



## Sweet Briar College Alumnae Alliance Council

Meeting Minutes  
April 26, 2016

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72, Kathryn Yunk '91

**Absent:** Cady Thomas '98

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

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

- Sweet Briar College is the winner of a once-in-a-lifetime visit from "Stand by You" and "Fight Song" singer, **Rachel Platten**, through Chegg Music 101. See the press release at <http://sbc.edu/news/rachel-platten-will-share-her-fight-song-with-sweet-briar-college-as-part-of-cheggmusic-101-series/>
- **President Stone Announcement** – will begin search for new president to be in place by July 2017. <http://sbc.edu/news/amid-celebration-of-years-successes-sweet-briar-board-plans-search-for-permanent-president/>
- **Board of Directors New By-Laws** <http://sbc.edu/president/wp-content/uploads/sites/8/bylaws-of-sweet-briar-institute-4-23-16.pdf>
- Alumnae Alliance Council will support the Board of Directors to operationalize By-Laws, and contribute alumnae representation to various Board Working Committees including:
  - Alumnae Alliance representation on the Board Presidential Search Committee
  - Alumnae Alliance representation on the Alumnae Committee of the Board of DirectorsThe AA Council discussed a proposed nomination process and how to widely solicit 14,000 alumnae. Next steps are to follow up with the Board and the College to make sure the process seems reasonable.
- **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.
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 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 continue supporting on AAR work, with Geo/Regionals Virtual Online Auction, Development WG, and related to Board Working Committee alumnae nominations process execution and timing.
- **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

- **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
- Making calls to prospectives. A big thanks to everyone who has been helping us close the deal!

- Helping to fill coverage of Spring College fairs
- Tracking down Table Runners (if you know someone who has one, please ask them to send it back)
- Providing feedback on Admissions Advocate to recommend revisions to better support AAR work

**“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 (Saturday, 11 am -2 pm)** - Each working group needs to have a plan by May 3, so that we can get details to reunion planners.
- Additional AA Support - **Alumnae Marketplace**; prospective daughter events; babysitting services
- Other key events:
  - **College Update from President Stone** for All Classes (Saturday, 9:30 am – 10:30 am; Library)
  - **Best Practices for Clubs and Classes — Alumnae Panel** from 2 – 2:45 p.m. | Benedict Hall
- **Presentation of the 2015 Distinguished Alumna Award to the Saving Sweet Briar Board – Sarah VonRosenberg '72 and Debra Elkins '93, Alumnae Alliance co-chairs, presiding.7 pm, Prothro Hall**
- For more info on the evolving schedule of events, 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.
- Continuing to make calls to donors, and working on Affinity Groups (Friends of Art, Friends of Athletics, Friends of the Library, Friends of Riding)
- Will continue to focus Next is NOW campaign on several areas including the percentage of alumnae participating.
- Will coordinate with Geo/Regional Clubs re. Virtual / National Auction

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

- MMC posted a quick AA follow-up to President Stone press release; monitoring FB responses
- **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)** -- 665 Vixens offering informational interviews, 462 Vixens offering job shadowing, 303 active employers, 185 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 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 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

- Regional leadership call held on April 24
- Next meeting will be an in-person meeting on Friday, June 3 on campus
- Gave a sneak peek about the Online Auction to come; **Norma Bulls Valentine '93** to chair the effort as part of the Next is NOW campaign. Will also be coordinated with the Development Working Group
- Fundraising is being incorporated into Club events – exchanged ideas

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

- **Graduation** – will make graduate remarks and welcome the Class of 2016 to the Alumnae Alliance
- Will work on a “**Welcome to the Alumnae Alliance**” email with web links for the graduating class (can coordinate with Class Acts to build out as a flyer for reunion too)
- Will take on drafting nomination criteria and process to identify alumnae to recommend to the Board of Directors to serve on various Board Working Committees. The understanding is that these alumnae will represent the Alumnae Alliance, and report back to the Council, as appropriate, so information can be coordinated to the Alumnae Alliance more broadly. These alumnae will be voting members of various Board Working Committees, but not members of the Board of Directors. Other constituent groups are also likely to be represented on various Board Working Committees, as appropriate.

**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.**