



Alumnae Alliance Council Call
November 16, 2023
7 PM

Join Zoom Meeting

<https://sweetbriarcollege.zoom.us/j/99359409055?pwd=ejZNYmFmTHZTZlJBeVpFUUVJnemR3Zz09>

Council Member Attendance: Jane Dure '82, Michelle Badger '06, Vikki Schroeder '87, Meredith Eads '01, Jess Hiveley '97, Shanthi Ramesh '06, Arielle Morgan '15, Eleanor O'Connor '07, Courtney Hurt '10, Katrina Balding Bills '97 and Alexis Meares '14

Staff Attendance: Lee Anne Chaskes

1. AR&D Update

- a. Thrilled about the announcement of a \$5 million gift to renovate Gray and [recent video](#) from Interim President Hutson.
- b. Very pleased with the presentation by Dr. Christopher Penfield with 55 alumnae participating.
- c. Board recently on campus, approving the '23 financials with a "clean" audit. Approved increase in tuition and fees for upcoming academic year
- d. Athletics:
 - i. Fall season ending
 1. Field hockey completed its first season back in the Old Dominion Athletic Conference (ODAC) with a very competitive campaign.
 2. Our soccer team finished their second season under Coach Kaitlyn Barbour, ending the year with the most wins since 2014.
 3. Cross country program hosted its first home event since 2012, placing first out of five teams; it was a great community success and coach Joanna Friesen is looking forward to building on that experience.

4. The NCEA Riding team now ranked #1 after beating rival Lynchburg. They have had four meets with three wins. Two student-athletes qualified for Region 4 finals.
 5. The Vixen golf team has one tournament remaining. Amani Narang received the ODAC golfer of the week award on November 1.
 6. Tennis wrapped up a limited fall schedule on its newly renovated courts with much success.
- ii. The swim team opened its winter season with a home event in October; their season runs through mid-February.
 - iii. New coaches:
 1. Monica Soliz: head swim coach and aquatics director
 2. Hailey Chufar: assistant athletic trainer
 3. Garnet Manly, Jr.: golf coach
 4. Bucky Morris: lacrosse coach
- e. Fine Arts:
- i. From October 26 - 29, the Sweet Briar Theatre presented ***The Tempest*** by William Shakespeare in Babcock. Almost 60 students participated in the play.
- f. Admissions:
- i. Numbers continue to trend upward.
 1. 748 total applications compared to 459 last year at this time;
 2. 577 submitted applications compared to 349; and
 3. 300+ admits compared to 180 (a 67% increase).
 4. as of November 6, we have 31 deposits.
 5. Due to the federal FAFSA forms not being released until December, deposits are lagging a bit. Applicants waiting to deposit till they hear the amount of need-based financial aid.
 - ii. College Counselors, Alumnae Admissions Ambassadors, and Major Gift Officers have attended over 110 college fairs, visited 50 high schools covering 30 states.
 - iii. Recent Open House was a big success with almost 60 prospective students registered; event was full to capacity.
- g. Student Life:
- i. Professor and program director Jon Bender and nine engineering students (eight seniors and one junior) went to the Society of Women Engineer's annual conference in Los Angeles. The students attended talks, networked, and some of the seniors interviewed for jobs. Two seniors received offers from Lockheed Martin and Northrup Grumman, and three seniors already had offers from the Naval Shipyard—so five of our eight senior engineering students have jobs lined up to start after graduation!

- ii. Over 50% of the senior class is participating in the Alumnae Mentorship program
- iii. Amherst County Fair will be held October 19-22, on SBC property just across Highway 29. Lots of students won blue ribbons for art, recipes, etc. Students volunteered

2. Working Group

a. Young Alumnae Support (Arielle Morgan '15)

- i. Two events coming up
 - 1. Wine tasting - teach the seniors how to drink responsibly. Sharing with them how to tell if it is a good wine or a bad wine. (spring)
 - 2. Valentines event - team up with CEO (encourage attendance). Event for all students (February)
 - a. Want to do this but AR&D is not going to pay for the cards and so asking for help from the Council to pay.
 - b. To share information with the council how to help cover the cost if members can help
- ii. Outreaching to current members to engage and to those who use to be involved and have not been so far currently ongoing
- iii. Last meeting Courtney Hurt spoke about the event she runs each month and her experience when she was co-chair of YAS
- iv. YAS wants to work more with Clubs to reach out about events to encourage attendance. Young alumnae reaching out to each other to encourage participation so they know they will not be the only one at an event
 - 1. **Action:** Cortney and Shanthy to find time to talk with YAS about outreach regarding Sweet Briar Day and other events

b. Governance and Strategic Initiatives (Jess Hiveley '97)

- i. Working on the principles of governance
 - 1. Synching it to the bylaw for the Board of Directors
 - 2. Reformatted everything
 - 3. Goal to get done by the end of the year
- ii. Nominations Committee
 - 1. **Action:** Need to find someone who has been involved in the process before to help with the process to chair the nomination committee
 - 2. **Action:** Feedback from every co-chair what intentions are to run again
 - a. Jess to send out a documentation to determine who is up for nomination

c. Alumnae Clubs (Shanthy Ramesh '06)

- i. Sweet Briar Day

1. Fewer events than the goal
 2. Will be involved to try and get more attendance
 - ii. Spring focus is the "Gathering in a Box"
 - iii. Keeley has been sharing the events and having them reach out and send thank you notes
- d. Class Leadership (Eleanor O'Connor '07)
- i. Quiet as of late
 - ii. Full committee meeting happened early this month
 1. Struggle with timing of the meeting to get people to attend but hoping people are watching the recordings
 - iii. Updated class list were sent out about a week ago to all class leaders
 - iv. GivingTuesday
 1. **Action:** Make your best gift (whatever that is that day) to be counted in #GivingTuesday, November 28. We want to be able to say we have 100% Council participation. Remember this is part of the Requirements of a membership that all members signed. www.sbc.edu/give
 2. Alexis has a plan ready for GivingTuesday for social media
 - a. First post on Monday and then moving forward
- e. Alumnae Communications (Alexis Meares '14)
- i. Lots of great interaction on the FB and IG post over the last week
 - ii. GivingTuesday posts throughout the day as reminders and leading up to it to encourage participation
 - iii. Doing throwback thursdays
 - iv. New calendar is helping to plan
 - v. Shanthy to send photos of club events and list of dates so they can be shared out to everyone who follows
- f. Admissions Ambassadors (Katrina Balding Bills '97)
- i. Twice as many students accepted as last year
 - ii. No more early action
 - iii. Streamlining the process with students
 - iv. Councilors are out at College fairs all over
 - v. Equestrian
 1. Over 50% of the student body is involved in the riding program in some way
 2. Next week hosting an Elite Clinic (first one like this) and this is a big deal to get these students to campus who are possibly on the professional track but they could choose to stay amateur level and go to college
 - vi. **Action:** Still looking for Alumnae Admissions Ambassadors
 1. Alumnae can attend fairs that staff member are at

- vii. Fizz (Admissions Marketing)
 - 1. Staff, Board, and AA have had the briefing
 - 2. Will do a general briefing soon
 - 3. The Minnesota Plan was discussed (woohoo Jess and Vikki!!)
- g. Sweet Work Weeks (Meredith Eads '00 and Vikki Schroeder '87)
 - i. October Weekend
 - 1. Freshen up the first floor of Patterson House and Sweet Briar House boxwood vines
 - 2. 20 plus people
 - 3. Perfect weekend to be on campus
 - 4. Interaction with students was great
 - ii. Summer
 - 1. Hoping to announce dates in December
 - 2. Planning in progress
 - 3. Would like to buy sbc a four wheel golf cart
- h. Council Operations
 - i. April Meeting Planning
 - ii. Connecting with AR&D as needed
 - iii. Working with co-chairs that need help
- 3. Council Work and Collaboration (7:25-8:00)
 - a. December meeting date discussion
 - i. December 14 at 7PM
 - b. Working Group Ideas
 - i. Full council meeting focused on
 - 1. Class Leaders
 - 2. Clubs

Important Upcoming Dates:

Next Council Call → December 14 at 7pm
 April Campus Meeting – April 25-28