



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
August 09, 2016

Present: Michelle Badger '06, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Sally Mott Freeman '76, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72

Absent: Amy Leigh Campbell '97, Meg Guegan '92, Lisa Longino '78, Beth Ann Newton '86, 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

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 8/23/2016; 9/6/2016; 9/20/2016; 10/4/2016; 10/18/2016)
- **Council Operations:** As appropriate, the Council will identify one action item per teleconf, and coordinate with the College Alumnae Relations & Dev. (AR&D).
Status: AA Council will discuss and align priority efforts for Summer and Fall 2016 to College priorities. AA Council Co-Chairs will begin weekly teleconfs with Mary Pope Hutson '83, VP of Alumnae Relations and Development to further coordinate efforts in support of the College.
- **Council welcomed Ann Kiley Crenshaw '76**, who will serve as an alumna representative to the Board / Alumnae Working Committee. Upcoming Board / Alumnae Committee meeting on August 18th to discuss operations of the Alumnae Alliance and the draft priorities proposed.
- **Save-the-Date / Founders Day Weekend (Friday-Sunday, September 23-25)** – council discussed topics of interest to discuss with College staff on campus if possible: participate in Founders Day events, Class Acts & Development Working Group joint meeting to focus on coordinating intersecting efforts including Sweet Briar Annual Fund efforts, AARs and Admissions interfacing and meet-and-greet with the new VP of Enrollment, training on how to use Class email distribution lists (Mail Chimp), training on Banner reports options for Classes and Clubs, next 2-years high level calendar planning to block out major meetings (e.g., Founders Day, spring meetings, Reunions), Career Planning / Alumnafire engagement and support for Alumnae in Residence, etc.
- **Prioritize efforts to Updated College Priorities:** "Alumnae Engagement, Money and Students"
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to the BoD Alumnae Committee and AR&D staff, and subsequently posted on the web by AR&D staff: See <http://sbc.edu/alumdev/alumnae-alliance-council-minutes>

Working Group Updates (listed alphabetically)

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

- Setting up weekly coordination calls with Marcia Thom-Kaley to coordinate AAR directions for cascading out to Regionals. Organizing AAR Regional Leads and City Leads for larger areas.
- Updated Admissions Advocate went live on August 8th. AARs are asked to use the systems this year and sign the volunteer agreement to protect student data.
- Any AARs who have trouble logging into Advocate should route issues through their Regional leads and then to Julia / Michelle if needed for resolution.

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

- Continuing to organize to conduct a **Class Officers Audit** to make sure every class has a President, Secretary, Social Media Secretary (or Secretaries), and Fund Agent Team. Will engage **Flo Rowe Barnick '80** and **Dorsey Tillet Northrup '75** to potentially support. **Norma Valentine '93** and **Ann Kiley Crenshaw '76** also available to support.

- Also considering how to coordinate with Decade Chairs and Sister Classes
- Will consider how to coordinate class officers social media tutorial with MMC (e.g., e-newsletters from the College, Facebook, Twitter, Instagram, Pinterest, Alumnifire, LinkedIn, etc. asking for BriarWire and Vixen Watch news items, updating Banner info; finding “lost classmates”, class notes compilations)

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

- Alumnae data analysis underway to provide insights to help classes and interest groups with the next annual fund campaign.
- Development Working Group will meet in late August (Aug 22-23) to regroup and plan.

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

- New <http://sbc.edu/alumnae-development> website!
- **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel (AR&D) for consideration.
- **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. Ideally AA Council / MMC will help broadly distribute information and provide training for interested alumnae.
- **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 to “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 (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:** nothing to report this period. Waiting to coordinate Alumnifire training proposal with Barb Watts to discuss the proposed path forward.
- **August 1-19th Sweet Work Days:** around 100 alumnae registered. **Overview video** <https://www.youtube.com/watch?v=knRtf9Ic9ao&feature=youtu.be>
- **Alumnifire + Twitter + Instagram – Pearls of Wisdom cross postings** (Josie Beets '00, Evangeline Taylor '00, Eleanor O'Connor '09
[TWITTER – see #PearlsOfWisdom] <https://twitter.com/search?src=typd&q=%23pearlsofwisdom>
[INSTAGRAM – see #PearlsOfWisdom] <https://www.instagram.com/explore/tags/pearlsofwisdom>
Alumnifire See <https://sweetbriar.alumnifire.com> Sweet Briar is among elite networks of alumni and 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 August 7, 2016)** – 752 Vixens offering introductions and networking; 702 Vixens offering resume reviews and feedback; 675 Vixens offering informational interviews, 466 Vixens offering job shadowing, 382 at a company that is hiring, 188 Vixens interested in finding interns
- **Lifelong Learning** – Beginning to consider possible training short courses that could be used to boost volunteerism (e.g., Alumnifire, Banner self-service reporting, Social Media platforms and communications among alumnae groups). Also exploring FreeConferenceCall.com as platform to host webinars / teleconfs and record sessions which can be archived and reviewed later by interested alumnae. May investigate Zoom – platform that the Board of Directors is using. Intent is to use something that is easy, \$0 cost, completely alumnae driven and supported, and widely deployable for many AA needs.
- Sweet Briar finished #5 in the **Forbes Annual #MYTOPCOLLEGE 2016 CHALLENGE**, Special thanks to alumnae providing photos and memes including **Lenora “Lion” Farrington-Sarrouf'94, Jane Dure '82, Lele Casalini '82** (for the SBC double rainbow image), **Dianne Hayes Doss '93**, and **Kate Polevitsky '93** (for that marvelous sailboat sail image)

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

- Continuing coordination with Geo / Regionals and Regional AARs re. **Back to School Events**
- Looking for southern Texas alumnae (Houston, Austin) to potentially help with Clubs.
- Will begin exploring planning for Auction to be held in conjunction with Clubs and Reunion 2017. **Norma Valentine '93** willing to support again. Key item for Clubs engagement.

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

- Alumnae bios, photos, majors and media release forms for **“Major Outcomes” request from College MMC, Jane Dure '82** assisting. Submit online at <http://sbc.edu/alumnae-development/alumnae-profiles/>
- **Draft Alumnae Alliance priorities document** for the next 6 months. Will discuss with the BoD/Alumnae Committee and report back.
- Strategic Initiatives WG to hold on further work for a **rolling nominations process and refining position descriptions for Council seats**, to support ongoing term replacement process..
- Will add **Gardening Working Group** of alumnae under Strategic Initiatives. Will challenge them to come up with an interesting name such as “Rose Squad” or “Gardening Gang”. A group of alumnae including **Jean von Schrader Bryan '82** are already working with Donna Meeks in SBC Buildings and Grounds. Could reach out to **Jeanette Rowe Cadwallender '79**, who recently completed volunteering as president of the Garden Club of Virginia.
- **Stateswomen Advisory Group (SWAG)** (prior Board of Directors and officers of the old Alumnae Association) – no update, but we can consult them on Life Long Learning pilot testing
- **Land Use & Sustainability** – follow-up work in October, some members will be on campus to assist with Sweet Work Weeks, matching grant effort pending
- **International Team** – to check in with the College Alumnae Relations & Development in late Fall to see what alumnae support might be needed
- **Request: 5 No Cost Ideas for Nancyellen Keane '78** (after other AA Council operations issues addressed)

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.

Other news to pass along

Key Dates for Fall 2016 – Spring 2017

AA Council also discussed getting into a 1-2 year ahead cadence of regular meetings for planning purposes.

Aug 1- 19 th	Sweet Work Weeks	Nov 10-12	Board of Director's On
Aug 18-20	Board of Director's On	Campus	
Campus		Dec 9	Classes End
Aug 19-20	New Student Orientation	Dec 11-15	Exams
Aug 25	Classes Begin	Jan 18	Classes Begin
Sep 18-21	Online Streamathon	Mar 3-12	Spring Break
Sep 23-24	Founder's Day	May 2	Classes end
Oct 22	Amherst County Day	May 4-8	Exams
	Weekend (to be confirmed)	May 13	Commencement
		June 2-4	Reunion

The meeting was adjourned promptly at 1 pm ET.