CASE STUDY · SOUTH TEXAS COLLEGE

mongoose

How South Texas College earns 20–30% response rates with Text

Overview

South Texas College (STC), a public community college serving nearly 29,000 degree-seeking students across five campuses, is dedicated to expanding access to education. STC connected Mongoose Text to Campus Management Radius to improve admissions and enrollment outreach.

INSTITUTION	Public community college
LOCATION	South Texas
STUDENTS	~29,000
CAMPUSES	5
CHANNEL	Text
CRM	Campus Management Radius

The challenge

Spreadsheets and outdated telemarketing couldn't scale STC's communication plans, and the team struggled to reach prospective and current students. Enrollment took a hard hit during COVID-19, and STC needed to bounce back.

- → Spreadsheets that couldn't scale
- → Telemarketing that didn't connect
- → Enrollment down after COVID-19

Why Mongoose

STC chose Mongoose Text as its campus-wide engagement platform and rolled out campaigns across five campuses, with analytics to track results and guide decisions. Implementation was easy compared with other options the team considered.

- → Campaigns across five campuses
- → Segments and Smart Messages
- → Analytics that guide decisions

20–30%
response rate on text campaigns

5
campuses on one platform

~29,000
degree-seeking students served

While community college enrollment declined nationally, Mongoose Text helped STC turn the tide, with a dramatic jump in engagement. Automation like segments and Smart Messages saved staff significant time.