

## SBC Alumnae Alliance Council (SBC AA Council)

### Meeting Minutes

February 16, 2016

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Debra Elkins '93, Phyllis Jordan '80, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

**Absent:** Sarah Clement '75, Margaretta Colangelo '87, Deirdre "DeDe" Conley '72, Meg Guegan '92,

**Meeting Purpose:** Regular teleconf of the SBC AA Council to coordinate efforts

### New Business, Other SBC News Highlights and AA Council Ongoing Operations

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (3/1/2016; 3/15/2016; 3/29/2016, 4/12/2016; 4/26/2016)
- **Council Operations:** As appropriate, the Council will identify one priority action item per teleconf, and coordinate with Board of Directors (BOD) or College Alumnae Relations and Development (AR&D) contacts. **Status: The AA Council does not presently need additional assistance from BoD or AR&D contacts.**
- **Pace WG efforts and prioritize to Board and College Priorities:** "Money and Students" - (A) fundraising; (B) student recruiting and (C) supporting other BoD and AR&D requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- Continuing **SLACK** <https://sbcaa.slack.com> pilot to support the AA Council. License upgrade moving along, so we can scale the virtual collaboration portal to support Working Groups too.
- **Publishing meeting minutes.** After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to the BoD Alumnae Committee Chair and AR&D staff, and subsequently posted on the web by AR&D staff, and a reminder / update is posted to the AA Facebook official page that the minutes are now on sbc.edu website. See <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.
- **NEW NEWS: Update on SBC Press Release – March is Sweet Briar Forever Month** <http://sbc.edu/news/march-is-sweet-briar-forever-month/> - includes highlights for March on-campus, and Next is NOW campaign.
- **NEW NEWS: Cross Country and Golf added as Varsity Sports:** The Sweet Briar College athletics department is excited to announce the addition of two varsity sports that will begin competition during the 2016 fall semester. Cross-country and golf will be added to the existing slate of sports, bringing the total to eight NCAA varsity teams at Sweet Briar. <http://sbc.edu/news/sbc-athletics-adds-two-varsity-sports>.

### Ongoing / Old Business

- **Follow-ups from Board of Directors oral report and the AA Council meetings on Feb 5-6, 2016**
  - See **President Stone's talking points** from the Board of Directors meetings from February 4-6, 2016 <http://sbc.edu/news/report-from-board-of-directors-meeting-feb-4-6-2016/> including:
  - **SBC Board Core Principles and Strategic Goals** <http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-core-principles-and-strategic-goals.pdf> and
  - **SBC Board Statement of Commitment and Responsibilities** <http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-statement-of-commitment-and-responsibilities.pdf>.
  - Livestream Sweet Briar's Radio Station "Briar 92.7" at <http://rdo.to/briar927>

### Working Group Updates (WGs listed alphabetically)

**"Class Acts" / Reunions:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- The Class Acts leaders sat down with AR&D staff during our visit to Sweet Briar and aligned efforts for **reunion planning (June 3-5, 2016)**. Here are the areas we will focus on. The first one, the engagement fair/alumnae marketplace includes a table/booth for each AA working group.
  1. **Engagement fair/Alumnae marketplace:** On Saturday afternoon, we'll have a series of booths in the quad, some of them showcasing the various working groups of the Alumnae Alliance, some of them showcasing alumnae products for sale, some of them offering food. Class Acts is going to take the lead in organizing this.
  2. **Volunteer recruitment:** The alumnae relations staff is going to give us a list of volunteer roles they need filled; i.e., staffing the registration desk or coming a week beforehand to stuff folders. We're responsible for

recruiting the volunteers.

3. **Sports Sunday:** The staff accepted our ideas for a tennis tournament, golf tournament and fun run. They suggest putting these on Sunday. We need to organize these events. (Brendy has already claimed the tennis tournament.)

4. **Sister Classes:** The staff really likes the sister classes idea. We're going to work in tandem with them to figure out how to get the sister classes together at reunion.

5. **Alumnae Daughters:** The staff loved the idea of having special events for alumnae daughters who could be prospective students. We'll work with them to develop this.

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

- Edelman contract focusing on admissions needs. College website redesign and update underway. Initial updates focusing on admissions already up and being well received.
- **Town Hall Q&A followups**, working with College MMC to write up additional responses for web posting
- **Use of SBC logo and brand** – Alumnae Alliance providing informal advising about the policy on social media
- New **MMC Director Joelle Ziemian** starting soon at SBC – please ask alumnae to continue to be patient.
- MMC WG recognizes the communications challenges inherent in communicating to 8 decades of alumnae in the forms they want and with the information they want. Will consider how to do a media / communications channels effectiveness assessment / survey to ask alumnae which channels are most useful and impactful to reach them.
- MMC WG is looking for any alumnae who have **stories of how “the SBC Network” helped them** to find an internship, job, apply to graduate school, etc. If anyone has examples, please send names and basics of story to Meg Guegan '92 ([meg.guegan@gmail.com](mailto:meg.guegan@gmail.com)).
- Eleanor O'Connor '07 to work on **Instagram**, in partnership with Class Acts, and figure out how to help Classes who want to use Instagram.
- AA to continue promoting **Alumnifire** as a way for alumnae to help with career mentoring, and share info related to internships and job opportunities. Barbara Watts (SBC Career Services) is also directing students to the portal to help with spring job and internship placements. See <https://sweetbriar.alumnifire.com> Sweet Briar is among elite networks of alumni including: University of Denver; Connecticut College; Princeton University; Vassar College; Sweet Briar College; University of Michigan; Duke University. Note that SBC is the highest ranking all-women's college.  
**Current Alumnifire Statistics (as of February 14, 2016):** 654 Vixens offering informational interviews; 460 Vixens offering job shadowing; 292 active employers; 180 Vixens interested in finding interns. **FYI: Alumnifire Tutorial and How-To is available online at**  
<https://vixenwatch.files.wordpress.com/2016/01/alumnifiretutorialandhow-to.pdf>

#### Who should join AlumniFire?

- Current students looking for internships
  - Recent graduates just starting their careers
  - Vixens job recruiting for their own companies or others
  - Vixens applying to graduate school, law school, medical school, etc.
  - Vixens interested in research opportunities
  - Vixens considering a career change
  - Retired alumnae with experience to share
  - Experienced vixens who want to mentor young vixens
  - Vixens who are seeking vixen intern(s)
  - Vixens who want to encourage the next generation of vixens
  - Faculty who want to help match students with exciting opportunities offered by alumnae
- **Vixen Watch** is published online weekly by Monika Kaiser '82. It covers “all things Sweet Briar” as a 1-stop weekly news compendium!
    - To sign up for the email distribution, go to <https://vixenwatch.wordpress.com/>
    - Click on the small pop-up box in the bottom right corner of your web browser screen that says “Follow”
    - Submit your email address and subscribe to the free email news feed.
    - **If any alumna has anything you want posted / submitted in the next Vixen Watch for news sharing to other alumnae**, please post your request in the comment section of the web page / block (in other words, click the “Leave a Comment” link at the top left part of the page)..

### **“The Network” and Career Development:** Katie Schellhammer '95 and Sarah Clement '75

- **Career Networking** - Leader Katie Clarkson Robertson '97, Debra Elkins '93, Cady Thomas '98, and Katie Schellhammer '95 assisted Barb Watts of SBC Career Planning with an on-campus Alumnifire and Linked In

Demo on February 4, 2016. If any alumna is struggling to find a job, we should refer them back to Barbara Watts' office to make sure they have exhausted all the resources available at SBC.

- **Note: Targeted outreach to the Class of 2014 and 2015.** Note: As of 2-14-2016, 74 members of the Class of 2015 and 63 members of the Class of 2014 are on Alumnifire.
- **Lifelong Learning** - Cynthia "Cyndi" McCabe '74 is creating the draft proposal. We are in the planning stages of the program (structure, name, etc). The DC Metro Alumnae Club is willing to kick-start the program. Connected with Professors Linda Fink (biology) and Lynn Laufenberg (history) on campus, and they are agreed to be the faculty leaders.
- **On Campus Work Days and Special Initiatives** - Sweet Weeks dates are posted. For logistical and legal reasons, all coordination for Sweet Weeks will be done in-house. Volunteer sign ups to be posted in March.
- **Parlor and Florence Elston Inn Projects** - Restarted the volunteer team of ladies from 2015 with expertise in design and furniture to pursue a remodel of the Inn and parlor. Leader is Karen Temple Hott '91.
- **Student Life** - Met with Kelly Kraft Meyer on campus Feb. 6, 2016. She needs assistance with the following:
  - A. Spring Fling – Typical activities: Afternoon with food truck, local bands come and go, Dell party in the evening. She is working with SGA President Katie Craig '16, and she will pull in Jill Triana to help.
  - B. Unsung Heroes Banquet (April) - Luncheon for staff. This has been coordinated in the past by staff that is no longer at SBC. Sarah Clement will ask an alumna to lead this effort.
  - C. Book loans, learning challenge testing fees \$800ish - Will coordinate through Financial Aid and Development offices.
  - D. In need of Kurzweil and Dragon computer software programs to replace the broken one. Debra Elkins is pursuing this via grants and govt connections, and Jill Triana can also provide assistance.
  - E. Guest House for male visitors - The President would like to see one brought back. Furniture and location will be needed. No action taken at the moment.
  - F. She described the Visible Vixen program to encourage student participation on campus. We loved the idea and agreed to assist where needed.
  - G. Senior Week (week between exams and graduation). She will get back to us with her specific needs.

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

- Still looking for alumnae representation on behalf of President Stone at Tulane Univ. event on March 17
- Recruiting two new regional leadership representatives – in process
- Awaiting details for the **March 3 SBC event**. Will communicate with the local Amherst/Lynchburg alumnae and local Clubs
- Working on **Next is NOW "Fundraiser in a Box" options** – will get them pre-approved for Clubs use.

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

- **Next is NOW Campaign underway.** The campaign has three areas of focus (1) **acceleration of pledges**; (2) **major donors solicitations**, (3) **Sweet Briar Fund** (annual giving).
- This WG is providing critical "surge support" alumnae expertise to augment College staff.
- Working Group preparing a **Frequently Asked Questions** to support the **Next is NOW Campaign**. **For more information, see <http://sbc.edu/alumdev/next-now>**
- Working Group exploring potential to have standard signature line to remind about Next is NOW.

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

- Beginning to work with Shannon Beasley '02, Director of Education Outreach and Graduate Recruitment, Adjunct Instructor of Education to explore how to use Admissions Advocate to match alumnae to students attending targeted high schools that the alumnae previously attended.
- **Alumnae Admissions Representatives (AARs)** – helping to push out information to AARs to begin using the "**Admissions Advocate**" **web portal / software** which matches the zip codes and other profiling criteria of prospective students with AARs.
  - Software looks very promising to assist our network of volunteer AARs – 427 registered AARs so far; 235 responded affirmatively regarding name tags in preparation for potential spring College

Admissions Fairs, school visits, and student contacts. Goal is to assist Admissions with whatever help they need to convert the 1000+ applications received to students enrolling for Fall 2016.

- If you want to **volunteer to be an AAR**, register online to be an AAR at <http://sbc.edu/alumdev/volunteers-needed>
- **More info on the AAR program** <http://makinghistory.sbc.edu/aar.php>
- **Online AAR videos and AAR manual** <http://makinghistory.sbc.edu/aar-training-video-and-manual.php>

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

- Supporting council regular operations, and responding to other college info requests.
- AA WGs to continue **30-90-180-1-year planning**; AA/SI to work “**partnership guidelines**” with AR&D
- AR&D adopting **Digital Cheetah Volunteer Software**. AAC/SI to help with job descriptions & Value-In-Kind financial estimates
- **Land Use & Sustainability Working Group** – Led by Lisa Hite '79. Held initial WG in-person meeting
- Working with AR&D to pilot **submitted ideas / list of options document** on DropBox for AA use. Ideas can be submitted at any time to <http://sbc.edu/alumdev/alumnae-alliance>
- Continuing to engage targeted members for an **ad hoc Stateswomen Advisory Group (SWAG)** to permit input and reach back to prior Board of Directors and officers of the old Alumnae Association

#### **Other General Action Items**

1. Working Group Co-Chairs – continue to coordinate with AR&D staff as needed; continue to focus on operationalizing WGs and subgroups. 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 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 with the Agenda before each 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.

**The meeting was adjourned promptly at 1 pm ET.**