



# Houston Independent School District | Getting out the Vote. Passing a Historic Bond.

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## **CHALLENGE**

As the seventh largest school district in America and the largest in Texas, Houston Independent School District (HISD) has experienced a tremendous increase in enrollment over the past twenty years, with very little improvements in infrastructure.

## **OBJECTIVE**

To fulfill HISD's commitment to providing quality education in innovative, technologically-advanced and safe learning environments, HISD decided to call a bond referendum — \$1.89 billion, the largest in the HISD's history, and one of the largest in the country.

## **APPROACH**

In order to answer queries, educate stakeholders and address myths, a series of community meetings was conducted, neighborhoods were engaged, media coverage secured and a social media campaign implemented.

## **RESULTS**

The public affairs campaign led to the referendum passing with more than 78 percent of the vote.

**>78%**

Vote Passed