



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
May 24, 2016

Present: Michelle Badger '06, Amy Leigh Campbell '97, Deirdre "DeDe" Conley '72, Sarah Clement '75, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Lisa Longino '78, Phyllis Jordan '80, Katie Schellhammer '95, Sarah vonRosenberg '72

Absent: Beth Ann Newton '86, Julia Schmitz '03, Cady Thomas '98, 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/>
- **Rachel Platten** video highlights now on sbc.edu webpage <http://sbc.edu/news/video-shows-highlights-of-rachel-plattens-cheggmusic101-concert-at-sweet-briar/>
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 6/14/2016; 6/28/2016; 7/12/2016; 7/26/2016; 8/9/2016; 8/23/2016)
- **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 ask AR&D about final Reunion details (hospitality space, linens / what to bring, final schedule printing, Engagement Fair handouts and registration package inserts)
- **Pace WG efforts and prioritize to Board and College Priorities: "Money and Students"** - (A) fundraising; (B) student recruiting; (C) strengthening and deepening alumnae engagement and volunteerism and (D) 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> for Council operations and **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 HIT Team** – Coordinating calling and following up with accepted students who have yet to commit. Encouraging AARs and providing timely tips / "soft training" via email
- Will work with AAR Director to update and finalize Admissions Advocate training for Reunion session

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

- **Reunion (June 3-5, 2016) - AA Council WG Booths for Reunion Engagement Fair (Saturday, 11 am -2 pm)** – WGs discussed engagement fair details which spans lunch in the quad, passport and tickets giveaway, Booths: Class Acts -- corn hole; AAR -- ring toss; Network -- coloring table; MMC -- pin the tail on the Vixen; Strategic Vision – Pearls of Wisdom; Development -- Cupcake Walk; AAR -- Giant twister; Alumnae Marketplace;
- **Convocation - Update from President Stone** (Saturday, 9:30 am – 10:30 am; Library)
- **AA Council Overview and Q&A Session** - Sarah V and Debra to co-host; Council members to attend if possible from 3 – 3:45 pm in Library Haskell 2nd Floor Classroom
- **Presentation of the 2015 Distinguished Alumna Award to the Saving Sweet Briar Board**
- 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
- **Video update from Teresa Tomlinson** <https://www.youtube.com/watch?v=DCPPvzIidYg>
- **Briar Wire Update – 75% toward \$10 M goal and class participation percentages challenges** http://oldweb.sbc.edu/sites/default/files/Alumnae/May%20Briar%20Wire%20for%20web_0.pdf

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

- Meg following up on a blog in the Huffington Post that incorrectly stated that SBC was closed
- Ongoing discussions about how to help with proactive PR and damage control”
- Have some potential leads on some alumna that might be willing to operationally manage Alumnifire and LinkedIn portals. Debra to connect Sally and Meg to the young alumnae.
- **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. 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** from **May 16-25** underway. Will also be held **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
- Assisting Barb Watts, Director of Career Services with strategic planning as well.
- Potential event being considered in DC to help younger alumnae / new graduates. Networking event with both SBC and Hampden-Sydney College in the works!

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. Auction bidding underway, will end June 4th at 7 pm. To see donations check out www.sbc.edu/auction.

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

- **International -- Theresa Capule, new SBC Director of Int'l Students and Study Abroad** <http://sbc.edu/news/sweet-briar-college-names-director-of-international-students-and-study-abroad/>
- Accepting **nominations for Presidential Search Committee & Alumnae Committee of the Board.** Nominate online at <https://a.pgtb.me/rkS1Fg> Announcement is also in the latest Briar Wire and will be

sent in paper mail to classes before 1970. Nominations period open until after Reunion (June 3-5)

- Alumnae bios, photos, majors for “**Major Outcomes**” request from College MMC
- Will explore standing up working group to explore **Alumni College** concept with faculty and others. Similar to Middlebury College program. Linda Fink and Pam DeWeese to coordinate with faculty

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.