

CASE STUDY

How Jacksonville State University Increased Enrollment by 28% with Technology & Enhanced Communications

Using the power of technology and an enhanced communication plan, Jacksonville State broke the mold for undergraduate recruitment and achieved **three years of enrollment growth averaging at 28%.**



Location:

Jacksonville, Alabama



Public (4-Year, Regional)



Degree seeking students:

9,540 (8,067 Undergraduate)



Using Cadence Text in

Undergraduate Admissions, Dual Enrollment, Campus Visits, and Graduate Recruitment

The Challenge

In 2018, the JSU Undergraduate Admissions team started to notice that student responses to emails were low and phone calls were not working in addition to declining enrollment. Seeking to increase the number of enrolled students each cycle, JSU needed a way to connect with students effectively.

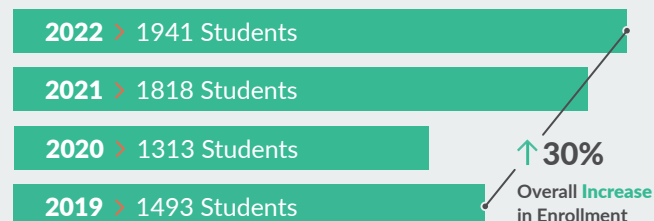
The Solution

Knowing their communications needed to evolve, the JSU team turned to texting prospective students through Cadence, a texting solution by Mongoose. Cadence played a huge part in helping the JSU staff meet and exceed enrollment goals almost every year since implementing the engagement platform.

The Results

Utilizing Cadence Text, JSU's Admissions team saw an increase in enrollment starting in 2019, carrying over into following years, and even remaining somewhat consistent during the coronavirus pandemic in 2020.

More students enrolled with texting.



We broke records for enrollment in 2019, 2021, and 2022. In 2020, we even came out better than most.

Roxanne Stancil,
Coordinator for Recruitment Communication & Technology

cadence

Easily break through the noise and reach students where they are with higher ed's premier engagement platform. Cadence is trusted by over 750 schools to deliver easy-to-manage, personalized communications to their audiences at mass.

| Inside The Data

Saving Time With Automation

Integration Makes the Machine Run Smoothly

The word “smooth” is not normally paired with the word “integration,” but Shaun Stancil, the Systems Administrator at Jacksonville State, not only accomplished this feat, he and the team use Cadence in conjunction with **Ellucian Recruit** to accomplish some eye-popping stats.

Cadence is easy to work with. Recruit, is a robust CRM system. Learning to work with it was a much bigger hurdle than working with Cadence APIs.

Shaun Stancil, Systems Administrator

Cadence also offers a Campaigns feature, allowing users to use predetermined messages to respond to student inquiries. With the help of JSU's robust Recruit Integration, their CRM triggers those automated texts to go out to students immediately. An appropriate auto response is sent back to students when their response fits a number of predetermined criteria.

Roxanne Stancil, JSU's Coordinator for Recruitment and Technology speaks to the engagement, “Every time a message comes in and there's a campaign associated with it, Recruit runs a process that checks to see if that campaign record in our CRM has auto responses turned on for it. If it does, it starts saying, ‘Does this message start with this?’ If it starts with this, then it responds with this. It runs through the list and sends those auto responses.”

Data Is Key To Proper Engagement

The unique use of integration not only helps JSU students receive help and instant gratification, it also helps the institution attribute success to specific texting campaigns.

Metrics like response rate and event attendance are key engagement indicators. If a department reaches their goals with a certain texting campaign, they'll know they can use similar messaging for future campaigns. If they fall short of a goal, they can analyze where they might have gone wrong and adjust. The results are clearly displayed in Cadence because the data travels back and forth from the CRM efficiently.

“The cool thing about the integration is, even though those auto responses are being triggered through our CRM system, I can go back into Cadence and see the success of the campaign, how many students responded, and track that data very easily. I can see which campaigns students were responsive to so we can tweak messaging,” says Roxanne.

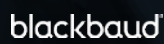
“As data changes in Recruit, it triggers updates to Cadence right away. I created a Recruit entity to use as a queue for custom tasks and developed a service that monitors for new unprocessed tasks. When it sees a Cadence update task, It just looks up the data and makes the API call to Cadence, in real time. Once I could do that, it was just a function of figuring out what data I needed to monitor for changing over in Recruit to say, ‘Okay, send that to Cadence,’” says Shaun.

Although the institution strongly utilizes automated messaging, they do make an effort to keep their communication human so that students know that there is a person on the other side of the text messages they receive.

Cadence offers native integrations with many systems of record for you to seamlessly import data, including Ellucian Recruit.

Explore Our Integrations

[MongooseResearch.com/Integrations](https://mongooseresearch.com/integrations)



Getting Creative with Engagement

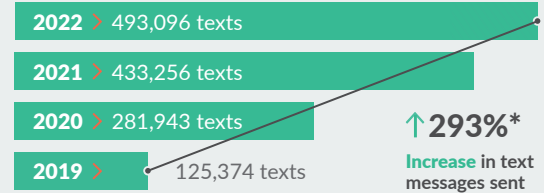
With a little more flexibility in their communications strategy, Jacksonville State was able to address summer melt by getting creative with text messages that kept students engaged, from application to orientation and matriculation. One example is when they asked students who had deposited what their favorite song was via text. Then, they collected those responses and created a Spotify playlist that was sent to over 500 students.

Texting Saves Staff Time

It's easy to assign value to time saved when there's so little time to help students. Texting with Cadence helps Jacksonville State cut down on the amount of phone calls made to students. In the past, they called students who had not yet paid for the upcoming semester. Now, they send a text to students who were in danger of having voided classes.

Director of Undergraduate Admissions Lauren Findley says, "With the data that we have in our CRM, we were able to identify the students who were at risk of being voided. We were able to text them instead of call them. That led to more action from students, but also saved hours of staff time.

Increased Communication & Nearly Half a Million Texts Sent



Conclusion: Cadence Is Key

JSU saw **record enrollment numbers** in 2021 and has consistently and significantly improved their numbers since introducing Cadence in 2019.

The staff credits their recent growth to their ability to leverage Cadence's text messaging automation, a powerful CRM integration, and their efforts in sending personalized, creative messages to their audiences.

We've had a lot of success in enrollment over the past three years and I attribute Mongoose Cadence and communication as one of the top three reasons. In general, Cadence has had a huge impact on our enrollment success.

Lauren Findley, Director of Undergraduate Admissions

mongoose 

Make Every Message Count™

From text to chat, make every message count. Mongoose enables the right communications with the right people at the right time and helps students, alumni, and staff reach their goals and aspirations. Trusted by 750+ institutions that enjoy as much as a 200% inquiry increase, a 98% student retention rate, and doubled donations.

MongooseResearch.com/Cadence