

AGENDA

Thursday, October 16, 2025

So, You Want to Build: Everything You Need to Know for a Successful Bond Referendum

8 – 8:30 a.m. Registration and Continental Breakfast

8:30 – 8:45 a.m. Welcome and Purpose

Scott Price, SCSBA Executive Director

8:45 – 9:45 a.m. Assessing the need and offering plans

Every district faces the same challenge: balancing today’s needs with tomorrow’s growth. Whether it’s upgrading outdated buildings, creating space for a growing student population, or ensuring classrooms keep pace with technology, the right facility plan can transform learning for years to come.

This session brings together building professionals who specialize in partnering with district leaders and school boards to chart a smart, affordable path forward. You’ll learn how to:

- Conduct a thorough assessment of your current facilities.
- Project costs and understand the financial realities of different options.
- Develop a 5–10-year plan that aligns with enrollment trends and instructional priorities.
- Prioritize projects to get the most impact for students and the community.

Dale Collier, CCM, President/CEO, Brownstone Group

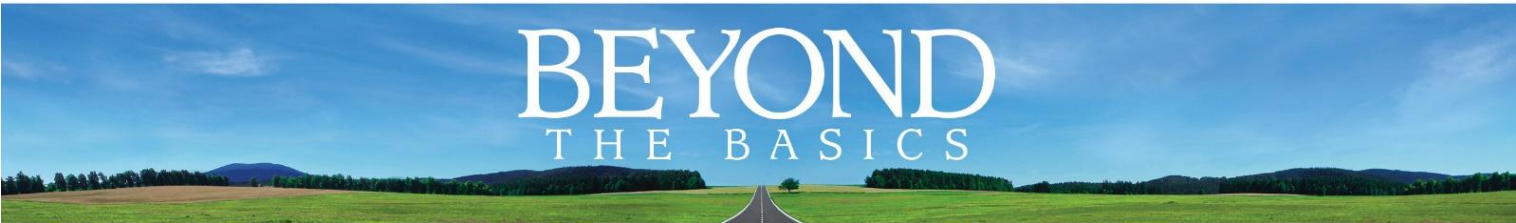
9:45 - 10 a.m. Beverage Break

10 – 11 a.m. School Construction and Renovation – Legal Considerations for Financing Tools and Referenda

This presentation will provide an overview of the financing tools available to school districts for construction and renovation projects. It will also cover legal considerations involved in preparing for referenda related to the issuance of bonds to finance such school construction and renovations.

Mike Burns, Partner, Burr & Forman, LLP

Brandon Norris, Partner, Burr & Forman, LLP



11 – 11:15 a.m.Beverage Break

11:15 a.m. – 12:15 p.m.....Explaining your building needs to the voters

Big projects demand clear and transparent communication around your needs and options for financing those needs. In this session, a veteran school communications professional will share real-world strategies that promote awareness and understanding of a district's facilities needs long before any official action is taken to put a bond referendum on the ballot. You'll walk away with proven tools to communicate clearly, build awareness and demonstrate your commitment to collaboration and transparency. If your district has a facilities plan on the horizon, this session will help you build your playbook for preparing to put a bond referendum on the ballot.

Elizabeth (Libby) Roof, *Chief Communications Officer, Lexington County School District 1*

12:15 – 1 p.m.Lunch (included in registration)

1 – 2 p.m.From Vision to Victory: Strategic Communications That Win Bond Referendums

In this session, you'll learn how Orangeburg County School District, guided by the bold vision of Superintendent Shawn D. Foster and supported by the OCSD Board of Trustees, turned a \$190 million proposal into a resounding "yes" at the ballot box. Discover proven communication strategies to build trust, rally community support, and navigate challenges from concept to voter approval. Attendees will walk away with practical, replicable lessons to strengthen their own referendum campaigns and community engagement efforts.

Dr. Erica Taylor, *Assistant Superintendent of Communications & Community Partnership, Orangeburg School District*

2 – 3 p.m. "When Pigs Fly: Six Lessons Learned from the Clover School District 2022 Bond Referendum"

Clover School District (CSD) overcame a 70%-30% bond defeat in September 2021 to successfully pass a bond referendum in November 2022. A strategic communications plan was one key factor in obtaining community support to pass the bond. CSD's Public Information Officer will highlight the communications best practices that made a difference at the polls on election day.

Stephanie Knott M.Ed., *Public Information Officer, Clover School District*

3:15p.m. Conference Closing

Charles Govan, *SCSBA President, Darlington County School District*

BEYOND THE BASICS

Thank You!



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