

An improved process of operating a continuous casting mold of the type that includes at least one mold surface and at least one coolant passage that is in thermal communication with the mold surface includes determining based on at least one factor whether it would be most advantageous to direct coolant through the coolant passage in a first direction or in a second, opposite direction. For example, if the mold liner is beneath a predetermined thickness it may be advantageous to circulate the coolant so that it enters the water jacket and the coolant slots that are defined in the mold liner at the bottom and exiting from the top so that there is some preheating of the coolant before it reaches the meniscus region. Conversely, if the mold liner is thicker it may be desirable to introduce the coolant at the top of the water jacket, thus enhancing the cooling effect in the meniscus region.