LAKE LAND
COLLEGE
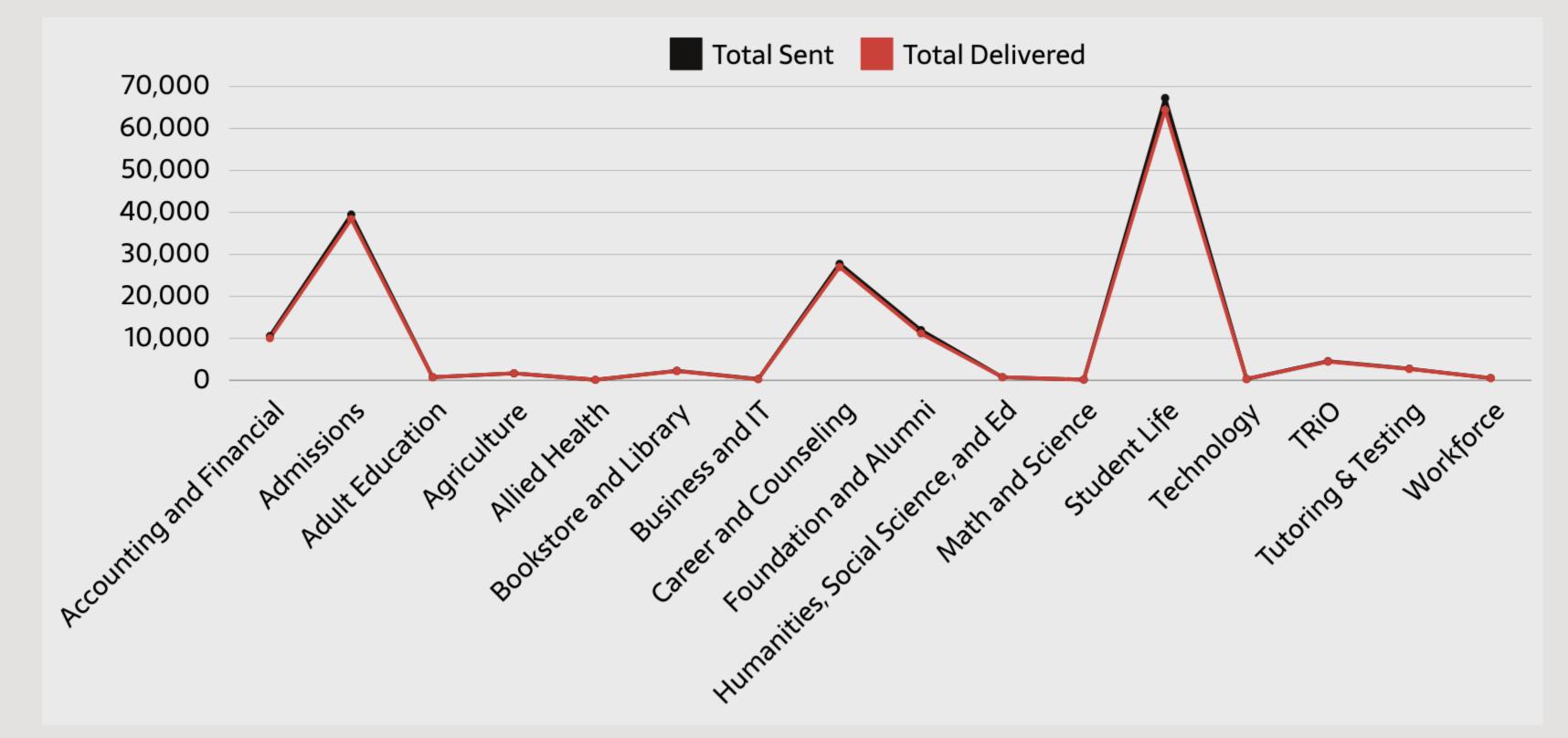
PLATFORM PERFORMANCE
REPORT 2023

Mongoose Cadence – Sends by Team
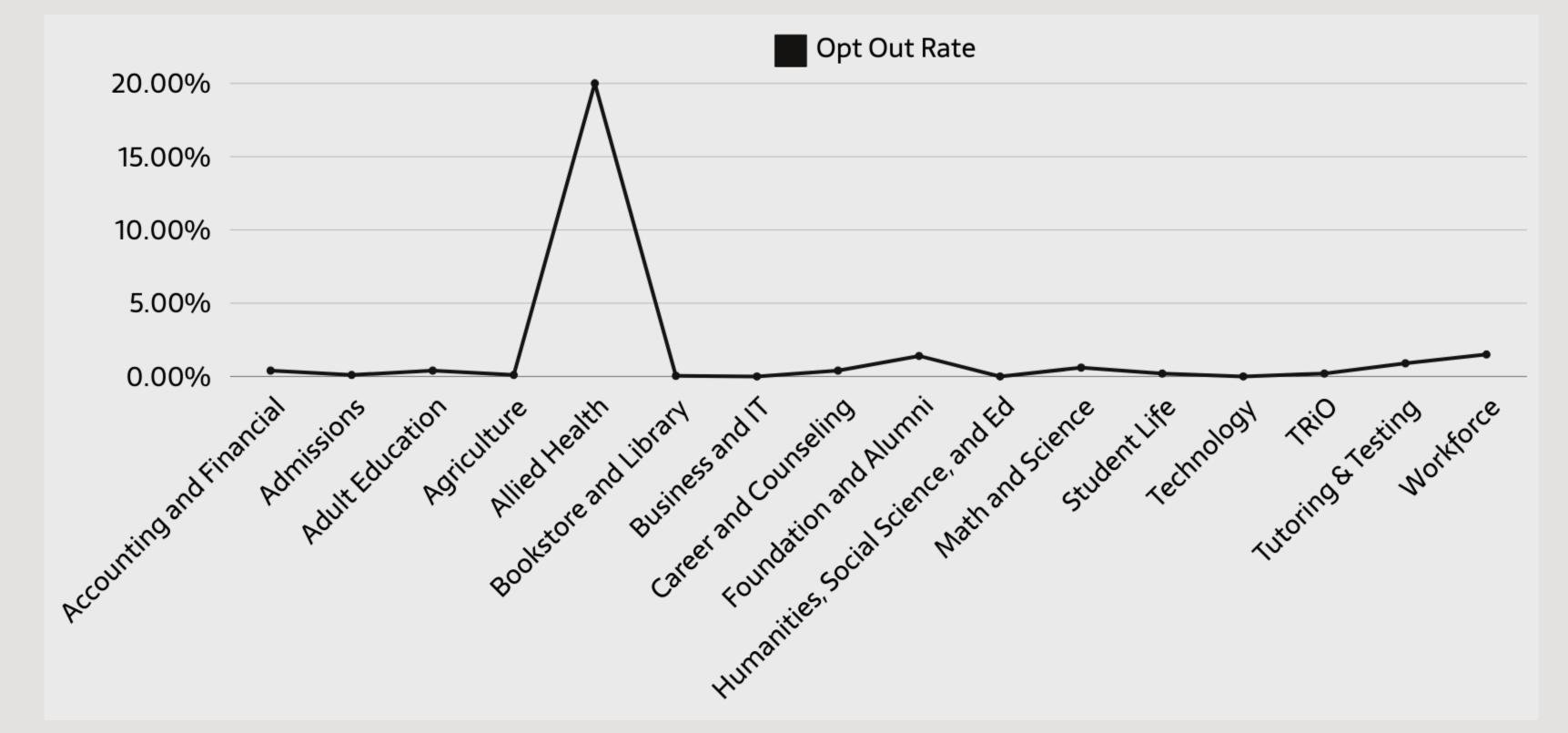
January 2023 – December 2023

Mongoose Cadence - Opt-Out by Team

January 2023 – December 2023

Cadence Results

TOP SENDERS - 2023

1	Peighton Hinote	141,366
2	Amanda Tucker	11,956
3	Dustin Mason	6,879
4	Brittany Aitken	5,379
5	Kathryn Helmink	2,784
6	Rachel Ervin	1,231
7	Jennifer Melton	762
8	Faisal Tariq	761

9	Andy Gaines	583
10	Holly Olson	568
11	Amber Niebrugge	456
12	Kellie Niemerg	446
13	Krista Burrell	433
14	Tara Cavanah	361
15	Justin Onigkeit	279

16	Lindsay Shriver	258
17	Josey Hyatt	256
18	Gavin Shawver	232

Cadence Results

1	Peighton Hinote	5%	7	Jennifer Melton	60%	13	Krista Burrell	49%
2	*Amanda Tucker	2%	8	Faisal Tariq	52%	14	Lindsay Shriver	50%
3	Dustin Mason	1%	9	Andy Gaines	14%	15	Tara Cavanah	36%
4	Brittany Aitken	14%	10	Holly Olson	44%	16	Justin Onigkeit	63%
5	Kathryn Helmink	49%	11	Amber Niebrugge	53%	17	Josey Hyatt	15%
6	Rachel Ervin	40%	12	Kellie Niemerg	44%	18	Gavin Shawver	60%

The purpose of the text drastically changes the response rates. Peighton Hinote sends mainly Master Register messages with deadline reminders, which warrant no response. However, TRiO and Counseling would want a higher response rate for enrollment.
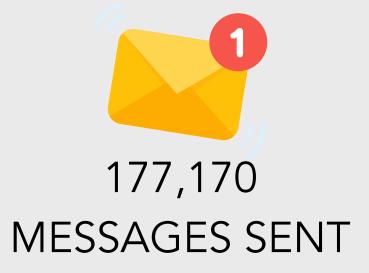
Cadence Results

- Would we want to consolidate Master Register messages, class cancellations, and general campus announcements into one inbox to group response rate success more accurately?
- How can we use the information on current messaging trends to improve other users' response rates?
- Is Foundation & Alumni still planning to use this platform moving forward? Is this not a useful tool for engagement with those stakeholders?
- How do we encourage more departments to take advantage of this resource?
- If Cadence is mainly used for prospective students, are we wanting to encourage other messages to be sent through Navigate and Canvas?
- Should we eliminate the department teams that aren't using the platform or keep them in case they decide they would like to start?
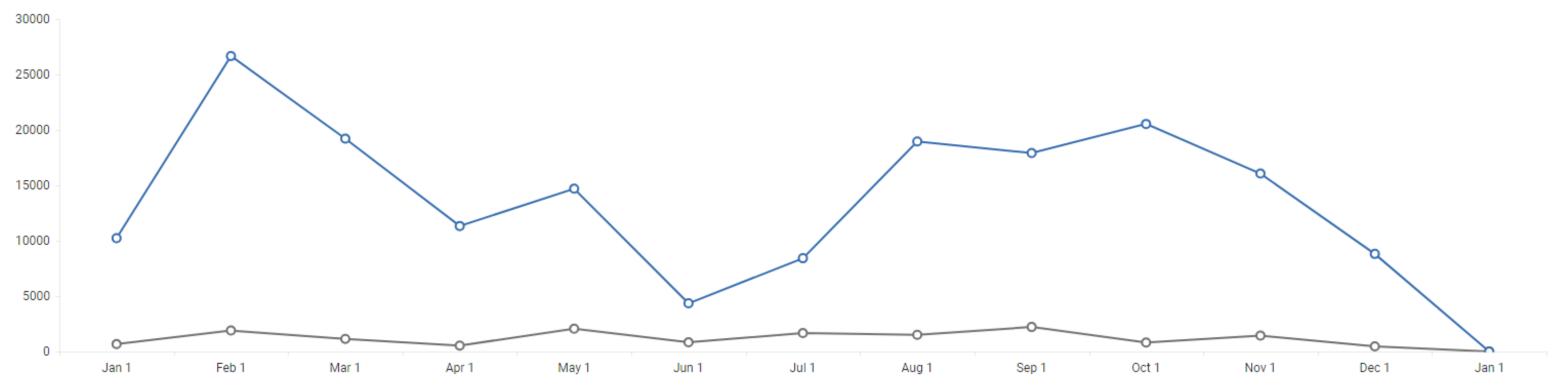
PLATFORM PERFORMANCE
REPORT 2024

Cadence Results

TOP SENDERS - 2024

1	Peighton Hinote	68,090	9	Justin Onigkeit	189
2	Dustin Mason	2,747	10	Hilary Donley	160
3	Ashley Bigard	2,334	11	Rachel Ervin	155
4	Brittany Aitken	1,370	12	Grayson Gough	99
5	Faisal Tariq	1,291	13	Mariah White-Landrus	88
6	Tashia Carter	788	14	Jennifer Melton	79
7	Gavin Shawver	587	15	Holly Ferren	79
8	Tomoko Jo	306	16	Tara Schaljo	79

Cadence Results

TOP SENDERS WITH RESPONSE RATES - 2024

1	Peighton Hinote	3%		9	Justin Onigkeit	57%
2	Dustin Mason	1%		10	Hilary Donley	8%
3	Ashley Bigard	6%		11	Rachel Ervin	50%
4	Brittany Aitken	20%		12	Grayson Gough	20%
5	Faisal Tariq	48%		13	Mariah White-Landrus	59%
6	Tashia Carter	46%		14	Jennifer Melton	54%
7	Gavin Shawver	60%		15	Holly Ferren	66%
8	Tomoko Jo	50%		16	Tara Schaljo	25%

Cadence Results

KEY TRENDS AND IDEAS MOVING FORWARD

Mongoose Cadence – Sends Overall

January 2024 – December 2024
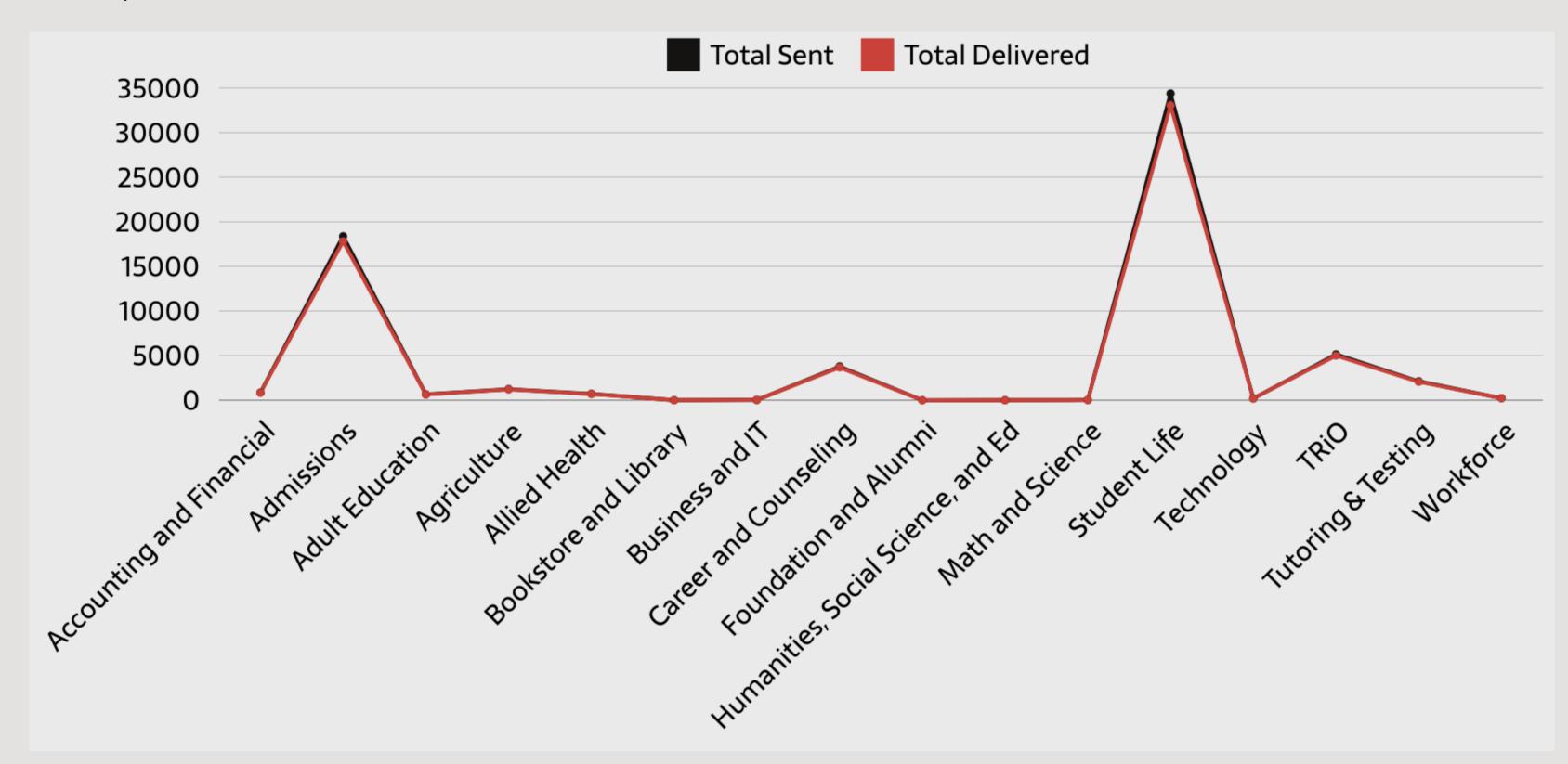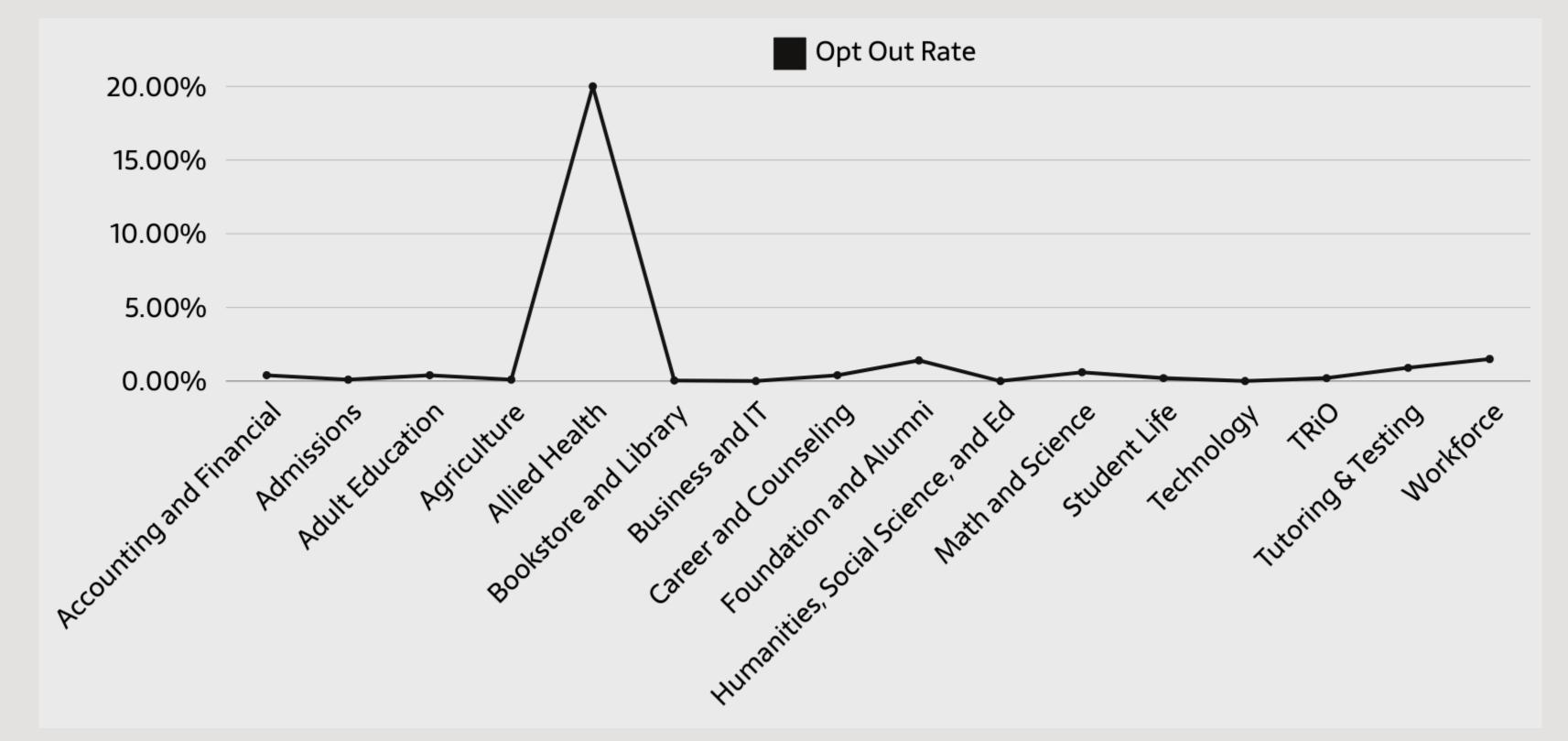
97%
DELIVER RATE

78,886
MESSAGES SENT

16,459 CONTACTS
REACHED

Mongoose Cadence - Use Case Example

TRIO SSS: Cadence Application Use Leading to an Increase in Participant Acquisition

5 Month Campaign
August 1 - January 31

Texts Sent: **3,124**
Joined Participants: **61**

Success Rate: **~2%**

2 Month Campaign
February 1 - March 31

Texts Sent: **1,785**
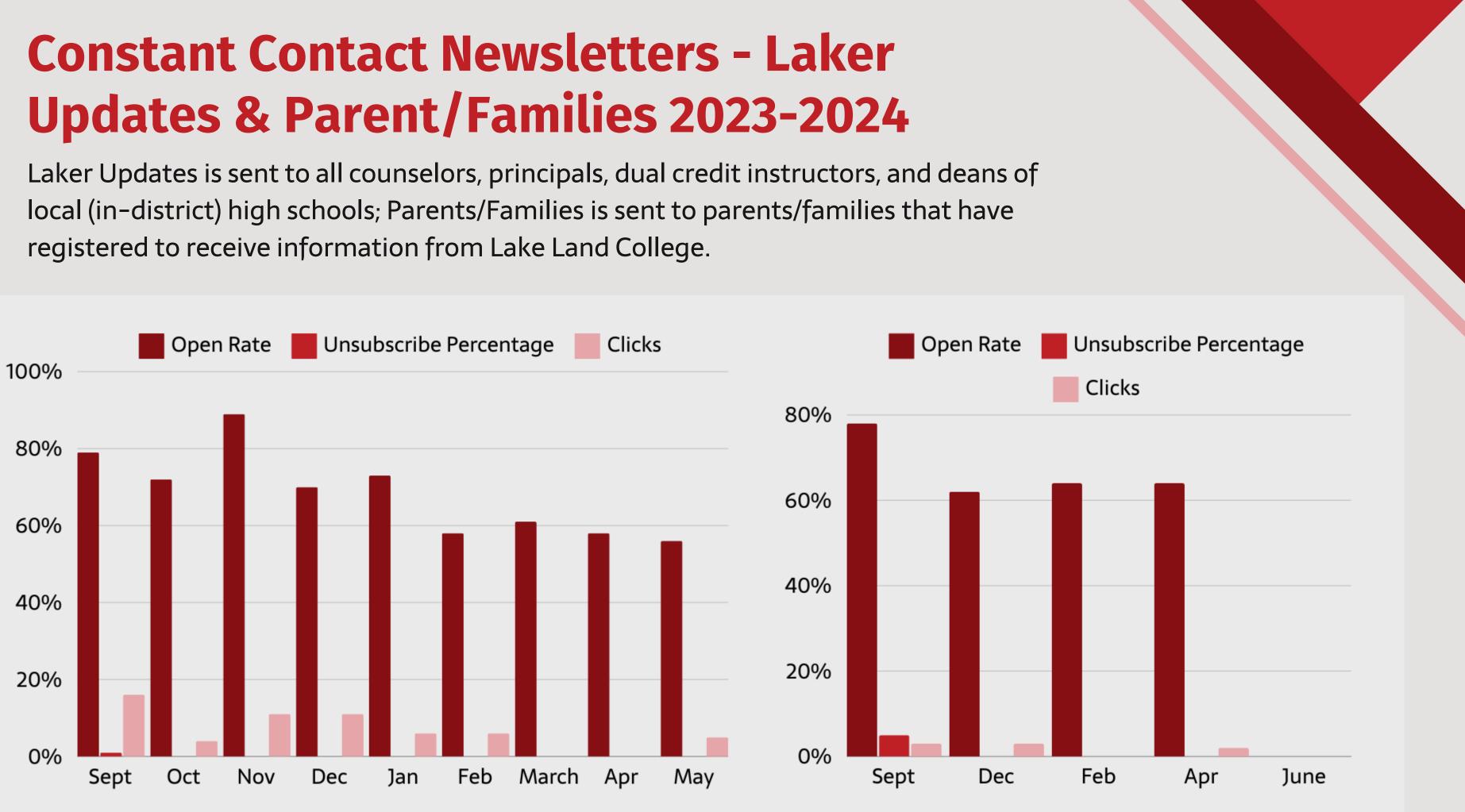Joined Participants: **101**

Success Rate: **~6%**

~4% INCREASE

Despite being a shorter campaign, TRiO SSS has seen a 4% improvement rate in participant acquisition via communication through Cadence

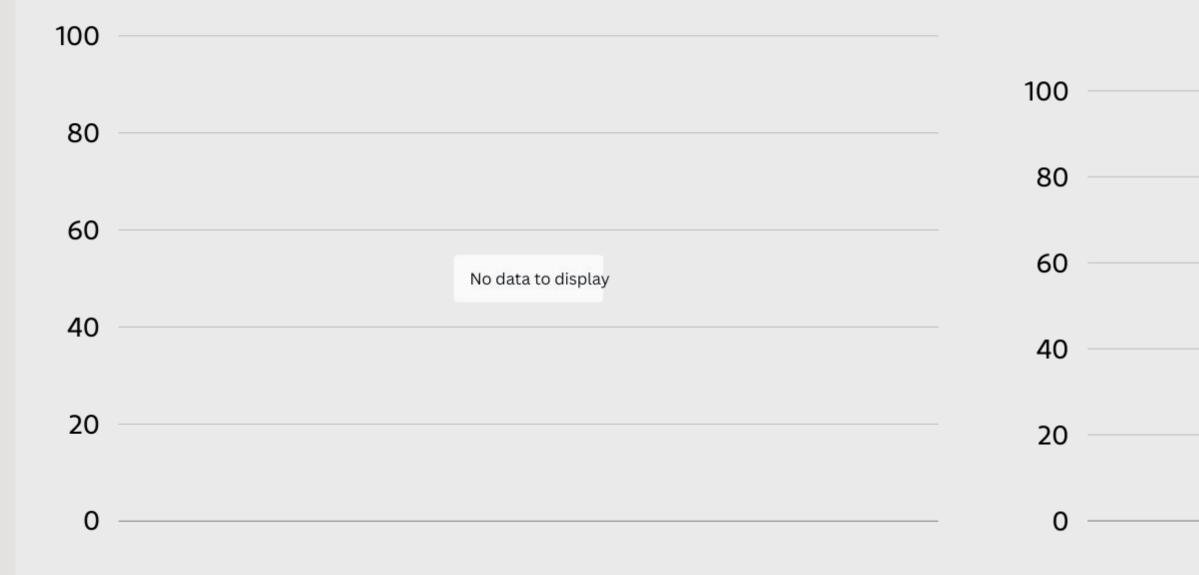# NEWSLETTER PERFORMANCE
REPORT 2023 - 2024

Constant Contact Newsletters - Laker Updates & Parent/Families 2023-2024

Laker Updates is sent to all counselors, principals, dual credit instructors, and deans of local (in-district) high schools; Parents/Families is sent to parents/families that have registered to receive information from Lake Land College.

NEWSLETTER
PERFORMANCE
REPORT 2024 - 2025

Constant Contact Newsletters - Laker Updates & Parent/Families 2024-2025

Laker Updates is sent to all counselors, principals, dual credit instructors, and deans of local (in-district) high schools; Parents/Families is sent to parents/families that have registered to receive information from Lake Land College.

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