

CASE STUDY


Shelton State Achieves a 68% Increase in Dual Enrollment with Cadence Text


Shelton State Community College sees enrollment rates surge in their first year and dual enrollment populations after modernizing communications with texting and chat.


SHELTON STATE COMMUNITY COLLEGE

 **Location:** Tuscaloosa, Alabama

 **Public**
(Community College, 2-Year)

 **Degree Seeking Students:**
4,659

 **Information System:**
TargetX CRM

 Using **Cadence Text** and **Chat** in Admissions

The Challenge

Shelton State Community College (SSCC) faced significant recruiting challenges. They needed to adapt their communication strategy to better reach and connect with prospective students. With a goal to increase freshman enrollment by 10%, they searched for an easy to use and implement engagement platform with automation to scale.



We are running more efficiently, which effectively affects the outcome of student enrollment.

TJ Smith, Director of Recruiting

The Solution

Shelton State implemented Mongoose's Cadence Text and Chat solutions, enabling the platform's two-way Target X CRM integration. Mongoose came highly recommended by peers and is known to offer the highest level of client support in the industry. Within three months of partnership, SSCC saw results.

The Results

Dual enrollment increased 68% and **freshman enrollment increased 7.5%** with the help of Mongoose Cadence. **Transient enrollment rose by 8.6%**. Staff time was saved shifting from spreadsheet planning to Cadence's automated engagement platform and CRM integration. **Event attendance grew by 60%** using Cadence Text.

Looking to Expand

Shelton State was able to build authentic connections with prospective students, exceeding their enrollment goals. **Staff is able to do more with limited time** and resources by reducing tedious processes. The school is looking to expand to other departments beginning with student services.

62%
INCREASE IN DUAL
ENROLLMENT

60%
INCREASE IN EVENT
ATTENDANCE

See results in as little as three months.

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