

**SBC Alumnae Alliance Council (SBC AAC)**  
**Meeting Minutes**  
**October 27, 2015**

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Margaretta Colangelo '87, Debra Elkins '93, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

**Absent:** Sarah Clement '75, Deirdre "DeDe" Conley '72, Meg Guegan '92, Lisa Longino '78, Beth Ann Newton '86,

**Meeting Purpose:** Standing weekly teleconf of the SBC AA Council to coordinate efforts across the Working Groups, and as the Council as a whole.

**Ongoing Business:**

- Continuing initial launch of the Alumnae Alliance, and engagement of alumnae to participate in various Working Groups, and as operational leads of targeted subgroup focus areas
- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting Alumnae Relations requests.
- **Keep demonstrating the "4 P's"** – Passion for our alma mater, Professionalism in providing expert advice, Patience in developing results ready for College consideration and use, and Perseverance to support the College and its hard-working and dedicated staff, through these challenging times.
- Update on pending launch of the updated **BookShop, Shop Sweet and Alumnae Marketplace** as a single integrated portal for marketing and fund raising. Amy Leigh Campbell to continue to monitor for the AAC. Launch on track for early November.
- Update on AAC evaluation of **SLACK** as a potential virtual collaboration platform. Action: Amy Leigh Campbell and Debra Elkins will put together some tutorial notes on ways the AAC could use SLACK.
- **AA Council Operations** –
  - Considering in-person meeting in parallel with the Board of Directors for Spring 2016 (targeting Friday-Saturday, February 5-6, 2016 timeframe). Action Item: Debra Elkins to follow-up to find out the potential for housing AAC members at the Elston Inn or other on campus options. The AAC would definitely like to meet with the Board of Directors, Faculty and Staff, and Students in some informal meet-and-greet and community outreach sessions. One opportunity is to welcome the Senior Class to the Alumnae Alliance.
  - AA Council is now posting **Alumnae Alliance Council meeting minutes online** at <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and can crosslink to Facebook pages. Meeting minutes support communication to alumnae now that the AA has been officially launched. Will continue to work closely with Alumnae Relations to stay aligned and timely with coordinated communications.
  - vonRosenberg '72 and Elkins '93 to do a short conference call with Board of Directors Chairwoman Teresa Pike Tomlinson '87 and Board of Directors Liaison to the Alumnae Alliance Alice Dixon '82 to touch base on the successful launch of the Alumnae Alliance and next steps on Thursday, October 29, 2015.

## **Working Group Updates and Key Issues for Discussion**

### **“Class Acts” / Reunions:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- Coordinating communications memo and outreach to Class Officers to update and engage class presidents, secretaries, fund agents. Will include a number of actionable steps that each class can take to support SBC and the Alumnae Alliance. Will also include a survey to ask a few key questions for Classes input.
- Developed an online system allowing classes to hold elections for new officers, if needed.
- Fleshed out Class Acts team with new members and firmed up roles.
- Spoke with DJ and KP about our role in reunion planning. We agreed to form an advisory committee that will respect the staff's lead role in planning. Advisory committee can provide background research on ideas under development prior to recommending to the Alumnae Relations Office.
- Some initial reunion ideas include specialized class events and a silent auction fund raiser with alumnae donations of items to bid on.
- Developing AA mass email communication capability to manage lower level communications to subgroups (e.g., class presidents). Approach can be defined similarly for other WGs such as Regional Chairs, Club presidents, etc. The “All Alumnae” communications will still be managed by the Alumnae Relations Office. Action: Amy Leigh Campbell to explore using Banner occupational codes and email contact extracts to be able to contact targeted groups of alumnae (e.g., gov't majors, STEM or gov't and non-profit professionals)
- Terrific online video as part of the Chronicles of Higher Education about Sweet Briar and traditions. See the video on Sweet Briar's Founder's Day in this Chronicle of Higher Education piece on traditions (It's the third video.) Really special!!  
[http://chronicle.com/interactives/college\\_traditions?cid=at&utm\\_source=at&utm\\_medium=en&elq=d7c83364889648b7a9e7b7d0ff8135d3&elqCampaignId=1697&elqaid=6688&elqat=1&elqTrackId=fd4fe229a6d847be9c11619ae560fa25](http://chronicle.com/interactives/college_traditions?cid=at&utm_source=at&utm_medium=en&elq=d7c83364889648b7a9e7b7d0ff8135d3&elqCampaignId=1697&elqaid=6688&elqat=1&elqTrackId=fd4fe229a6d847be9c11619ae560fa25)

### **Media, Marketing and Communications:** Meg Guegan '92 and Margaretta Colangelo '87

- **Leah Busque '01 (SBC Board of Directors, Founder and CEO, TaskRabbit.com) gave keynote talk as part of a Cato Institute Policy Perspectives Forum 2015**  
<http://www.cato.org/events/policy-perspectives-october-2015-palo-alto>. Kudos to Meg Guegan '92 for arranging for Leah Busque to speak in this high visibility forum in Silicon Valley, attended by 400+. MMC WG will explore SBC media follow-up opportunities.
- **Seth Meyers (Saturday Night Live) to speak at Sweet Briar on Nov. 6.** (Meg & DeDe)  
[http://www.newsadvance.com/news/local/seth-meyers-to-speak-at-sweet-briar-on-nov/article\\_8fd1a8dc-79d6-11e5-92a8-a33e753ae1ce.html?mode=jqm](http://www.newsadvance.com/news/local/seth-meyers-to-speak-at-sweet-briar-on-nov/article_8fd1a8dc-79d6-11e5-92a8-a33e753ae1ce.html?mode=jqm)  
NBCUniversal and Comcast Xfinity's Professors of Entertainment contest promotion.
- **[SBC Website Updates]** Elizabeth Mahler doing a great job shaping the SBC website updates. Check out **“Over a Century of Excellence”**: Since welcoming the first class in 1906, Sweet Briar College has educated nearly 20,000 women to be leaders in their professions and their communities. <http://makinghistory.sbc.edu/the-next-114-years.php>

- LinkedIn alumnae profiles used to build Sweet Briar Women In <Career Field> Series of e-booklets. Both Admissions and Alumnae Relations using booklets. Note: LinkedIn has over 4400+ alumnae online, and growing!
  - To join **SBC's LinkedIn Alumnae Group**  
<https://www.linkedin.com/groups/Sweet-Briar-Alumnae-35777/about>
  - To join the **Sweet Briar Alumnifire** website, please visit  
<https://sweetbriar.alumnifire.com>. This Alumnifire website was created to make it easier for our global network of alumnae to connect with each other. Only six alumni communities have been invited to build Alumnifire websites to date. The communities represented are from University of Pennsylvania, Princeton, Connecticut College, Vassar, Notre Dame, and Kent School. Alumnifire syncs with LinkedIn and Facebook, so when you sign into Alumnifire for the first time, you may choose to sign in with LinkedIn or Facebook. Doing so will pre-populate your Alumnifire profile and approve you for immediate access to the site.
- **Sweet Briar Women in <Career Field> Series: e-books**  
 Significant interest across the College academic departments, and Admissions Office to highlight the Alumnae Network and how it is part of the “Sweet Briar Woman Brand”. If an alumna would like her profile to also be included, have the alumna join LinkedIn and send Margaretta Colangelo a quick note to let her know the alumna has a LinkedIn profile and photo online. Margaretta is updating these e-books as we build the LinkedIn network. SBC already has 4400+ alumnae online on LinkedIn for professional networking!
  - **Sweet Briar Women In STEM**  
<https://www.linkedin.com/pulse/sweet-briar-college-stem-alumnae-science-technology-math-colangelo?trk=mp-reader-card>
  - **Sweet Briar Women In Law & Government**  
<https://www.linkedin.com/pulse/sweet-briar-women-law-government-margaretta-colangelo?published=t>
  - **Sweet Briar Women in Media & Marketing**  
<https://www.linkedin.com/pulse/sweet-briar-women-media-communications-margaretta-colangelo?trk=mp-reader-card>
  - **Sweet Briar Women In Education**  
<https://www.linkedin.com/pulse/sweet-briar-women-education-margaretta-colangelo?trk=mp-reader-card>
  - **Sweet Briar Women In Business**  
<https://www.linkedin.com/pulse/sweet-briar-women-business-margaretta-colangelo?trk=mp-reader-card>
  - **Sweet Briar Women In Non-Profit Organization Management and Fund-Raising**  
<https://www.linkedin.com/pulse/sweet-briar-women-non-profit-organization-management-colangelo?trk=prof-post>
- New article by Diane Prosper in the Huffington Post about Sweet Briar College and STEM – see “*Where High School Girls Discover Engineering*”  
[http://www.huffingtonpost.com/diane-propsner/where-high-school-girls-d\\_b\\_8363202.html](http://www.huffingtonpost.com/diane-propsner/where-high-school-girls-d_b_8363202.html)

**Networking and Career Development:** Katie Schellhammer '95 and Sarah Clement '75

- Kimberly Willock Pardiwala '89 to serve as operational lead for the Alumnae Speakers Bureau and Alumnae Panels Support (“Speakers Bubble”)
- Catherine O’Brien West '99 to continue exploring International Alumnae connections group. Will coordinate with Clubs WG (Kathryn Yunk '91 and Cady Thomas '98) to help organize the International Region.
- Debra Elkins to connect Mary Holmes Slusser '94 with Career Development WG Co-Chairs. Mary works in online / distance learning, and discussed at Founder’s Day that she could help with different webinar class options – curriculum approaches and technology recommendations.
- Eleanor O’Connor to share ideas on “Living Room Learning” local club efforts
- Exploring ideas for SBC “Summer Camp” for adults. Potential to also coordinate with Sweet Work Weeks.
- Caitlin Danielson – volunteered to serve as the senior class campaign liaison to coordinate senior class engagement with the Alumnae Alliance

**Clubs / Geographic Structure:** Cady Thomas '98 and Kathryn Yunk '91

- Will pursue filling club officer roles and leverage prior volunteer work for many clubs including interim appointments until elections process details can be worked out. Kathryn Yunk to coordinate with Amy Leigh Campbell re. clubs volunteer officers and online communications for club officers, similar to class communications.
- Contacting Catherine O’Brien West '99 to ask for her help in organizing the International Region and clubs
- Regional leads will focus on new clubs development
- Will also design and offer club officers leadership and volunteers training via webinars. Will consider using FreeConferenceCall.com with free teleconf and webinar hosting service. Free service does also have international numbers for many countries so domestic and international can participate.

**Development Working Group:** Lisa Longino '78 and Beth Ann Newton '86

- Steering Committee is almost fully recruited (may add 1-3 people as co-chairs).
- Planning first telecom with Development Steering Committee (7 p.m. Nov. 2)
- Working with Phyllis Jordan and Amy Leigh Campbell (and Mary Pope Hutson, Board of Directors) on the Classes/fund agents
- Working with Mary Pope on job descriptions for each of the jobs/tasks in our area
- Recruiting development liaisons for each of the Alumnae Clubs

**Recruiting and Retention:** Julia Schmitz '03 and Michelle Badger '06

- Continuing to support AAR as requested from the Alumnae Relations and Admissions Offices.

**Strategic Initiatives Team:** Debra Elkins '93, Sarah VonRosenberg '72 and DeDe Conley '72

- [Updated] New language and **Auto-Response email if an alumna volunteers** using the web link on [www.sbc.edu](http://www.sbc.edu) for the Alumnae Alliance. **Alumnae Alliance Nomination Form** – How to send in your contact information to volunteer for a Working Group or

subgroups <http://sbc.edu/alumdev/alumnae-alliance-nomination-form>

(DeDe)

- **(STEM) Sweet Briar College Engineering** – recognized by the Richmond Joint Engineering Council (RJEC), Annual Awards. SBC received the Dr. Rodney. E. Hanneman Community Service Award. Each year at the Engineers Week Banquet RJEC presents awards to individuals and organizations who have demonstrated outstanding technical achievements and also for service to our community.  
<http://www.rjec.org/page7.html>
- **The Briar Wire** (Alumnae Alliance e-NewsLetter) is published online at <http://sbc.edu/alumdev/alumnae-alliance-news>
- The **video on Sweet Briar's Founder's Day – a Chronicle of Higher Education piece on traditions** (It's the third video.)  
[http://chronicle.com/interactives/college\\_traditions?cid=at&utm\\_source=at&utm\\_medium=en&elq=d7c83364889648b7a9e7b7d0ff8135d3&elqCampaignId=1697&elqaid=6688&elqat=1&elqTrackId=fd4fe229a6d847be9c11619ae560fa25](http://chronicle.com/interactives/college_traditions?cid=at&utm_source=at&utm_medium=en&elq=d7c83364889648b7a9e7b7d0ff8135d3&elqCampaignId=1697&elqaid=6688&elqat=1&elqTrackId=fd4fe229a6d847be9c11619ae560fa25)

### **Other General Action Items**

1. Working Group Co-Chairs – continue to coordinate with key Administrative staff as appropriate; continue to recruit members for WGs and subgroups, and to define WG / subgroups structure. Coordinate and share info across WGs as appropriate.
2. WG Co-Chairs are asked to submit 3-5 summary bullet points on WG progress, and any key issues for Council discussion and coordination no later than each Sunday, by 8 pm ET. Debra Elkins to send out reminder / request for bullet points to WG co-chairs on Fridays. Bullet points WG status reports will be consolidated and shared as a pre-read along with the Agenda before each standing Council Tuesday teleconf.
3. WG operational leads supporting Co-Chairs are also asked to provide 3-5 bullet points weekly as part of the reporting and coordination cadence.

**Next teleconf: Tuesday, November 3, 2015 from 12 pm – 1 pm ET.**

The meeting was adjourned.