could do for your admissions team?

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