mongoose

Increasing Enrollment Engagement at Oregon State University – Cascades with Mongoose

Overview

Oregon State University – Cascades (OSU-Cascades), located in Bend, Oregon, is a growing hub for higher education in Central Oregon. With a mission to expand access to education in a historically underserved region, OSU-Cascades aims to grow its enrollment from 1,300 to 2,200 students by 2030. To support these ambitious goals, the university adopted Mongoose's platform in early 2024, transforming how the admissions team engages prospective and admitted students.

Challenge

OSU-Cascades faced significant challenges in engaging prospective students through traditional communication methods. Phone calls often went unanswered due to students lacking voicemail setups or inconsistent response habits. Emails struggled to capture attention in crowded inboxes. To meet their aggressive enrollment targets, the university needed a high-touch communication tool that could drive meaningful engagement throughout the admissions funnel, from application to enrollment.

Solution

Alex Galbreath, Director of Admissions, introduced Mongoose as OSU-Cascades' preferred texting platform due to prior experience with the tool. Seamlessly integrated with their CRM, Slate, Mongoose allowed the team to efficiently manage segmented communications and engage students on their terms. Alex shared:

> "Mongoose offered the personalized, one-on-one interface we needed. The integration with Slate made it easy to create segments and send texts, and features like smart messages saved us valuable time while keeping communication personal.
>
> **ALEX GALBREATH**

Implementation & Impact

Since implementing Mongoose, OSU-Cascades has achieved impressive results across various stages of the admissions and enrollment process.

Key Outcomes

Enhanced Event Registration and Attendance

Texting proved critical for boosting participation in admitted student webinars and open houses. A targeted text campaign for a Next Steps webinar resulted in 60% of registrations coming directly from the text link.

> Text reminders for spring open house events increased response rates to 63%—a 20-point improvement over phone calls alone—and improved show rates by 9%.

Improved Anti-Melt Strategies

Mongoose played a pivotal role in reducing summer melt by improving contact rates with admitted students. This ensured students completed critical next steps, such as orientation registration, to secure their spots for the upcoming term.

> By following up text messages with phone calls, OSU-Cascades increased its overall contact rate from 36% to 57%.

Strengthened Transfer Student Communication

Transfer students, often hard to reach via email or phone, engaged more effectively through Mongoose. In one instance, a staff member resolved a transfer student's concerns through text messaging, establishing a reliable communication channel. Alex emphasized:

> Mongoose really helped one transfer student from an accessibility standpoint, as communicating via phone call was very challenging.

The Mongoose Difference

Personalized, Two-Way Communication

Mongoose's ability to send conversational, personalized messages set it apart from traditional CRM texting tools. Smart messaging saved time while maintaining a personal touch, allowing students to engage on their own terms.

Seamless Integration with Slate

Integration with OSU-Cascades' CRM ensured that conversations were logged and data flowed smoothly. This enabled the admissions team to manage and track communication efforts effectively.

Flexibility for Staff

Mongoose's desktop and mobile functionality allowed admissions counselors to maintain communication during travel, ensuring consistent outreach and responsiveness.

Responsive Support and Training

Mongoose's customer support team was praised for its responsiveness and proactive assistance. Alex shared:

> " 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 GALBREATH*

Future Plans

OSU-Cascades plans to expand its use of Mongoose to further enhance communication. The admissions team will launch a peer-to-peer texting initiative, enabling student ambassadors to connect with prospective and admitted students. They also aim to implement a year-round texting strategy for application outreach, yield efforts, and anti-melt campaigns. Additionally, OSU-Cascades sees Mongoose as a tool to strengthen partnerships with high school counselors, streamlining inquiries and updates. These initiatives will build on the platform's success to support the university's enrollment goals.

Conclusion

Mongoose has become a vital part of OSU-Cascades' communication strategy, helping the university improve event participation, reduce summer melt, and foster meaningful student engagement. By facilitating personalized, high-touch interactions, Mongoose supports OSU-Cascades' mission of expanding access to higher education and achieving its ambitious enrollment goals. Alex concluded:

> " Mongoose has been a game-changer for us. It's flexible, intuitive, and incredibly effective at helping us connect with students and counselors. We're excited to continue building on its capabilities to support our growth.

Mongoose Conversation Intelligence Platform

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