

## CASE STUDY

# South Texas Community College Sees 20-30% Response Rates with Cadence Text

South Texas College sees consistently high response rates, helping stabilize enrollment and improve the student experience.



SOUTH TEXAS  
COLLEGE



Location: Southern Texas



Public  
(Community College, 2-Year)



Degree Seeking Students:  
28,962



Information System:  
Campus Management Radius



Using **Cadence Text** in  
Admissions/Enrollment

## The 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South Texas College couldn't scale their communication plans with cumbersome spreadsheets and outdated telemarketing techniques.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.



It's allowed us to save a lot of time... we expect next year to be where we were before the pandemic.

**Dr. Larry Barroso**, *Director of College Connections*

## The Solution

South Texas College selected Cadence 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.

## The Outcome

Following a national trend of declining enrollment, particularly at community colleges, Cadence 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. STC was able to connect with students in the evenings when they were more likely to respond.

**20-30%**  
RESPONSE RATE

## 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

**The essential tool to drive enrollment.**

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