

# ETHICALLY EDUCATE YOUR COMMUNITY —

AN EFFORT WORTH \$90 MILLION  
DOLLARS

SEAN ALFORD, PH.D., SUPERINTENDENT

MERRY GLENNE PICCOLINO, DIRECTOR OF  
COMMUNICATIONS & COMMUNITY PARTNERSHIPS



AIKEN COUNTY PUBLIC SCHOOLS

# PATH TO PREMIER-EVENING 4K



ANOTHER PATH  
**2** KINDERGARTEN  
READINESS

SLOTS FOR 180 STUDENTS WHO  
ARE NOT CURRENTLY ENROLLED  
IN AN ACPSD 4K PROGRAM



**4K**  
**EVENING**  
**PROGRAM**

Jan 29-April 4

4:15-6:15 T/Th

**8 SITES WILL SERVE THEIR AREAS:**

MILLBROOK . MOSSY CREEK  
GLOVERVILLE . JEFFERSON  
BUSBEE . RIDGE SPRING-MONETTA  
GREENDALE . REDCLIFFE

**FOR MORE INFO:**



(803) 663-4204



jstark@acpsd.net

## Aiken Standard

TOP STORY

**New evening program in Aiken County will  
focus on 4K education**

STAFF REPORTS [editorial@aikenstandard.com](mailto:editorial@aikenstandard.com) Nov 23, 2018



**AIKEN COUNTY PUBLIC SCHOOLS**

# PATH TO PREMIER - AIKEN WORKS



## AIKEN WORKS

ENHANCING EDUCATION

Aiken County Public Schools is gearing up to lead a new community workforce development collaborative. Visit [AikenWorks.org](http://AikenWorks.org) and join the effort to get students LEARNING & EARNING!

**TWO SIMPLE MESSAGES**

**VITAL WORK SECTORS**

**TARGETED MARKETING**



Multiple pathways to post-secondary success.



Graduate with a diploma and an employable skill set.





### AREA WORKFORCE DEMANDS

The Central Savannah River Area has identified four vital work sectors expected to be critical to our community's future growth.

 ENERGY

 CYBER TECHNOLOGY

 HEALTH SCIENCE

 INDUSTRIAL MANUFACTURING



# LEARNING



## AIKEN WORKS.org

ENHANCING EDUCATION

**Aiken County Community Workforce Collaborative**



Aiken Works-60a



AIKEN COUNTY PUBLIC SCHOOLS

# PATH TO PREMIER – AIKEN SCHOLARS ACADEMY

## A UNIQUE OPPORTUNITY

6

Six Advanced Placement courses taught by Aiken County's highly-qualified teachers during freshman & sophomore year.



Scholars are full-time USC Aiken students in their 11th and 12th grade academic years.



One of only 1,500 schools worldwide offering the AP Capstone program where scholars consider and evaluate multiple points of view to develop their own perspective on complex issues and topics through inquiry & investigation.



"If somebody has a question or concern about something, the teachers spend ample time addressing it and give different examples and analogies to help them understand. The teachers make sure we leave class feeling confident about the material."

## New Aiken County program challenges students to excel

### New Aiken Scholars Program Challenges Students



## Top Notch Test Scores

The Aiken Scholars Academy received a 100 percent pass rate on the Biology End of Course Exam.



AIKEN COUNTY PUBLIC SCHOOLS



# PATH TO PREMIER - AFFINITY CARDS

---



# HISTORY LESSON ON AIKEN'S COMMUNITY INVESTMENT

## Aiken Standard

Vol. 109 - No. 190 - 2 Sections - 22 Pages

Aiken, South Carolina, Wednesday, September 22, 1976

10c Per Single Copy Telephone: 648-2311

### Two-Pronged Referendum

## School Board To Seek 30 Mills

By VIVIAN DAVIS  
Staff Reporter

The Aiken County Board of Education will be asking for a 30-mill tax increase in a double-barreled school referendum in the Nov. 2 general election. The referendums will appear on two separate ballots. One will be a bonding referendum to secure funds for a construction and renovation program. The other will be a tax millage increase for the operating funds of the district.

District Superintendent Ted B. Willis said that bonding referendums in Aiken within three years of the date of the referendum. This providing the current assessment rate does not change, the bonding authority also said Willis that the bonding referendum would have to be in a separate ballot that it could still be voted on during the general election.

The bonding referendum will give the school district approximately \$13 million for a building program. "If this we're going to have to justify the projects in, order to pass the referendum, we're going to have to have to put a limit on the estimated costs," Willis said.

The building program will include the following in this order of priority:

- Renovations including 20 classrooms in Area I, six classrooms in Area IV, a library at Wagner Elementary and renovations on the Aiken High gym. The board estimated it will cost \$600,000 for these items.

- A new high school in the Valley at an estimated cost of \$1.75 million.
- A new high school in the Jackson-Beech Island-New Ellenton area which will

probably cost about \$1 million.

- A new Aiken High school at an estimated cost of \$3.75 million.

Renovations to existing facilities in Area IV at a cost of approximately \$2 million. Willis said that he had received word from the Area IV Advisory Council saying that they would be satisfied with just renovations and not any new buildings as had previously been discussed.

The estimated building and renovation program is a separate referendum. It equals approximately 14 mills.

The board also finalized the operating costs plan which will be on a separate ballot coming for a tax millage. After considerable discussion about which items had more priority, the board voted on the following millage requirements.

- Five mills to increase personnel salaries. This includes an approximate raise for teachers and a raise for other personnel.

- Five mills for additional staff. These teachers would be used to reduce the pupil-teacher ratio in elementary schools and also add music, physical education and art teachers.

- Two mills for major maintenance expenses. This would include such items as repairing roofs, heating systems and other necessary parts of school facilities.

The final 30-mill package was approved by the board last night.

THE COLUMBIA COUNTY

## NewsTimes

### Aiken County voters pass penny tax

Posted: November 11, 2014 - 2:47pm

[Back](#) | [Next](#)



Betty Ryberg reacts as she checks results. (Nikasha Dicks/STAFF)

By Nikasha Dicks

North Augusta Times

Betty Ryberg fought back tears as she rolled out Nov. 4, but she couldn't hide her joy.

She was among a little more than 100 voters who gathered at Hounds & Hens Country Club's pub to await results of Aiken County Public Schools district's November sales and use tax referendum to renovate, add and build schools.

More than 59 percent of Aiken County voters voted in favor of the penny tax as well as authorizing the school board to incur general obligations to finance all of the project costs up to a total principal of \$125 million.

The money will be used to fund additions and renovations at North Augusta High School, Aiken High School, Ridge Spring-Monetta High and Elementary schools and the Aiken County Career and Technology Center. A completely new facility will be built for Leavelle McCampbell Middle School.



AIKEN COUNTY PUBLIC SCHOOLS

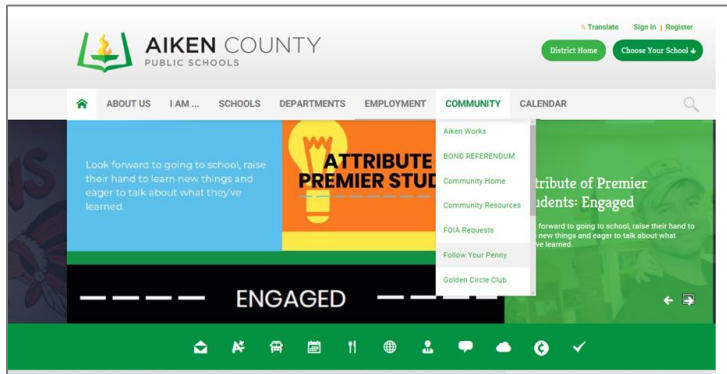
# ADDRESSING A HANDFUL – GREATEST FACILITY NEEDS

---





# FOLLOW YOUR PENNY CLARITY/TRANSPARENCY



## THE EDUCATION SALES AND USE TAX ACT OR PENNY TAX

### Q&A

*Information will be updated often to address questions and comments.*

#### Table of Contents

SUMMARY.....	2
How does the District fund capital projects now?.....	3
What is the Educational Capital Sales and Use Tax or Penny Tax?.....	3
How would the Educational Capital Sales and Use Tax work? .....	3
How long would the Education Capital Sales and Use Tax last? Would it ever end?.....	3
What is the Sales Tax question that will appear on the ballot in November? .....	4
And the bond referendum question? .....	5

## Aiken High School Phase 2A Construction & Tour Photos, Phase 2B Construction Photos



### UNDER CONSTRUCTION Phase 2B

#### Design:

Spring 2016 – Fall 2016

#### Construction:

Fall 2017 – Spring 2019

#### Total Estimated Project Cost:

\$14.8 Million

## Architect & Contractor Information

**Architect:** LS3P

**Contractor:** H.G. Reynolds

**Delivery Method:** Construction Management At Risk

Design Phases and Decisions with School Stakeholders' Involvement

School Board and Office of School Facilities Approval of Each Phase

Continual Building began in early 2016

Schematic Design-coming soon

### COMPLETED Phase 2A

#### Design:

Summer 2015 – Spring 2016

#### Construction:

Spring 2016 – Fall 2017

**Total Estimated Project Cost:**



AIKEN COUNTY PUBLIC SCHOOLS



# CONSISTENT MESSAGING CELEBRATED SUPPORT



## UPDATE on your investment in Public Education

Compliments of the Community Oversight Committee

In November 2014, Aiken County citizens voiced loudly their desire to increase financial support to their school campuses with their vote in favor of the Educational Capital Improvements Sales & Use Tax, a 10-year One Cent Sales Tax that will help fund reconstruction to North Augusta High School, Aiken High School, Leavelle-McCampbell Middle School, Ridge Spring-Monetta K-12 Campus and, as finances are available, the Career and Technology Center.



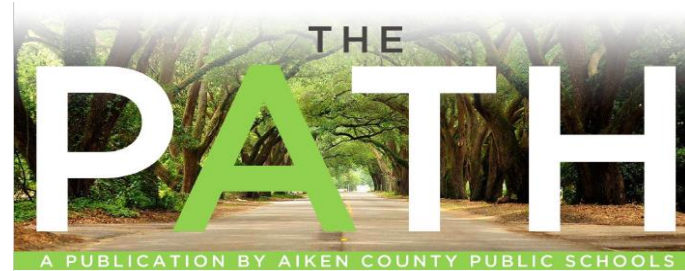
Projected 10-year total sales tax collections: \$188,639,040

Collections to date, March-November 2015\*: \$12,020,074

*\*The state collects the tax and remits collection amounts to our District approximately two months later.*

The additional Penny in tax on every dollar for most purchases, excluding some items including unprepared foods, has amassed to more than 12 million dollars since it took effect in March 2015 and is on pace with projections.

AIKEN COUNTY PUBLIC SCHOOL DISTRICT



## celebrating your investment in Public Education

In November 2014, voters overwhelmingly approved a 1% sales tax on most purchases to fund school facilities projects benefiting five Aiken County Public Schools. The additional One Cent is adding up, with nearly \$33 MILLION collected to date (3/15 to 1/17). FOLLOW YOUR PENNY on our website, [www.acpsd.net](http://www.acpsd.net), for construction pictures, updates on funding & more!

### TAKE A PEEK @ LEAVELLE MCCAMPBELL MIDDLE, NORTH AUGUSTA & AIKEN HIGH SCHOOLS' PROGRESS



AIKEN COUNTY PUBLIC SCHOOL DISTRICT  
GROUND-BREAKING  
PHASE 2A  
**NORTH AUGUSTA HIGH SCHOOL**

**OPENING & WELCOME**  
Dr. Sean Alford, Superintendent of Aiken County Public Schools

**INVOCATION**  
Pastor Steve Davis, True North Church

**BOARD OF EDUCATION ACKNOWLEDGEMENTS**  
Mrs. Rosemary English, Board Chair

**HISTORY OF NORTH AUGUSTA HIGH**  
Mr. John Murphy, Principal

**GROUND-BREAKING**  
Representatives of the school district, Board of Education, faculty & staff

**CLOSING REMARKS**  
Mr. Gene Robbins, former administrator at North Augusta High School

A SPECIAL THANK YOU TO VOTERS WHO APPROVED THE EDUCATIONAL CAPITAL IMPROVEMENTS SALES & USE TAX IN NOVEMBER 2014.

PLEASE JOIN AIKEN COUNTY PUBLIC SCHOOLS IN CELEBRATING THE  
**DEDICATION**  
OF  
**LEAVELLE MCCAMPBELL MIDDLE SCHOOL**

**SATURDAY, AUGUST 5, 2017**  
11:00 in the morning  
LEAVELLE MCCAMPBELL MIDDLE SCHOOL  
1120 WELDON WAY  
GRANITEVILLE, SOUTH CAROLINA

AN OPEN HOUSE & TOURS OF THE NEW SCHOOL WILL IMMEDIATELY FOLLOW FROM  
NOON 3:00 IN THE AFTERNOON.

RSVP TO KIM CHRISWELL  
(803) 641-2514

A SPECIAL THANK YOU TO VOTERS WHO APPROVED THE EDUCATIONAL CAPITAL IMPROVEMENTS SALES & USE TAX IN NOVEMBER 2014 WHOSE SUPPORT MADE CONSTRUCTION OF THE NEW SCHOOL POSSIBLE.



AIKEN COUNTY PUBLIC SCHOOLS

# CONSTANTLY BROADCASTING SUCCESS

## CELEBRATING

YOUR **INVESTMENT** IN **PUBLIC EDUCATION**



AIKEN COUNTY PUBLIC SCHOOL DISTRICT NOVEMBER 10, 2016

AIKEN HIGH SCHOOL PHASE TWO  
CONSTRUCTION PROGRESS



AIKEN COUNTY PUBLIC SCHOOL DISTRICT progress of the penny meeting

## CELEBRATE

OUR COMMUNITY'S INVESTMENT IN PUBLIC EDUCATION

THE **PROGRESS** OF "THE PENNY"

{ 2.28.19 }

SIX O'CLOCK P.M.



ATTEND THE MEETING **LIVE** @  
AIKEN COUNTY PUBLIC SCHOOLS' DISTRICT OFFICE

VIRTUAL PRESENTATION + DETAILED **UPDATE** + LIVE Q&A

or **virtually** @ **ADVISORY COUNCIL-HOSTED  
virtual locations**

MIDLAND VALLEY, NORTH AUGUSTA, RIDGE SPRING-MONETTA,  
SILVER BLUFF, AND WAGENER SALLEY HIGH SCHOOLS



AIKEN COUNTY PUBLIC SCHOOLS

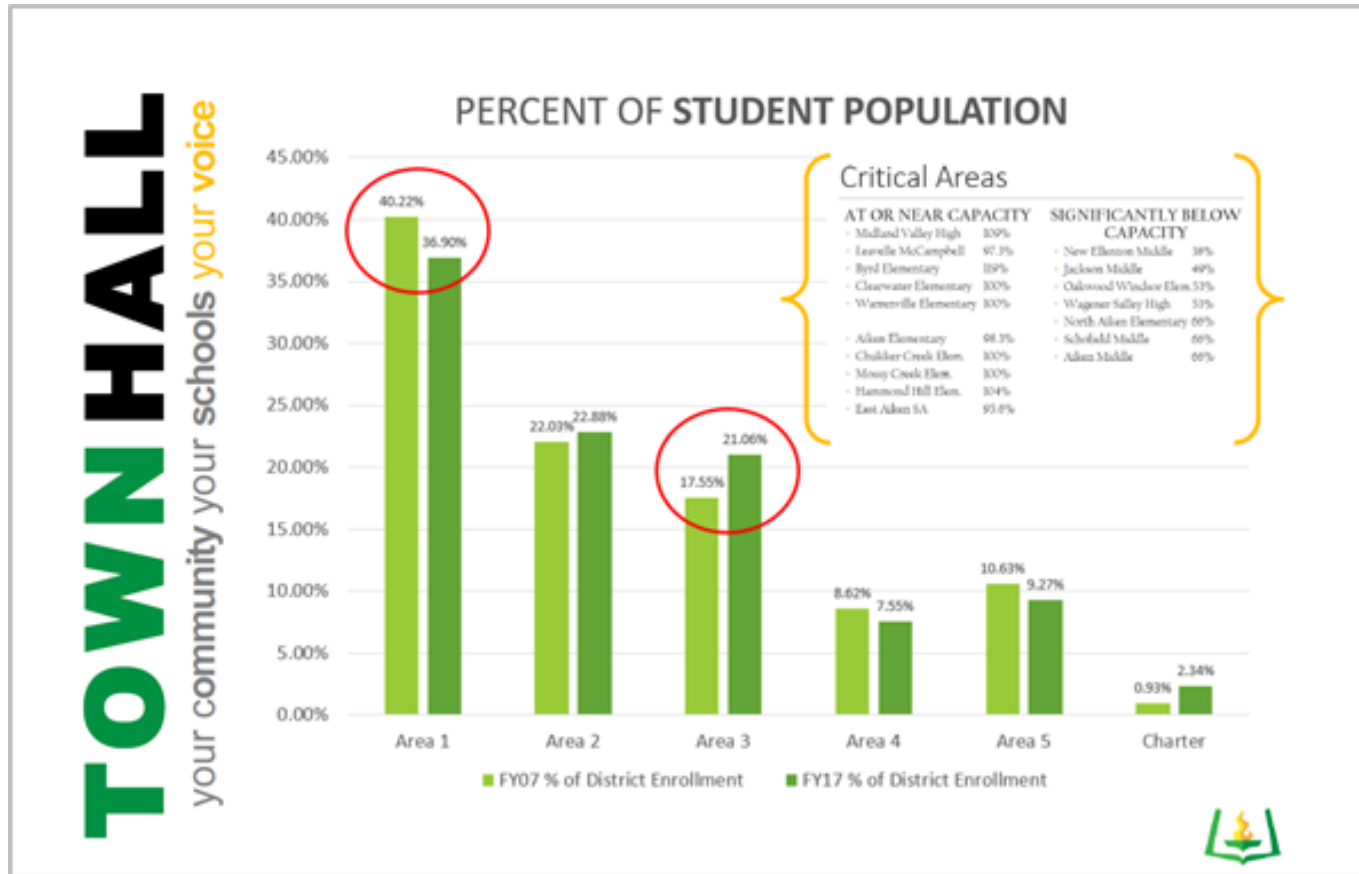


# 40+ FACILITIES & ONLY ADDRESSED A HANDFUL

---

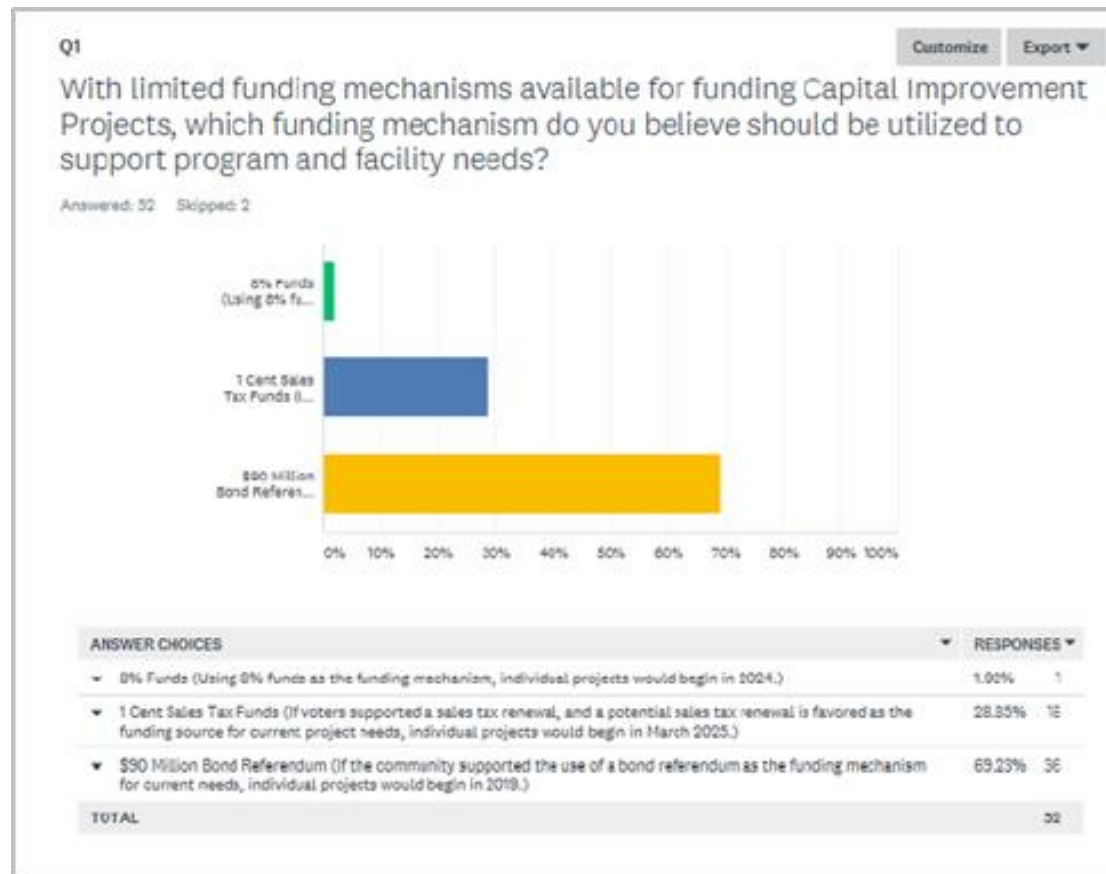


# RIPENING THE ISSUES





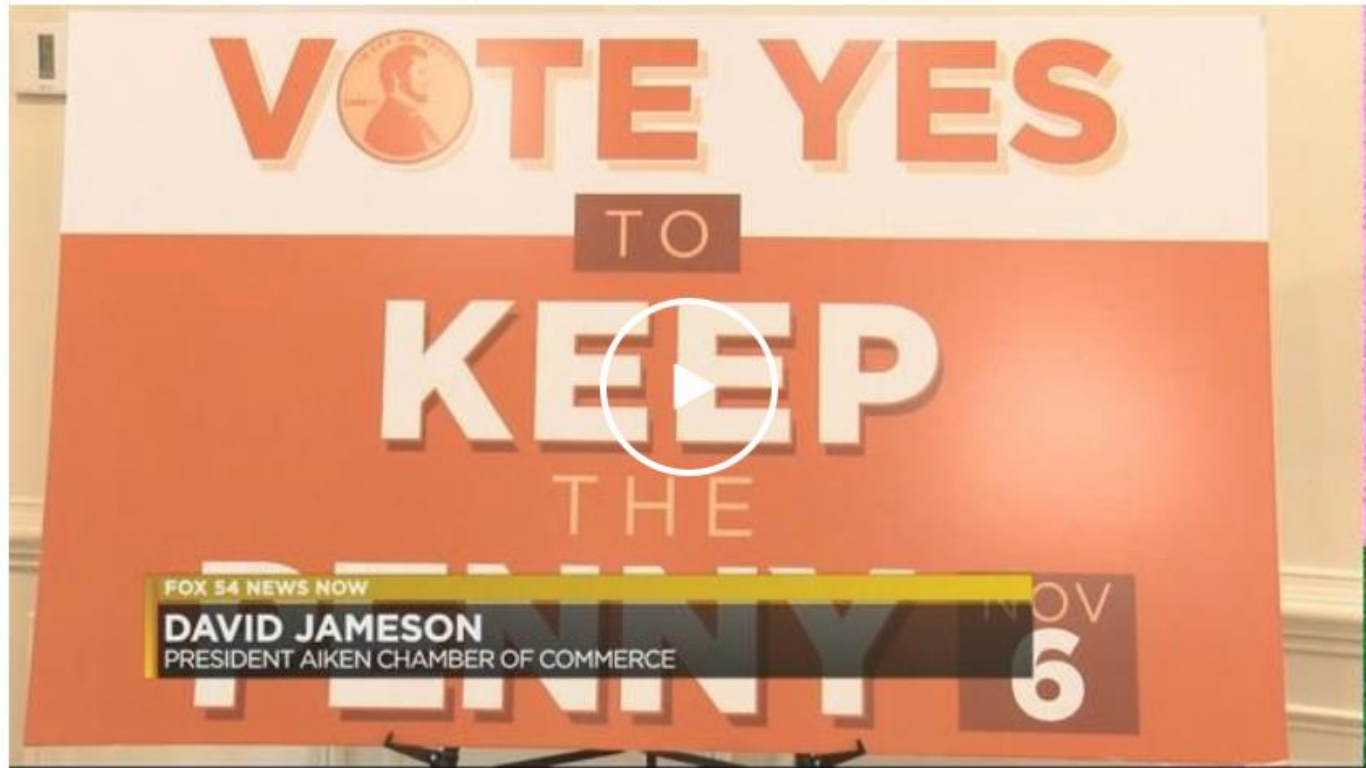
# A COMMUNITY PROBLEM – A COMMUNITY SOLUTION



# NOVEMBER BALLOT: NO ROOM FOR EDUCATION

---

**Officials urge Aiken County voters to pass CPST in November**



# MAY 1, 2018 SPECIAL ELECTION

**News Channel 6 abc**  
WJBF.COM

NEWS ▾ TRAFFIC WEATHER ▾ SPORTS ▾ COMMUNITY ▾ LIFESTYLE ▾ FEATURED ▾ HIDE

CSRA News

## \$90 million bond referendum passes for Aiken schools

By: Samantha Williams

Posted: May 02, 2018 01:02 AM EDT  
Updated: May 02, 2018 01:04 AM EDT

Print Twitter Facebook Email +74



## Aiken Standard

TOP STORY

### Voters say 'yes' to \$90M school bond referendum; plans on six projects should begin soon

By Larry Wood lwood@aikenstandard.com May 2, 2018

Voters in Aiken County and part of Saluda County approved Tuesday the \$90 million Aiken County Public School District's bond to help pay for expansions, additions and security enhancements at four existing schools and to build two new schools.

Aiken County voters approved the bond by an unofficial vote of 8,574, or 53.90 percent, to 7,333, or 47.10 percent, with all but two precincts reporting at 10 p.m. Tuesday.

As of approximately 10:30 p.m. Tuesday, 108 votes in Precinct 2 and 57 votes in Precinct 69 had not been counted, said an official with the Aiken County Registration and Elections office. Those votes will be counted Wednesday, she said.



AIKEN COUNTY PUBLIC SCHOOLS

# TRUST IN THE ETHICS COMMISSION

---

Please remember that there is no prohibition against “the expenditure of public resources by a government entity **to prepare information materials, conduct public meetings, or respond to news media or citizens’ inquiries concerning a ballot measure affecting that governmental entity**; however, a governmental entity may not use public funds, property, or time in an attempt to influence the outcome of a ballot measure.”





# INFORMATION SHARING: what you can do...

---

- ✓ Explain How Money Will Be Used.
- ✓ Describe Ballot Measure: The Question, The Cost, The Tax Impact & Scope of Proposals.
- ✓ Answer Questions About Potential Impact of Passage or Failure.
- ✓ Fact Sheets.
- ✓ Hosting Information Sessions.
- ✓ Providing Voter Information & Reminding Employees & Citizens To Vote in All Elections.
- ✓ District/Schools May Utilize Social Media For Education/Delivering Information (not advocating or soliciting a “yes” or “no” vote).



# PROTECT & INFORM PUBLIC EMPLOYEES

---

## **NO “ON THE CLOCK” ADVOCACY OR OPPOSITION.**

No use of public resources (district-owned phones, computers, email accounts, “on the clock” time, etc.) to advocate for or against a bond referendum.

When “off the clock,” employees have the same fundamental civic responsibilities and privileges as any other citizen.



WHAT YOU  
COULD\* DO...

---

PRESENT & BE PRESENT



# ON THE ROAD AGAIN – TOWN HALL 2018

## MILLBROOK ELEMENTARY SCHOOL

95% CAPACITY; Capacity = 761; projected enrollment\* = 724

### 2 PORTABLES

### 1950's ERA SECURITY

Access to 20 classroom doors from Pine Log Road.

LIMITED PARKING & SAFETY CONCERNS WITH DROP OFF & DISMISSAL

\*projected enrollment based on new attendance line zone.

COST OF RENOVATION & EXPANSION :  
\$11 MILLION



## HAMMOND HILL ELEMENTARY SCHOOL

104% CAPACITY; Capacity = 728, Total enrolled = 757



9 PORTABLES;  
many with drainage issues.



SAFETY CONCERNS  
with students walking from main building to portables & with morning drop off & dismissal due to limited parking.



TECHNOLOGY & WIRING  
simply not enough outlets for today's educational environment.

COST OF RENOVATION & EXPANSION: \$15 MILLION



## RECOMMENDATION TWO

*Expand Midland Valley High School to include additional classrooms and additions to the core facility and parking.*



**\$20 MILLION;**

FUNDING CURRENTLY

**NOT AVAILABLE\***

*"The problems you have at Midland Valley, with nine mobile units and five teachers floating (without a classroom), will be there for some time. We just can't resolve the space issue at Midland Valley without an expansion."*

-Dr. Jerome McKibben, McKibben Demographics

AIKEN COUNTY PUBLIC SCHOOL DISTRICT



AIKEN COUNTY PUBLIC SCHOOLS



# EDUCATING IS EVERYONE'S JOB 60 MEETINGS IN 60 DAYS

ORGANIZATION	HOST	DATE	TIME	LOCATION
Head Start	DW	2/22/2018	9:00:00 AM	Freedman
Mayor Pettite	TT	2/27/2018	9:00:00 AM	NA Municipal Bldg.
Education Matters	KL	2/8/2018	6:15:00 PM	Brookhaven
North Augusta Chamber of Commerce	SA	2/21/2018	4:30:00 PM	Chamber
Links	SA	2/25/2018	5:15:00 PM	Cumberland Village
Democratic Women	SA	2/19/2018	6:30:00 AM	Friendship Baptist
Area 1 Council	SA	2/1/2018	6:00:00 AM	AMS
Aiken Chamber of Commerce	SA	2/15/2018	7:45:00 AM	Chamber
Area 5 Council	SF	2/8/2018	6:00:00 PM	SBHS
Mayor Dunbar	SF	2/14/2018	12:00:00 PM	NE City Hall
Omega Psi Phi	SF	2/8/2018	8:00:00 PM	Smith Hazel
Area 3 Council	KL	3/1/2018	6:00:00 PM	Byrd
Area 5 Community Meeting	LG	3/1/2018	6:30:00 AM	SBHS
Public Education Partners Board	MGP	2/28/2018	5:00:00 AM	Chamber
Mayor Ethridge	SF	2/22/2018	11:00:00 AM	Jackson City Hall
Realtor Association	SA	2/22/2018	12:00:00 PM	Newberry Hall
North Augusta Forward Board	SA	2/22/2018	5:30:00 PM	North Augusta
Aiken Sunrise Rotary	KL	3/8/2018	7:00:00 AM	Woodside Club
Parent Advisory Council	MGP	3/5/2018	1:00:00 PM	Brookhaven
Student Advisory Council	MGP	3/6/2018	11:00:00 AM	Brookhaven
Teacher Advisory Council	MGP	3/8/2018	4:00:00 AM	BLC
Jackson Town Council	SF	3/8/2018	5:00:00 PM	Municipal Bldg.
Aiken Downtown Development Assoc.	SA	3/6/2018	4:00:00 PM	First Presbyterian
MES PTO Parent Mtg.	SA	2/20/2018	6:30:00 AM	MES
CCES PTO Parent Mtg.	SA	2/21/2018	6:30:00 PM	CCES
NAACP	SA	3/6/2018	7:00:00 PM	Smith Hazel
Delta Sigma Theta	SF	3/10/2018	10:00:00 AM	USCA
Mayor Asbill	SA	3/14/2018	1:00:00 PM	Ridge Spring Office
Mayor Osbon	SA	3/14/2018	10:00:00 AM	Brookhaven
North Augusta Rotary	TT	3/15/2018	7:30:00 AM	Manuels

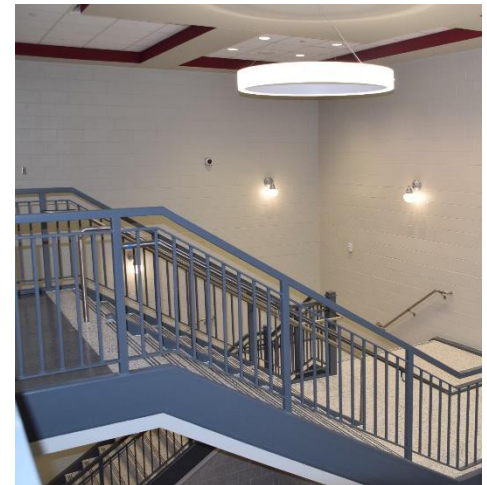
Area Two Council Mtg.	TT	3/15/2018	6:30:00 PM	NAUGES
Aiken Technical College Commission	SA	3/12/2018	5:00:00 AM	ATC
Aiken Commission for Higher Education	SA	3/14/2018	5:00:00 AM	USCA
Legislative Delegation	SA	2/2/2018	9:00:00 AM	Individual Mtgs
Helping Hands	DW	3/14/2018	10:00:00 AM	Helping Hands
Area 4 Council	KL	3/15/2018	6:00:00 PM	Bussbee Elementary
Retired Teachers Association	SF	3/9/2018	7:45:00 AM	Woodside Club
Area Two Community Meeting	JM/KL	3/19/2018	6:30:00 PM	Nancy Carson Library
New Ellenton Town Council	SA	3/19/2018	7:00:00 PM	Municipal Bldg.
Aiken Lions Club	KL	3/20/2018	7:00:00 PM	Cumberland Village
Aiken Regional Med Center	SA	3/21/2018	2:00:00 PM	ARMC
Aiken Standard Editorial Board	SA	3/21/2018	4:00:00 PM	Standard Bldg
Meybohm Realtor Group	SA	3/21/2018	12:00:00 PM	Newberry Hall
Concerned Ministers Fellowship	SA	3/23/2018	9:30:00 AM	Freiendship Baptist
Aiken Young Professionals	MGP	3/27/2018	12:00:00 PM	Aiken Chamber
Area Three Community Meeting	WH	3/29/2018	6:30:00 AM	MVHS
First Friday Presentation	SA	4/6/2018	7:30:00 AM	Newberry Hall
Aiken Rotary	SA	4/9/2018	12:00:00 PM	Newberry Hall
Area Four Community Meeting	SS	4/10/2018	6:30:00 PM	WSHS
Midland Valley Chamber of Commerce	SA	4/11/2018	12:00:00 PM	Bobby's BBQ
Alpha Kappa Alpha- Mims	DW	4/14/2018		USCA
Kiwanis	SF	4/19/2018	12:00:00 PM	Cumberland Village
AAUW	MGP	4/21/2018	11:30:00 AM	USCA B&E Room 116 (short
Aiken County Manufacturers Council	SA	4/25/2018	5:30:00 AM	Newberry Hall
Area One Community Meeting	TB	4/9 and 4/16	6:00:00 PM	AHS and SAHS
Cumberland Village Residents	MGP			
Leadership Aiken	MGP			
Economic Development Board	SA			USCA
Alpha Phi Alpha	SF			
Law Enforcement Leaders	SF			



# CONNECT NEEDS TO CORE VALUES

## EXCELLENCE ACROSS ALL SCHOOLS

---



# FRAME YOUR WEAKNESSES

## 2010 BOND REFERENDUM; \$236 MILLION

### SIX PROJECTS

1. Renovations at **Aiken High\***
2. Construction of new **North Augusta High\***
3. Construction of new **Leavelle McCampbell Middle\***
4. Construction of new **Ridge Spring-Monetta Elementary/Middle\***
5. Construction of new Area 5 middle school (closing two existing Area 5 middle schools)
6. Renovations/Expansion at the **Aiken County Career & Technology Center\***

### DONATED LAND

Site of new Leavelle McCampbell

### COST IMPACT

29 mills; Annual tax over 20 years

**4%: \$116 per \$100K in property value;**

**6%: \$174 per \$100K in property value**

## 2018 BOND REFERENDUM; \$236 MILLION

### SIX PROJECTS

1. Expansion at Midland Valley High
2. Renovations at Belvedere Elementary
3. Renovations at Hammond Hill Elementary
4. Renovations at Millbrook Elementary
- 5./6. Construction of new elementary and middle school in Area 2 on donated land

### DONATED LAND

Proposed new Area 2 elementary and middle school

### ESTIMATED COST IMPACT

5 mills; Annual tax over 20 years

**4%: \$20 per \$100K in property value;**

**6%: \$30 per \$100K in property value**



# SHARE THE QUESTION

---

Shall the Board of Education of The Consolidated School District of Aiken County, South Carolina (the “School District”) be empowered to issue, at one time or from time to time, general obligation bonds of the School District, in a principal amount of not exceeding \$90,000,000, the proceeds of which shall be used to finance the costs (including architectural, engineering, legal and related fees) of acquiring, constructing, improving, equipping, expanding, renovating, and repairing school facilities, including land acquisition, if necessary, within the School District, as follows:

Renovation and Expansion of existing facilities:

Midland Valley High School

Hammond Hill Elementary School

Belvedere Elementary School

Millbrook Elementary School

Constructing and equipping new facilities:

A new elementary school and a new middle school sharing a common

campus site location and sharing the utilization of certain common

facilities as may be practicable, to be located between Graniteville

and North Augusta?

If the voter wishes to vote in favor of the question, fill in the oval next to “In favor of the question;” if the voter wishes to vote against the question, fill in the oval next to the words, “Opposed to the question.”





# PAINT THE PICTURE



# WHAT YOU COULD\* DO...

---

## UTILIZE COMMUNICATIONS VEHICLES



# SHARE INFO VIA YOUR WEBSITE

**AIKEN COUNTY**  
PUBLIC SCHOOLS

[Translate](#) [Sign In](#) | [Register](#)

[District Home](#) [Choose Your School ↓](#)

[Home](#) [ABOUT US](#) [I AM ...](#) [SCHOOLS](#) [DEPARTMENTS](#) [EMPLOYMENT](#) [COMMUNITY](#) [CALENDAR](#) [Search](#)

[Home](#) / [Bond Referendum](#) / [The Vote: May 1, 2018](#) / [Just The Facts](#) [Popular Links ↓](#)

### The Vote: May 1, 2018

- [Just The Facts](#)
- [Presentation \(full version\)](#)
- [Presentation \(edited version\)](#)
- [Voter Information](#)
- [Interest Information](#)
- [TIF Talk](#)

### THE VOTE: May 1, 2018

The community had an opportunity to vote in a special election May 1, 2018, on a \$90 Million Bond Referendum on facility needs at Midland Valley High School, Millbrook Elementary School, Hammond Hill Elementary School, Belvedere Elementary School, and for the construction of a new elementary and a new middle school between Graniteville and North Augusta.


The bond, approved by voters, will result in an increase in property taxes to homeowners of \$20/year/\$100K home value (4% tax base) and \$30/year/\$100K value (6% tax base). The tax, if approved, would be a tax on all property (homes, vehicles, etc.). Construction for all projects will begin in 2019 and are estimated to be completed by 2022.

### The Projects

Six projects representing the greatest capacity (space) and safety challenges appeared before voters for their consideration on May 1, 2018. The \$90 million bond, will be used for the following six projects and only these six projects.



# ENCOURAGE VOTER REGISTRATION/VOTING

**AIKEN COUNTY**  
PUBLIC SCHOOLS

[Translate](#) [Sign In](#) | [Register](#)

[District Home](#) [Choose Your School](#)

[Home](#) [ABOUT US](#) [I AM ...](#) [SCHOOLS](#) [DEPARTMENTS](#) [EMPLOYMENT](#) [COMMUNITY](#) [CALENDAR](#) [Search](#)

[Home](#) / [Bond Referendum](#) / [Voter Information](#) / [Voter Registration](#) / [Voter Registration Form](#) [Popular Links](#)

### Voter Information

- [Polling Locations](#)
- [Voter Registration](#)
  - [Voter Registration Form](#)

### Submitting Your Voter Registration Form

- Download this form.
- Complete the form and print.
- Return it to Aiken County's Board of Voter Registration & Elections in one of the following ways:
  - Email to [cholland@aikencountysc.gov](mailto:cholland@aikencountysc.gov) (no later than April 1, 2018);
  - Fax to (803) 642-2029 (no later than April 1, 2018);
  - Mail to PO Box 3127, Aiken, SC 29802 (postmarked no later than April 2, 2018); or
  - Deliver in person to the Board of Voter Registration & Elections at 1930 University Parkway, Aiken, SC 29801 (no later than March 30, 2018 at 5:00 p.m.).

### Voter Registration Form

**SOUTH CAROLINA VOTER REGISTRATION**  
MAIL APPLICATION

**SOUTH CAROLINA**  
ELECTION COMMISSION

Registration Number

Check One:  
☐

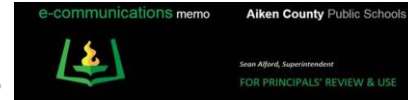




# INCENTIVIZE STAFF TO VOTE-NOT HOW TO VOTE

---

## COMMUNICATION



### Sample Email Draft: Staff Reminder To Vote- Principal to Staff

Just a reminder that the bond referendum vote is on Tuesday, May 1. Please be sure to check your polling site as some have changed. You can do so at <https://info.scvotes.sc.gov/eng/voterinquiry/VoterInformationRequest.aspx?PageMode=VoterInfo>.

I encourage you all to get out and vote. If you bring your "I voted" sticker in to x on x, you will receive a jeans pass.

If your work schedule (or a number of other qualifying reasons) would prevent you from voting on Tuesday, you may be eligible to vote by absentee ballot. The direct link for Absentee Voting information is: <https://www.scvotes.org/absentee-voting> and those that qualify to vote absentee can do so in a number of ways, including in-person at the Aiken County Board of Voter Registration & Elections, 1930 University Parkway, Aiken. Open M-F, 9-5.

For information about the scope of projects and school facility funding, please direct interest to our website, [acpsd.net](http://acpsd.net) > [Bond Referendum](#).

*Please be reminded that when it comes to a referendum, public employees while "on the clock" are prohibited from telling people how to vote – yes or no – or for soliciting support or opposition (Section 8-13-1346 of the SC Ethics Reform Act of 1991). The law does not prevent employees from using funds, property or time to provide information about the referendum and the importance of voting. When "off the clock" and not using school resources (paper, copier, laptop, facility, phone/tablet, school social media, school email account, etc.), public employees have the same rights to advocacy/opposition as other citizens.*



# SCHOOL THEM WITH YOUR SCHOOL MARQUEE

---

## AREA 3 SCHOOLS' MARQUEES

- Request sent via E-Communications Memo to all Principals asking Area 3 schools to place the below message on their electronic/static marquee:

#GranitevilleIsGrowing


713 Building Permits issued in 2017

NEW info at [acpsd.net](http://acpsd.net), Town Hall



# SEND THE MESSAGE HOME- “BACKPACK” CARDS

---



**TUESDAY  
MAY 1st**

POLLING LOCATIONS WILL BE OPEN ON  
TUES., MAY 1, 7AM-7PM

## WHERE TO VOTE?

Visit [scvotes.org](http://scvotes.org) > Find My Polling Place (located at the far right on their homepage) or call (803) 642-2028.

## ABSENTEE APPLICATIONS

If you are unable to vote during the designated date/time due to **employment**, vacation, disability, and a number of other qualifying reasons, **please consider voting by absentee ballot**. For absentee voting applications and information, visit [scvotes.org](http://scvotes.org) or call Aiken County's Election Commission at (803) 642-2028.

*THE COMMUNITY will have an opportunity to vote in a special election **MAY 1, 2018** on a \$90 Million Bond Referendum for facility needs at Midland Valley High School, Millbrook Elementary School, Hammond Hill Elementary School, Belvedere Elementary School, and for the construction of a new elementary and a new middle school between Graniteville and North Augusta. The bond, if approved by voters, would result in an increase in property taxes to homeowners of **\$20/year/\$100K home value (4% tax base)**. For more Info: [ACPSD.net](http://ACPSD.net) > Bond Referendum*



# WHAT YOU COULD\* DO...

---

GIVE YOUR MESSAGE A  
“BOOST” WITH SOCIAL MEDIA





# SOCIAL MEDIA: “IN THE KNOW”

---

K→12

INFO  
INI

THE RISING 9TH GRADE CLASS AT  
**MIDLAND VALLEY HIGH SCHOOL**  
IS 18% LARGER THAN THE CURRENT  
12TH GRADE CLASS.



WORTH

**KNOWING**



AIKEN COUNTY PUBLIC SCHOOLS

# BOOST YOUR MESSAGE - BIG BOOST FOR A SMALL BUCK - 6K reached, \$25

The screenshot displays the Facebook Boost Results interface. On the left, the 'Overview' tab shows targeting details: 'You are targeting men and women, ages 18 - 65+ who live in 1 location.' The location is 'United States: Graniteville (+25 mi) South Carolina' and the age range is '18 - 65+'. It also states the promotion will run for 4 days and the total budget is \$25.00 USD. Below this, performance metrics are shown: 893 People Reached, 414 Engagements, and a Total Spend of \$1.02. A table lists actions: Video Views (414), Link Clicks (5), and Comments (2). On the right, the 'Desktop News Feed' shows the boosted post from 'Aiken County Public School District'. The post text describes a board workshop and includes a link to a document. Below the text is a video thumbnail featuring Mr. Jeremy Mace, a board member, with a play button overlay. The post has 11 reactions, 8 comments, and 1 share. At the bottom, there is a checkbox for 'Add Budget' with a link to Facebook's Terms & Conditions, and buttons for 'Boost Another Post' and 'Close'.

**View Results** Active

**OVERVIEW** **EDIT PROMOTION**

You are targeting men and women, ages 18 - 65+ who live in 1 location.

Location - Living In:  
United States: Graniteville (+25 mi) South Carolina

Age:  
18 - 65+

[Hide full summary](#)

This promotion will run for 4 days.

Your total budget for this promotion is \$25.00 USD.

893 People Reached (?) 414 Engagements \$1.02 Total Spend (?)

**Actions** | People | Countries

Action	Count
Video Views	414
Link Clicks	5
Comments	2

[Increase budget and duration](#)

☐ By clicking Add Budget, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

[Boost Another Post](#) [Close](#)

**Aiken County Public School District** Sponsored

Like Page

Saturday we held a board workshop and provided our school board with concrete information from the Planning Commission related to the number of building permits pulled in Aiken County; 713 units in Area 3 (the Graniteville area) alone! (View that document at this link <https://www.acpsd.net/Page/28317>.)

Board member Mr. Jeremy Mace shared his thoughts about the workshop, the growth in Aiken County and reiterated our request for community feedback on the recommendations in this short video clip.

**JEREMY MACE**  
BOARD MEMBER

11 Reactions 8 Comments 1 Share



# 9,820 REACHED; \$50

DESKTOP NEWS FEED MOBILE NEWS FEED INSTAGRAM FEED

 **Aiken County Public School District**  
Sponsored · 

VOTE TUESDAY, MAY 1. Polls will be open from 7-7.



**POLLING LOCATIONS WILL BE OPEN ON TUES., MAY 1, 7AM-7PM**

**WHERE TO VOTE?**  
Visit [scvotes.org](http://scvotes.org) > Find My Polling Place (located at the far right on their homepage) or call (803) 642-2028.

**ABSENTEE APPLICATIONS**  
If you are unable to vote during the designated date/time due to employment, vacation, disability, and a number of other qualifying reasons, please consider voting by absentee ballot. For absentee voting applications and information, visit [scvotes.org](http://scvotes.org) or call Aiken County's Election Commission at (803) 642-2028.

THE COMMUNITY will have an opportunity to vote in a special election MAY 1, 2018 on a \$30 Million Bond Referendum for facility needs at Midland Valley High School, Millbrook Elementary School, Hammond Hill Elementary School, Belvedere Elementary School, and for the construction of a new elementary and a new middle school between Graniteville and North Augusta. The bond, if approved by voters, would result in an increase in property taxes to homeowners of \$20/year/\$100K home value (4% tax base). For more info: [ACPSD.net](http://ACPSD.net) > Bond Referendum

 236 150 Comments 223 Shares

 Like  Comment  Share

**Activity**

Photo Clicks	333
Link Click	1
Page Likes	6
Comments	34
Shares	146

**Details**  
Only the person who boosted this post can edit it.

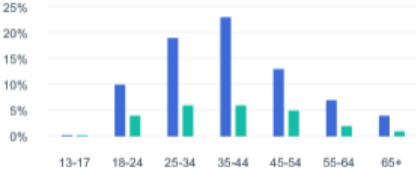
Status	Completed
Objective	Get more people to react, comment and share
Total budget	\$50.00 USD
Amount spent	\$50.00 USD
Duration	8 days

**VOTE TUESDAY, MAY 1. Polls will be open from 7-7.**

**Audience**  
This ad reached 9,820 people in your audience.

People | Placements | Locations

76.2% Women 23.8% Men



**Audience Details**  
Only the person who created this ad can see audience details

WHAT YOU  
COULD\* DO...

---

SEND IT TO THEIR MAILBOX



# DIRECT MAIL POSTCARD

## JUST THE FACTS

The School District of Aiken County  
1000 Brookhaven Drive  
Aiken, South Carolina 29803

**VOTE**

**TUESDAY, MAY 1**

or by absentee ballot\*  
before the **SCHOOL  
BOARD BOND SPECIAL  
ELECTION.**

*\*if eligible (see reverse for details).*

THE COMMUNITY will have an opportunity to vote in a special election **MAY 1, 2018** on a \$90 Million Bond Referendum for facility needs at Midland Valley High School, Millbrook Elementary School, Hammond Hill Elementary School, Belvedere Elementary School, and for the construction of a new elementary and a new middle school between Graniteville and North Augusta.

The bond, if approved by voters, would result in an increase in property taxes to homeowners of **\$20/year/\$100K** home value (4% tax base).

For additional information, please visit our school district website [acpsd.net](http://acpsd.net) (Bond Referendum tab), call (803) 641-2639 or email [communications@acpsd.net](mailto:communications@acpsd.net).

**POLLING LOCATIONS WILL BE OPEN ON  
TUES., MAY 1, 7AM-7PM**

### **ABSENTEE APPLICATIONS**

**If you are unable** to vote during the designated date/time due to employment, vacation, disability, and a number of other qualifying reasons, **please consider voting by absentee ballot.**

For absentee voting applications and information, visit [scvotes.org](http://scvotes.org) or call Aiken County's Election Commission at (803) 642-2028.



**AIKEN COUNTY**  
PUBLIC SCHOOLS



**AIKEN COUNTY PUBLIC SCHOOLS**



# WHAT YOU COULD\* DO...

---

## TACKLE MISINFORMATION & MISCONCEPTIONS



# SIMPLIFY/RELATE WHAT'S COMPLICATED-

\$ 3 4

**Aiken County Public School District**  
Sponsored · 

The ballot question states the request of a principal amount not exceeding \$90 million. If the \$90 million dollar school board bond is approved by voters on May 1, the District will not be borrowing the money interest-free, but will be paying interest just as someone does with their own mortgage. Projected interest is already included in the cost to taxpayers, if approved, of \$20/year/ \$100,000 home on a primary residence for 20 years (4% tax base).

Visit [acpsd.net](https://www.acpsd.net) > Bond Referendum for additional information on interest rates. <https://www.acpsd.net/Page/29227>

# INTERESTED

## in interest ?

ACPSD.net > Bond Referendum for interest info & other factual info

 Larry Millstead and 50 others

126 Comments · 39 Shares

 Like

 Comment

 Share

**Performance**

Post Engagement

130

People Reached

3,126

Cost per Post Engagement

\$0.27

**Activity**

Photo Clicks

25

Link Clicks

22

Page Likes

4

Comments

10

Shares

21

**Details**

Home Purchase Mortgage Calculator

\$ 300,000

Term 20

year

% 5.25

ZIP 29803

**Home Purchase Mortgage Summary**

\$2,022

Monthly Payment

\$485,168

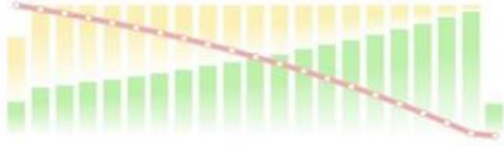
Total of 240 Payments

\$185,168

Total Interest Paid


Mar, 2038

Pay-off Date




**Home Purchase Mortgage Rates**

Advertising Disclosure

 This ad was created by another person who manages this Page. Only the person who created this ad can edit it.

**Preview**



The ballot question states the request of a principal amount not exceeding \$90 million. If the \$90 million dollar school board bond is approved by voters on May 1, the District will not be borrowing the money interest-free, but will be paying interest just as someone does with their own mortgage. Projected interest is already included in the cost to taxpayers, if approved, of \$20/year/\$100,000 home on a primary residence for 20 years (4% tax base). Visit [acpsd.net](https://www.acpsd.net) > Bond Referendum for additional information on interest rates. <https://www.acpsd.net/Page/29227>

**Audience**

This ad reached 3,126 people in your audience



FIGHT MISCONCEPTIONS  
WITH FACT & ARTIFACTS

APRIL 20: 3K REACHED \$8

## That Couldn't Be True - It's Not!

We've heard and seen misrepresentations of the facts surrounding school facility financing lately. Maybe you have too? In our efforts to provide factual information to voters to allow them to make informed decisions about their community, **we'll address false information (such as the untrue claim that our District is sending money to support the Greenjackets' new baseball field)** with fact and artifacts right here.

## TIF Talk

In 2013, the Aiken County School District agreed to participate in a Tax Incremental Financing District, or TIF. A common misconception is that the school district is sending money to support the new baseball stadium in North Augusta-that's simply not true.

Five years ago, a parcel of land in North Augusta was generating very little property tax funding for our schools and community. Through a series of inter-governmental agreements, including one with the School District, the City of North Augusta was able to develop the property now known as Riverside Village. What was once a blighted, TIF-eligible property is now producing sales taxes for the community (and schools) and will, at the end of our District's participation in the TIF, be fully-taxable, generating revenue worth many, many times its former value.

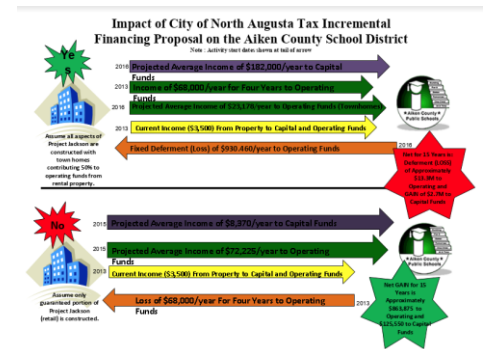
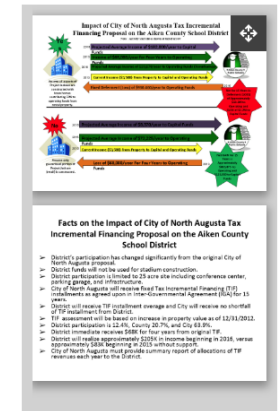
Our School District agreed to participate in the TIF for 15 years. The District receives all property tax revenue generated by debt service millage on the newly-developed property. The additional property tax, or increment, generated through school operating millage as a result of the property's improvements will help The City of North Augusta pay off the debt issued to develop the area.



We're addressing FALSE INFORMATION (such as the untrue claim that our District is sending money to support the Greenjackets' new baseball field) with fact and artifacts right on our website, [ACPSD.net](https://www.acpsd.net), under the Bond Referendum channel. <https://www.acpsd.net/Page/29261>



August 2013 Presentation for  
TIF Discussion



# WHAT WE'RE DOING

---

CLEAR, CONCISE, & CONTINUOUS  
COMMUNICATIONS



# BUILDING & SUSTAINING COMMUNITY TRUST



THANK  
YOU!

## Aiken County Voters Approve \$90 Million Bond Referendum

Forty-two years have passed since Aiken County voters last approved a property tax increase to benefit education. On Tuesday, county voters decided not to wait one moment longer, approving a \$90 million dollar bond referendum that will fund safety and technology improvements at three elementary schools, a significant expansion at Midland Valley High School, as well as the construction of a new elementary and new middle school between Graniteville and North Augusta.



### BUILDING COMMUNITY TRUST AIKEN COUNTY

## FALL 2018 UPDATE

**Thank You, Aiken County**

Because of your support, a number of construction projects are underway in Aiken County Public Schools. We are grateful for the additional investment you're making to ensure student educational environments are equipped to meet safety and technology needs of 21st century learning.

We thank you for trusting your tax dollars to Aiken County Public Schools. We are committed to not just building new schools, but to "building community trust" with responsible oversight of projects and management of funding. We look forward to sharing school construction updates and information with the community through this quarterly ad, generously sponsored by Security Federal Bank.



#### 2018 BOND REFERENDUM PROJECTS

- Midland Valley High School
- Belvedere Elementary School
- Hammond Hill Elementary School
- Millbrook Elementary School
- New Elementary School Between Graniteville & North Augusta
- New Middle School Between Graniteville & North Augusta




#### 2014 ONE CENT SALES TAX PROJECTS

- Aiken High School
- Leavelle McCampbell Middle School
- North Augusta High School
- Ridge Spring-Monetta K-12 Campus
- The Aiken County Career & Technology Center

#### ADDITIONAL PROJECTS

- Aiken County Adult Education Center
- Graniteville Elementary School


### BUILDING COMMUNITY TRUST AIKEN COUNTY

## WINTER 2018 UPDATE

**Thank You, Aiken County**


Because of your votes in 2014 and 2018 in support of facility project needs throughout our District, construction projects are on-going at Aiken County Public Schools.

Students, teachers and staff are already benefiting from enhanced learning environments made possible by your support of 2014 Capital Projects. The addition of the sales tax as a facility revenue stream has allowed our district to address other school facility improvement and construction needs, such as the new Aiken County Adult Education Center.



The new Leavelle McCampbell Middle School is complete, and construction phases complete at North Augusta and Aiken High Schools have included new media centers, classroom wings, computer and science labs. Additional phases for 2014 Capital Projects are detailed below.

PROJECT	NEXT PHASE	EST. START DATE	TO COMPLETE PROJECT	EST. START DATE
North Augusta High School	Phase 2 - Final Construction	Spring 2018	Phase 2 - Final Construction	Spring 2018
Aiken High School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Leavelle McCampbell Middle School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Graniteville Elementary School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Hammond Hill Elementary School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Millbrook Elementary School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Belvedere Elementary School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Midland Valley High School	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Ridge Spring-Monetta K-12 Campus	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
The Aiken County Career & Technology Center	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018
Aiken County Adult Education Center	Phase 1 - Final Construction	Spring 2018	Phase 1 - Final Construction	Spring 2018



acpsd.net





**AIKEN** COUNTY  
PUBLIC SCHOOLS