



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
June 28, 2016

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

Absent: Sarah Clement '75, Sally Mott Freeman '76, Beth Ann Newton '86, Katie Schellhammer '95, 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

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 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:**
- AA Council will coordinate final push support for Next is NOW through Development WG to reach the \$10 million goal for the Sweet Briar Fund for the June 30, 2016 end of fiscal year.
 - AA Council will support the College through MMC WG to help raise the profile of two areas: (1) www.JustRivals.com – where Sweet Briar is in the Greatest Mascot Challenge Finals versus Alfred University; and (2) advertising for alumnae input for the Presidential Search.
 - AA Council will coordinate to assist the Director of AARs to help roll out training over the summer. AAR WG co-chairs will ideally meet with the new VP of Enrollment once he is on board in July to highlight the AAR program and seek guidance for how he would like to proceed.
- **Pace WG efforts and prioritize to Updated 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

- Will work with AAR Director and AR&D to coordinate Regional Leads AAR training.
- New VP of Enrollment Bill Allen, Jr. is scheduled to start at Sweet Briar on July 1st. <http://sbc.edu/news/sweet-briar-college-names-permanent-vp-of-enrollment-management/>
- Expecting to hear updated enrollment numbers for 2016-2017 (Fiscal Year 2017) in the July 11, 2016 financials and enrollment update from the College. Target at the start of the Next is NOW campaign was to have 228 students for 2015-2016 and 324 enrolled for 2016-2017.

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

- Will share survey results from Reunion for AA Council consideration. Overall positive feedback.
- Will consider some ideas for how to generate alumnae news / contents that could be shared to class officers for distribution in different communications channels.
- Will consider how to coordinate a social media training / tutorial with MMC for class officers so they know what media forums are available (email, Facebook, Twitter, Instagram, etc.)

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** (\$10 M annual giving). Overall Campaign Goal is \$30 million by June 30.
- **Final push for Next is NOW before the June 30, 2016 end of fiscal year deadline.** Individual emails, calls, texts and outreach to classmates works. Encourage everyone for participation percentage numbers too.

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

- AA Council MMC asked to identify who-what-when-where-why-how options for social media channels to reach alumnae with communications, once the June 30th Next is NOW campaign numbers have been finalized and are ready for release. Ideally AA Council / MMC will help broadly distribute information.
- **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel editor in chief; AR&D reserves the right to edit and fit in based on the monthly content
- **Calendar of Featured (Public) Events at SBC** now online -- <http://sbc.edu/featured-events/>
- **AR&D Request for social media tutorial in coordination with Class Acts** – targeting late summer to highlight different social media platforms, tips and tricks
- **Future: PR support by alumnae** to get accepted student info into the local newspapers, magazines, etc.
- **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

- Career Services Support: “Alumnae in Residence” for 2016-17 and “Careers and Coffee” sessions
- **August 1-9th Sweet Work Weeks:** Amy Leigh Campbell '97 supporting planning for August session. DeDe Conley '72 and Katie Schellhammer '95 prepared a June Sweet Work Weeks Debrief -- 29 alumnae; 650+ hours volunteered with an additional 151 hours for Reunion preparations; lots of fun!
- Will have **Josie Beets '00 and Evangeline Taylor '00** begin developing **Updated Alumnifire Training** for Career Services, and Alumnifire media postings using “Pearls of Wisdom”, in coordinated with **Eleanor O'Connor '09** running the Alumnae Instagram account. See <https://sweetbriar.alumnifire.com> 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.
- **Lifelong Learning proposal** – submitted by **Cynthia Hardy McCabe '74**, who has professional experience designing and operationalizing such offerings in a rural community college program.
- Alumnae Stories – **Edna Ann Loftus '72** and **Grace Mary Oates '64** could potentially assist
- Will follow up with **Tracy Gatewood '83** regarding “spiritual life” assistance from alumnae for College Student Life programs. Potentially this could be an alumnae subgroup supporting Chaplains Matt Gaventa and **Kathy Chase '67** through Kelly Kraft-Meyer / Student Life.

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

- Clubs / Regional Leads held 1st in-person meeting at Reunion (June 3-5, 2016), and using monthly coordination teleconfs to help coordinate ideas and information sharing across Regions.
- Richmond Club is exploring a 5-K run/walk fundraiser on campus during Founders Day weekend. Will coordinate with AR&D, could involve selling t-shirts and incremental fundraising for those that can’t participate in person.
- **Evangeline Taylor '00** to help setup a **Clubs WG Google DropBox** and provide some user guide / training notes on how to use DropBox
- **Virtual Auction** debrief with **Norma Valentine '93**. Overall very successful, with opportunities next year.

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

- **Nominations packages for Presidential Search Committee & Alumnae Committee of the Board** – sent to Board Committee Chairs.
 - Presidential Search Committee has also asked for alumnae input on the Presidential Search via SurveyMonkey and has a structured survey to address key qualities the next President must have, and priorities alumnae think the next President must take on.
<https://www.surveymonkey.com/r/SweetBriarPresidentialSurvey> More info on the Presidential Search is available at <http://sbc.edu/presidential-search/>
 - **Martha Tisdale Cordell '82**, Associate Dean at the University of Tulsa College of Law, who has served on a number of Presidential and Provost level executive searches, will represent the Alumnae Alliance.
- Alumnae bios, photos, majors for **“Major Outcomes” request from College MMC** proceeding. **Jane Dure '82** assisting with writing up materials.
- Strategic Initiatives WG to work on **“Pearls of Wisdom” draft** out of Reunion submissions, and circulate materials for comment to SWAG (States Women’s Advisory Group) for additional input and ideas to support Career Services. Will also provide to “The Network” / Alumnifire subgroup for potential consideration as materials to post regularly as photo / quotes short media clips and blog starter items.
- Strategic Initiatives WG to begin drafting a **rolling nominations process and refining position descriptions for Council seats**, to start evolving Council representation as needed, and as part of an ongoing term replacement process.
- **SWAG and Class of 1964** – will explore developing a tutorial session and ideas for how to keep your class engaged in all things Sweet Briar.

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.