


## CASE STUDY

# Frostburg State University Reduces Melt by 3% with Cadence Text

**FSU Uses Cadence Text to** Improve Parental Engagement, Collect Qualitative Research, Streamline the Admissions Process, and Prevent Melt.




 **Location:** Frostburg, Maryland

 **Public** (4-Year, Regional)

 **Degree Seeking Students:**  
4,000+

 **Information System:** TargetX

 Using **Cadence Text** in  
Admissions & Undergrad  
Recruitment

## The Challenge

Frostburg State University (FSU) struggled with student melt, supporting first-generation students, and optimizing the admissions experience on a budget. FSU needed a solution to have meaningful conversations with students and their families while streamlining their admissions process for prospects.



This is an essential tool and we can't do without it...  
We have a very high first generation population so  
there's a lot of education that needs to be done.

**Natalie Wagoner**, *Director of Admissions*

## The Solution

Frostburg State University partnered with Mongoose and utilized their Cadence Text solution to target students and their families with texting campaigns. Texts were sent to students throughout the prospect journey, focusing on drop off points and providing support and information at key

points in the admissions process. FSU staff broke down jargon and complexities in the college search process to increase enrollment for the upcoming semester. Their admissions team made a conscious effort to keep their texting conversational and human: "Let's use definitions and terms that make sense."

## The Outcome

Frostburg State's Admission team **improved summer melt by 3%** for the incoming class of 2022 and obtained valuable, qualitative data to enhance decision making on campus. Frostburg State University's success is outlined in their unique strategies for texting through Cadence, which focus on parental engagement, qualitative research, and melt prevention.

**3%**

**STUDENT MELT  
REDUCTION**

**The essential tool that's driving enrollment.**

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