

# University of Central Oklahoma Decreases Campus No-Shows by 10%

## Overview

The University of Central Oklahoma (UCO), a regional public university in Edmond, serves over 13,250 degree-seeking students with a commitment to student success and engagement. To improve communication with prospective students, UCO integrated Mongoose Text with Ellucian CRM Recruit, streamlining outreach efforts in the admissions process. Within six months, the university significantly reduced no-shows for campus visits and enhanced applicant engagement, demonstrating the immediate impact of a more effective communication strategy.

## Challenge

The University of Central Oklahoma struggled with low enrollment and poor event attendance. UCO needed a solution to increase prospective student interest quickly and bring more students in for campus visits. Sarah Krivy, CRM Services-Undergraduate Admissions at UCO, said,

“ Our competitors have had texting for a while, so for us, it's huge. It moves the needle to where our competitors are... (CRM) Integration allows for a more complete communication record.

SARAH KRIVY

## Solution

UCO knew that personalized texting would be the best way to connect with prospective students. The platform they selected had to save staff time by integrating and automating contact imports to their Ellucian CRM Recruit.

## Key Outcomes

Only six months into their partnership and three months into recruiting, the University of Central Oklahoma is seeing incredibly positive results. The 1-1 conversations translate into accepted students. They've reduced the number of students skipping campus visits by using text reminders.

UCO saw a

↓ 10%

reduction in campus no-shows

Mongoose Conversation Intelligence Platform

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