



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
August 23, 2016

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Sally Mott Freeman '76, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Meg Guegan '92, Beth Ann Newton '86

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 9/6/2016; 9/20/2016; 10/4/2016; 10/18/2016)
- **Council Operations:** As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Dev. (AR&D).
Status: AA Council will discuss and continue to align priority efforts for Fall 2016 – Spring 2017 to College priorities. AA Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of Alumnae Relations and Development to further coordinate efforts in support of the College.
- **Founders Day Weekend Update (Friday-Sunday, September 23-25)**
- **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 AR&D staff for their oversight of operations, in alignment with SACS accreditation principles. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

Working Group Updates (listed alphabetically)

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

- Continuing 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
- Will hold conference call soon to coordinate AARs leaders
- Signing up AARs for fairs. AARs will use Admissions Advocate to log contacts with students, review lists of fairs for coverage. Any AARs who have trouble logging into Advocate should route issues through their Regional leads and then to Julia / Michelle if needed for resolution.
- Continuing to work with AR&D and Admissions to identify and recommend software "quick fixes" / improvements for usability of Admissions Advocate.

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

- Continuing to organize to conduct a **Class Officers Audit** and beginning to draft a **Class Officers Handbook** to define the new model of extensive and enduring alumnae engagement with many alumnae per class involved in class leadership. **Class Officers Handbook** will clarify roles and responsibilities and provide tips and leading practices to make sure every class has a President / co-Presidents, Secretary / Secretaries for class notes, Social Media Secretary (or Secretaries), Fund Agent Team and Class Stewards.
- Will engage **Flo Rowe Barnick '80, Dorsey Tillett Northrup '75, Norma Valentine '93, and Ann Kiley Crenshaw '76** to assist. **Michelle Badger '06** to recommend some names from 00's and 10's to potentially support the Class Officers Audit.
- Also considering how to coordinate with 9 Decade Chairs/Co-Chairs (e.g., 40's, 50's, 60's, 70's, 80's, 90's, 00's, 10's) and Sister Classes (e.g., 20 years apart = 1956-1976-1996-2016)

- 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 next steps in fulfilling the challenge of the \$30 million Next is NOW campaign.

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. **DeDe Conley '72** submitted a short writeup of the film “Under the Turban” produced by **Harpreet Bedi '93**, which will be shown as part of a United Nations International Film Festival from Oct 20-30 near Stanford University. See “**Under the Turban**” info at <http://www.unaff.org/2016/films.html>
- **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

- **August 1-19th Sweet Work Days:** Once again our alumnae were on-campus demonstrating “the Sweet Briar Effect” with 98 alumnae volunteering over three weeks to take on a number of “budget-relieving” projects selected and approved by SBC Buildings & Grounds and Alumnae Relations & Development, including painting, landscaping, and power-washing!
- **Career Services Support:** Barb Watts is very happy with the Alumnifire draft training proposal to engage more alumnae in supporting career advising, resumes reviews, and helping with identifying internships and jobs opportunities. She sent “the Network” Co-Chairs the schedule of upcoming Fall Career Services events and is excited at how much support she receives from alumnae volunteers. Check out **Alumnifire** at <https://sweetbriar.alumnifire.com> – where SBC already has a ratio of 15 alumnae per student to help with career mentoring, resume advice, identifying internship and job postings of interest to students and alumnae, etc. Barb Watts asked if we could please continue to encourage other alumnae to post jobs, career oriented articles, etc. in Alumnifire, as she is directing students there too!
- **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 21, 2016) – 753 Vixens offering introductions and networking; 702 Vixens offering resume reviews and feedback; 677 Vixens offering informational interviews, 466 Vixens offering job shadowing, 387 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 (similar to WebEx, GoToMeeting, Adobe Connect, Zoom, etc.) as a platform to host webinars / teleconfs and record sessions which can be archived and reviewed later by interested alumnae. Intent is to use something that is easy, \$0 cost, completely alumnae driven and supported, and widely deployable for many AA needs.

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

- Resuming monthly Regional Clubs leads teleconfs to coordinate efforts.
- Drafting a business plan proposal for a Virtual Auction to be held in conjunction with Clubs and Reunion 2017. **Norma Valentine '93** willing to support again.

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

- Alumnae bios, photos, majors for **“Major Outcomes” request from College MMC and AR&D. Jane Dure '82** assisting. Debra Elkins '93 to draft email for Council members to help with distributing communications to challenge alumnae to help us reach the goal of 200+ alumnae short biographies, with majors, any graduate education, career / volunteer roles of note, and a media release form so SBC can use for majors websites and other MMC materials. Alumnae are encouraged to submit info online at <http://sbc.edu/alumnae-development/alumnae-profiles/>
- **Revising Alumnae Alliance and AR&D priorities document** to focus on efforts for the next year.
- Strategic Initiatives WG to – continue drafting a **rolling nominations process and refining position descriptions for Council seats**, to support ongoing term replacement process.
- 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** (resident expert in Power-Washing!) are already working with Donna Meeks in SBC Buildings and Grounds. Could reach out to **Jeanette Rowe Cadwallender '79** to advise, since Jeanette 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 later this academic year, when the College is ready to explore and pursue opportunities
- **International Team** – to check in with the College Alumnae Relations & Development in later this academic year 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

Nothing submitted for this meeting

Key Dates for 2016-2017 Alumnae Alliance Council Planning

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 th	Sweet Work Weeks	Jan 18	Classes Begin
Aug 18-20	Board of Directors On Campus	Feb 12-13	Presidential Scholars Visit
Aug 19-20	New Student Orientation	Feb 16-18	Board of Directors On Campus ** AA Council onsite meetings and briefing to the Board
Aug 23	Opening Convocation	Feb 19-20	Presidential Scholars Visit
Aug 25	Classes Begin	Mar 3-12	Spring Break (SBC Staff on Leave)
Sep 18-21	Online Streamathon	Mar 19-20	Accepted Applicants Weekend
Sep 19	Fall Step Singing	Mar 20	Spring Step Singing
Sep 23-24	Founder's Day Weekend	Apr 9-10	Accepted Applicants Weekend
Sep 29 – Oct 2	Fall Break (SBC Staff on Leave)	April 14	Soph./Juniors Open House
Oct 9-10	Admissions Open House	Apr 20-22	Board of Directors On Campus
Oct 16	Board of Directors Teleconf	May 2	Classes end
Oct 22	Amherst County Day Weekend (tbd)	May 4-8	Exams
Nov 10-12	Board of Directors On Campus	May 13	Commencement
Nov 13-14	Admissions Open House	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings?
Nov 18-27	Thanksgiving Break (SBC Staff on Leave)	July 31 – August 18	tentative Sweet Work Weeks dates
Dec 9	Classes End	Aug 24-26	Board of Directors On Campus
Dec 11	Board of Directors Teleconf	Sep 22-23	Founders Day Weekend (our best guess). ** AA Council onsite meetings?
Dec 11-15	Exams	Oct 19-21	Board of Directors On Campus
Dec 16th – Jan 17th	Winter Break (SBC Staff on Leave)		

The meeting was adjourned promptly at 1 pm ET.