



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
April 12, 2016

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Sally Mott Freeman '76, Beth Ann Newton '86

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

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

- **Latest College talking points** - See **Highlights** <http://sbc.edu/about/highlights/>
- **Key Dates: Graduation is May 14th; Sweet Work Days are May 16th -25th; Reunion is June 3rd-5th.** Web links are included below to sign up to attend any or all of these College events.
- **Board / Alumnae Committee update:** (1) AA Council provided honorary degree research inputs, other recognition options being explored; (2) AA Council to provide inputs on governance and stakeholder representation on the Board / Alumnae Committee
- AA Council continuing to partner with AR&D to provide inputs on: (1) **operating partnership principles**; (2) **volunteer services / confidentiality agreement revisions**
- AA Council / Strategic Initiatives will form a subgroup of Council members and begin considering how to engage other interested alumnae to define operating principles for governance and stakeholder representation for the Council, and the Alumnae Alliance WGs. This work will be in anticipation of a possible governance request from the Board of Directors, should the Board ask the Council for input. Note: It is unclear how much time this effort may require. We intend to solicit stakeholder input and engagement, and to align with bylaws and guidance on governance forthcoming from the Board of Directors.
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 4/26/2016; 5/10/2016; 5/24/2016; 6/7/2016; 6/21/2016)
- **Council Operations:** As appropriate, the Council will identify one priority action item per teleconf, and coordinate with the Board of Directors (BOD) or College Alumnae Relations and Development (AR&D). **Status: The AA Council will coordinate with AR&D to support AARs with using Admissions Advocate to contact accepted applicants; and Geo / Clubs WG to explore hosting a virtual fundraising auction.**
- **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.

Working Group Updates (listed alphabetically)

Alumnae Admissions Representatives (AARs): Julia Schmitz '03 and Michelle Badger '06

- **Admissions Advocate** software portal – working on getting AARs access to the portal and finalizing training PowerPoint for AARs. Julia and Michelle have administrator level training and access.
- **AARs will focus April 1 – May 1** on: (1) continuing college fair coverage and (2) contacting prospective students to make sure each student has heard from an AAR, and that we're available to answer questions

- Held teleconfs with AAR regional leads to confirm their contact info and making sure they have signed the service agreement. Working to have AAR regional leads staff the last few college fairs in May.
- Reminding AAR Advocates to contact 5 prospective students weekly

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

- **Reunion (June 3-5, 2016).** Register online at <http://sbc.edu/reunion/>.
- **Reunion classes: 1's and 6's; targeting 500 attendees for “breakeven”;** See YouTube video on Reunion <https://www.youtube.com/watch?v=LYWxOVxV4hA&feature=youtu.be>
- **AA Council WG Booths for Reunion Engagement Fair (11 am -2 pm)** - Each working group needs to have a plan by May 3, so that we can get details to reunion planners.
- Other Reunion Plans: **Alumnae Marketplace**; prospective daughter events; babysitting services
- AA event on Saturday, *Best Practices for Clubs and Classes — Alumnae Panel*, 2 – 2:45 p.m. | Benedict Hall Classrooms. For more info, see <http://sbc.edu/reunion/schedule-of-events/>.

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

- **Next is NOW Campaign underway.** Three areas of focus (1) **acceleration of pledges**; (2) **major donors solicitations**, (3) **Sweet Briar Fund** (annual giving). Campaign Goal is \$30 million by June 30, 2015.
- Outbrief of Development WG on-campus meetings and teleconfs on April 8-9, 2016
- Will continue to focus Next is NOW campaign on several areas including the percentage of alumnae participating.

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92

- **Ellen Bowyer’s video talk is now available** online at the bottom of her LinkedIn article: <https://www.linkedin.com/pulse/fight-sweet-briar-college-ellen-bowyer>. The video is also available on YouTube at <https://www.youtube.com/watch?v=WA8r9RTRNKs&feature=youtu.be>.
- **Alumnifire** 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 and has a ratio of 15 alumnae ready to help each student with internships, jobs and career mentoring.**
- **Current Alumnifire Statistics (as of April 9, 2016)** -- 663 Vixens offering informational interviews, 461 Vixens offering job shadowing, 301 active employers, 183 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>
- **Vixen Watch** is published online weekly by Monika Kaiser '82. It covers “all things Sweet Briar”!
 - 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

- **Sweet Work Weeks** are **May 16-25** and **August 1-9, 2016** **Leaders are Megan Lyon '80 and Ann Gately '70.** If anyone is interested in volunteering, please have them submit their information online at <https://sweetbriarcollege.wufoo.com/forms/s1e087160rydsh7/> Volunteer tasks will cover gardening, painting (indoors / outdoors), pressure washing, light carpentry (indoors / outdoors), grounds – outdoor cleanup, administrative tasks, light upholstery work
- Offering support for Career Services for April needs – graduating seniors assistance.

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

- Working with AR&D and exploring potential for Clubs to support a **Virtual Auction**
- Also partnering with AAR WG to host local Club events / “Yield Parties” to invite “accepted applicants” / students who have indicated they will enroll to meet local alumnae.

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

- Supported AR&D with inputs on **AR&D- AA Council partnership principles” and volunteer agreement**
- **Graduation** – will participate and welcome new class to the Alumnae Alliance.
- **Land Use & Sustainability Working Group** – Led by **Lisa Hite '79**. Researching development opportunities for matching grant. Exploring potential Earth Day Speakers for next year. Reminder: Waxter Environmental Forum which will discuss forest conservation on April 19th.

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 3 pm ET prior to the next teleconfs meeting. 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 bi-monthly teleconf.

The meeting was adjourned promptly at 1 pm ET.