Present: Michelle Badger ’06, Sarah Clement ’75, Debra Elkins ’93, Sally Mott Freeman ’76, Phyllis Jordan ’80, Katie Schellhammer ’95, Julia Schmitz ’03, Sarah vonRosenberg ’72, Kathryn Yunk ’91

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

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

- Bookshop New Online Website and E-Commerce Portal Launched [http://shopsweet.sbc.edu/]
- Debrief from AA Council MMC Team said the concert was fantastic
- 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 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 alumni 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 staff 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 – May 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
- Coordinate calling and following up with accepted students who have yet to commit. Encouraging AARs and providing timely tips / “soft training” via email
- Finalizing spring college fairs and staffing with AAR volunteers as needed; creating a fall career fairs list

“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) – WGs discussed engagement fair details.
• Additional AA Support - Alumnae Marketplace; prospective daughter events; babysitting services

• Other key events:
  o College Update from President Stone for All Classes (Saturday, 9:30 am – 10:30 am; Library)
  o 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.

• Friends of Art / Athletics / Library web info now online http://oldweb.sbc.edu/alumdev/ways-give

• Next Is NOW updates & FAQs online - videos from Pres. Stone http://oldweb.sbc.edu/alumdev/next-now

• Will continue to focus Next is NOW campaign on 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

• Ad hoc support to the college as requested, continuing to regularly post stuff to Facebook channels

• Coordinating request to alumnae for biographies, professional photographs, and majors/minors at SBC. Will support SBC MMC to update academic websites with alumnae stories to help show SBC is “career focused and future oriented.”

• **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.

  o Current Alumnifire Statistics (as of May 8, 2016) -- 668 Vixens offering informational interviews, 462 Vixens offering job shadowing, 302 active employers, 186 Vixens interested in finding interns

  o 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”!

  o To sign up for the email distribution, go to https://vixenwatch.wordpress.com/

  o Click on the small pop-up box in the bottom right corner of your web browser that says “Follow”

  o Submit your email address and subscribe to the free email news feed.

  o 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 / blog (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. Assisting Barb Watts, Director of Career Services with strategic planning as asked.

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

• **Will host an in-person Clubs / Regional Leadership Meeting during Reunion** on Friday, June 3 in Cochran Library. Expecting an overwhelming attendance from the leadership group. This will be the group’s first in-person meeting since newly formed in the last seven months.
• **SBC online auction underway!** Norma Bulls Valentine ’93 is chairing the auction efforts. Please donate or ask your friends, family or colleagues to donate (submit donation info online at [https://sbc.pgtb.me/8KqwnD](https://sbc.pgtb.me/8KqwnD)). Auction bidding starts after Friday, May 13th – to see donations check out [www.sbc.edu/auction](http://www.sbc.edu/auction).

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

• Accepting **nominations for Presidential Search Committee and Alumnae Committee of the Board**
  o Alumnae Alliance Council continuing to advertise and support the Board of Directors to operationalize **nominations for alumnae representation to various Board Working Committees** including:
  o Alumnae Alliance representation on the Board Presidential Search Committee
  o Alumnae Alliance representation on the Alumnae Committee of the Board of Directors
  o E-distribution via a MailChimp push, advertising on Facebook and the Vixen Watch, and will be forthcoming in an e-copy and paper copy of the Briar Wire.
  o Here’s the web link to nominate someone (self-nominations are welcome) [https://a.pgtb.me/rkS1Fg](https://a.pgtb.me/rkS1Fg)

• **Graduation** – AA Council remarks and welcome the Class of 2016 to the Alumnae Alliance.


• Provided quick turn advice and research coordinated with Pam DeWeese, Dean of the Faculty and Vice President for Academic Affairs and Kelly Kraft-Meyer, Dean of Student Life and Academic Support on whether SBC should keep “pre-law” listed as a major on its web site. Current thinking from law school professors is that students are better off majoring in a particular major such as government, international affairs, history, English, psychology, STEM.

• Other interesting news item to pass along: Frostburg Ed.D. research dissertation project “The Battle to Save Sweet Briar” by Lili Leonard [https://m.youtube.com/watch?feature=youtu.be&v=ic-UGlj0bI](https://m.youtube.com/watch?feature=youtu.be&v=ic-UGlj0bI)

• 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.