CASE STUDY

mongoose

Scaling Engagement Across Departments with Mongoose

How Institutions Are Unifying Communications with One Platform

Institutions that deploy **Mongoose Conversation Intelligence** across departments—including Admissions, Student Success, Advancement, and more—are seeing exponential gains in enrollment, retention, and donor engagement. This cross-campus approach breaks down silos, reduces inefficiencies, and creates a consistent, empathetic student experience.

The Opportunity: Centralized Engagement = Exponential Results

Fragmented communication systems are one of the most common pain points in higher ed. Admissions may text out of a CRM, student services may email, and Advancement might rely on mailers or uncoordinated emails, creating confusion for students and duplicate work for staff.

Mongoose's **Conversation Intelligence Platform** brings all departments into one shared ecosystem. The result? Smarter messaging, deeper relationships, and measurable results across the entire student journey.

Dutchess Community College

Departments: Admissions, Advising, Financial Services, Student Activities

Dutchess saw a **133% increase** in message volume without spiking opt-outs by coordinating smart, segmented texts across four core teams. Weekly event reminders, nudges for financial deadlines, and strategic admissions follow-ups created a web of support. **Brian Sondley, Associate VP for Enrollment and Student Success at DCC**, said,

> Mongoose helps us create a spider web of support. We're reaching students with empathy and relevance, not just information.
>
> *BRIAN SONDLEY*

University of Notre Dame – Online Master's in Data Science

Departments: Admissions, Student Success, Alumni Relations

A lean team at Notre Dame used Mongoose to shift from long, ignored emails to concise texts with record-breaking impact. **Enrollment grew 84%** over two years, while alumni and current students were re-engaged through personalized messages. **Samantha Adamczewski, Associate Director of the Online Master's in Data Science program at Notre Dame,** said,

> Now that we've mastered texting for admissions, we're scaling it for student success and alumni.
>
> *SAMANTHA ADAMCZEWSKI*

McLennan Community College

Departments: Admissions, Advising, Financial Aid, Student Success, Title IX

With 28 teams using Mongoose, MCC built a unified communication strategy that included real-time chatbot support, outreach to 8,000+ students, and an **8.7% enrollment** lift. **Dustie Hamilton, Director of Enrollment Systems at MCC**, said,

> [Mongoose is] flexible, easy to use, and the support we receive is top-notch. We've seen real results.
>
> *DUSTIE HAMILTON*

Montcalm Community College

Departments: Student Success, Advising, Financial Aid, Events, Communications

By replacing disjointed tools with Mongoose's Conversation Intelligence Platform, Montcalm ensured that even part-time staff could deliver consistent communication. They use the platform to **reach students across functions**—whether checking in on advising or announcing campus-wide initiatives. **Lisa Gardner, Director of Student Success and Advising at Montcalm,** said,

> Mongoose makes communication feel personal. That's what makes it so effective.
>
> *LISA GARDNER*

Lake Land College

Departments: TRIO, Financial Aid, Adult Education, Student Communications

Lake Land **tripled engagement in its TRIO program (from 2% to 6%)** using segmented, multilingual messaging in Haitian Creole, French, and Spanish. Staff across departments now text in real-time, helping drive financial aid form completion and boost event attendance. **Peighton Hinote, Coordinator for Student Communication and Initiatives at Lake Land,** said,

> Instead of just sending out information, we're able to engage students in real conversations.
>
> *PEIGHTON HINOTE*

Gateway Technical College

Departments: Enrollment, Advising, Financial Aid, Registrar, Student Support

Gateway's team replaced CRM-based texting with Mongoose Text and saw a **60% increase in deposits** year-over-year. Automation and shared inboxes cut staff workload while making conversations feel more personal. **Amanda Robillard, CRM Technology Manager at Gateway**, said,

> Mongoose is the tool nobody complains about. It just works.
>
> *AMANDA ROBILLARD*

Why It Works: Mongoose's Enterprise-Wide Value

Mongoose enables institutions to reduce vendor sprawl, unify communication workflows, and unlock budget efficiencies by eliminating point solutions. The platform's key enterprise benefits include:

- **Shared inboxes and automation** – improve cross-team visibility and enable faster, more coordinated follow-up.
- **Smart segmentation** – send personalized nudges based on lifecycle stage or individual student needs.
- **AI assistants and dashboards** – identify communication trends and surface high-risk students for timely intervention.
- **Text, Chat, and WhatsApp support** – meet students where they are, 24/7.
- **CRM and SIS integration** – seamlessly syncs data with systems like Slate, Banner, and Salesforce.

Mongoose Conversation Intelligence Platform

Learn more hellomongoose.com