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Shelton State Achieves a 68% Increase in Dual Enrollment with Mongoose Text

Overview

Shelton State Community College (SSCC), a public two-year institution in Tuscaloosa, Alabama, serves over 4,600 degree-seeking students with a focus on accessibility and student success. To enhance engagement and streamline communication, SSCC integrated Mongoose Text and Chat with TargetX CRM, modernizing its outreach strategy. As a result, the college experienced a surge in enrollment rates, including growth in its dual enrollment population, demonstrating the power of personalized, real-time communication in supporting prospective and current students.

Challenge

Shelton State Community College (SSCC) faced significant recruiting challenges. They needed to adapt their communication strategy to better reach and connect with prospective students. With a goal to increase freshman enrollment by 10%, they searched for an easy-to-use and implement engagement platform with automation to scale.

Solution

Shelton State implemented Mongoose's Text and Chat solutions, enabling the platform's two-way Target X CRM integration. Mongoose came highly recommended by peers and is known to offer the highest level of client support in the industry. Within three months of partnership, SSCC saw results.

Key Outcomes

Dual enrollment increased 68% and freshman enrollment increased 7.5% with the help of Mongoose. Transient enrollment rose by 8.6%. Staff time was saved shifting from spreadsheet planning to Mongoose's automated engagement platform and CRM integration. Event attendance grew by 60% using Mongoose Text.

SSCC saw a

↑**68%**

Increase in dual enrollment
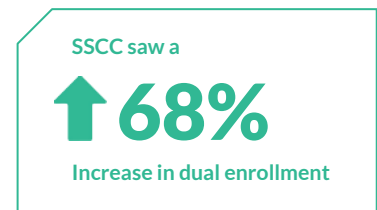
Future Plans

Shelton State was able to build authentic connections with prospective students, exceeding their enrollment goals. Staff is able to do more with limited time and resources by reducing tedious processes. The school is looking to expand to other departments beginning with student services.

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