mongoose

South Texas College Sees 20-30% Response Rates with Mongoose Text

Overview

South Texas College (STC), a public community college serving nearly 29,000 degree-seeking students in Southern Texas, is dedicated to expanding access to education and supporting student success. To enhance communication in admissions and enrollment, STC integrated Mongoose Text with Campus Management Radius, creating a more effective outreach strategy. As a result, the college has achieved consistently high response rates, helping stabilize enrollment and improve the student experience through seamless, personalized engagement.

Challenge

South Texas College couldn't scale their communication plans with cumbersome spreadsheets and outdated telemarketing techniques. They struggled to reach and connect with prospective and current students. Enrollment was drastically impacted by COVID-19 and STC needed to bounce back.

Solution

South Texas College selected Mongoose Text as their enterprise engagement solution. Texting campaigns were deployed across five campuses with analytics to summarize data, track results, and inform decisions. Implementation was very easy compared to other solutions they looked into.

Key Outcomes

Following a national trend of declining enrollment, particularly at community colleges, Mongoose Text turned the tide. South Texas College saw a 20-30% response rate and a dramatic increase in engagement. It saved a lot of time with automated features like segments and smart messages.

South Texas College saw a

20-30%

reduction in campus no-shows

Mongoose Conversation Intelligence Platform

Learn more

hellomongoose.com