

CASE STUDY

How Park Hill School District Strengthened Its Referendum Strategy to Secure Public Approval

BACKGROUND

Park Hill School District is a public district in Missouri serving over 11,000 students across grades K-12.

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“EAB’s resource is a **tremendous help in knowing where to start when you don’t know where to start.** It came alongside our existing approach to strengthen our strategy.”

Dr. Mike Kimbrel
Superintendent

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OPPORTUNITY

District leadership was looking for a way to validate their communications plan ahead of a bond and levy proposal election

Park Hill had successfully run referendum campaigns in the past, but as they prepared for a new bond and levy proposal, district leaders wanted to ensure their strategy was complete and responsive to current community conditions. They turned to EAB seeking a structured way to assess their readiness, anticipate potential concerns, and align their communications approach with best practice.

SOLUTION

Park Hill used EAB’s *Winning the Public Vote* resource to substantiate and identify gaps in their strategy before launch

The tool served as a checklist to confirm which elements of their strategy were strong versus areas that needed further attention. This research-backed approach gave leaders a credible way to align internally and refine their plan. It also helped the team gather and use the right data to assess community readiness and begin conversations with the board about moving forward with the proposal.

IMPACT

A validated and complete messaging strategy contributed to successful passage of the proposal, leading to long-term impact across the district

Park Hill entered the election with greater confidence in both their messaging and overall strategy. Both the bond and levy measures passed, enabling the district to move forward with key priorities including increases in staff compensation and capital projects. These outcomes will have a lasting impact, supporting teacher recruitment and retention, and strengthening the district’s ability to deliver on its long-term plans.



Learn how EAB can help you pressure test your district’s strategy against best practice at eab.com/k12

