

How Shelton State grew dual enrollment 68% with Text

Overview

Shelton State Community College (SSCC), a public two-year college in Tuscaloosa, Alabama, serves 4,600+ degree-seeking students with a focus on access and student success. SSCC connected Mongoose Text and Web Chat to TargetX to modernize outreach, and saw results within three months.

INSTITUTION	Public two-year college
LOCATION	Tuscaloosa, AL
STUDENTS	4,600+
DEPARTMENT	Admissions
CHANNELS	Text, Web Chat
CRM	TargetX

The challenge

SSCC faced real recruiting challenges and needed a better way to reach prospective students. With a goal of growing freshman enrollment 10%, the team wanted an engagement platform that was easy to adopt and could automate at scale.

- A 10% freshman enrollment goal
- Planning managed in spreadsheets
- Needed automation to scale

Why Mongoose

SSCC chose Mongoose on peer recommendations and its reputation for support, and turned on the two-way TargetX connector. Within three months of the partnership, the results were showing.

- Two-way TargetX connector
- Automated, personal outreach
- Text and Web Chat together

68%

increase in dual enrollment

7.5%

increase in freshman enrollment

8.6%

increase in transient enrollment

60%

growth in event attendance

Moving from spreadsheet planning to automated engagement saved staff time, so a lean team does more. Next, SSCC plans to bring Mongoose to student services.