



Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Lea Harvey '90, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72; Priscilla Carroll '87 (Director of Alumnae Relations)

Absent: Lisa Longino '78, Cady Thomas '98, Kathryn Yunk '91, Ann Kiley Crenshaw '76 (At Large Member of the Alumnae Committee of the Board of Directors)

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts

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

- **Outbrief of the Nov 9th Sweet Briar Fund Rollout Teleconf** – Nov 29th to be "National Day of Giving"
- **Outbrief of the Nov 10th Board of Directors / Alumnae Committee Meeting** – working on charter to strengthen governance, requested AA Council to meet with the Alumnae Committee during the Feb 2017 Board Meetings, and to provide an update on alumnae engagement (value-in-kind time and expertise donated) and priorities. NOTE: Board Meetings have been moved to Feb 23-25, 2017 – AA Council will reconfirm meetings with AR&D.
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (11/29/2016, 12/13/2016, tentatively 12/27/2016, 1/10/2017, 1/24/2017, tentatively 2/14/2017, on-campus 2/16-18/2017)
- **Council Operations:** As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).

Status: AA Council will focus efforts toward "Alumnae Engagement, Money and Students," to support AR&D (see priorities list included in these minutes – for wide sharing to all alumnae). Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of AR&D.

- **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 operations oversight, in alignment with SACS accreditation principles. See minutes online, posted about a week after each meeting at <http://sbc.edu/alumnae-development/alumnae-alliance/>

Working Group Updates (listed alphabetically, priorities from the AA Council and AR&D indicated)

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

- [Priority 2] 260+ AARs covered 140+ targeted fairs yielding 1500+ prospective students. AARs will now turn to contacting prospective students to encourage them to apply and to make a visit to Sweet Briar. Over 65 AARs have already volunteered to assist Admissions with making personal contact with as many of the Fall 2017 prospects that are currently active by the December 16 deadline.
- [Priority 2] Working with Admissions and AR&D on orchestration and key items for the AARs prospective students contacts package to be distributed around Nov 22nd including:
 - Script for phone calls, emails or personal notes; to clarify re. using texts (answer – not for now, use phone calls, emails, personal notes 1st)
 - Highlights and talking points about Sweet Briar College (from sbc.edu website) <http://sbc.edu/about/highlights/>
 - October 2016 Briar Wire also has a lot of key talking points about the financial position of the College <http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/the-briar-wire-october-2016.pdf>
 - Fall 2016 Sweet Briar Magazine gives a terrific update on the College <https://www.yumpu.com/en/document/view/56341035/sweet-briar-college-magazine-fall-2016>
 - Virtual Campus Tour <http://youvis.it/qFQJzD>

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

- [Priority 1] Supporting Class Presidents and Fund Agent Teams teleconf on Wednesday, Nov 16th to support kicking off the 2016-2017 Sweet Briar Fund
- [Priority 1] **Sweet Briar Magazine** arriving before Thanksgiving. Also available online at <http://sbc.edu/magazine/> If anyone wants to opt out of paper delivery, have them contact Clelie Steckel (cdsteckel@sbc.edu)

Development Working Group: Lisa Longino '78 and Lea Harvey '90

- [Priority 1 / 4] Supporting Class Presidents and Fund Agent Teams teleconf on Wednesday, Nov 16th to support kicking off the 2016-2017 Sweet Briar Fund
- [Priority 4] Assisting with update materials to go to Foundations and non-profits. Participating in 2x per month coordination teleconfs, and supporting the Major Donors Task Force team.

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

- [Priority 7] Using **Indiana's Rules** during AA Council teleconfs. Thanks **Lenora "Lion" Farrington-Sarrouf '94**
- [Priority 5] **Alumnae Bios / Profiles** request from College MMC, **Jane Dure '82** assisting. See example alumnae profiles <http://sbc.edu/government-and-international-affairs/alumnae-profiles/> and online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/>
- **[Supports multiple priorities] Ongoing communications advising to support alumnae engagement**
 - **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel, AR&D Briar Wire editor in chief (cdsteckel@sbc.edu).
 - AA Council discussed and will take for exploration to write a short article on recruiters coming back to campus (e.g., both CIA and Defense Intelligence Agency), and other alumnae support for Career Services.
 - A big thank you to **Monika Kaiser '82** for managing the **Vixen Watch** news feed until the SBC Magazine re-established. Nov 19, 2016 is the last Vixen Watch e-news letter.

"The Network" and Career Development: Katie Schellhammer '95 and Sarah Clement '75

- [Priority 3] AA Council will explore coordinating some alumnae related career series events with Barb Watts, Director of Career Services, while the AA Council will be on campus Feb 16-18, 2017
- [Priority 3] **Alumnifire** – recruiting additional moderators to each post 1 career oriented article, job or internship each week. See <https://sweetbriar.alumnifire.com>
- [Priority 7] **Lifelong Learning** – continuing planning options with one on Presidential transitions identified
- [Priority 6] **Sweet Work Days** – draft proposal development for next year's effort with **Kathy Pegues '71**

Geographic Regions / Clubs: Cady Thomas '98 and Kathryn Yunk '91

- [Priority 8] **Clubs Virtual Auction** with **Norma Valentine '93:** proposal updated and approved by AR&D
- [Priority 8] Assisting Clubs with organizing December / January **Sweet Briar Day Events;**
 - AR&D confirmed Clubs are welcome to invite local prospective students and current students to participate if it fits planning. AR&D will coordinate with Admissions to gather those lists for Clubs as requested (contact Priscilla Carroll '87 pcarroll@sbc.edu or Donna Dodd '15 ddodd@sbc.edu)
 - Sweet Briar Days are traditionally Dec 28th; Clubs are encouraged to hold events by 1st few weeks of January to permit both current students and prospective students to attend
- [Priority 8] Clubs WG to cascade videos links out to Clubs / Geographic Regions leaders for use in upcoming events

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

- [Addressing Multiple Priorities] Support Council operations, assist AR&D with overseeing alumnae activities
- For Discussion: potential to increase participation using "Plus-Ones"
 - Strategic Initiatives to finalize follow-up "training webinar / expectations" for Plus Ones
 - Strategic Initiatives to plan training webinar for early December time frame
- Council updating **annual calendar cycle of events for Alumnae Alliance activities (see calendar included)**
- **Stateswomen Advisory Group (SWAG)** (prior Board of Directors and Alumnae Association leadership) – no update
- **Land Use & Sustainability** – no update, asked to hold on efforts until the College is ready for inputs.
- **International Team** – to check in with the College Alumnae Relations & Development in late Fall to see what alumnae support might be needed [Priority 2]
- **Gardening Working Group** – no update, could support Sweet Work Days next year [Priority 6]

The meeting was adjourned promptly at 1 pm ET.

ALUMNAE ENGAGEMENT AUGUST – DECEMBER 2016

College AR&D Priorities: (1) alumnae engagement; (2) money; (3) students

Proposed AA Council priorities: Aligned to College Priorities

1. [engagement, money] **Class Officers Audit** by appointing working group in Class Acts to specifically identifying strongest alumnae in each class to serve as class officers. Broadening service to include President or Co-Presidents, Secretary or Secretaries, Fund Agent Team, Social Media Secretaries.
2. [students, engagement] Boosting and supporting **Alumnae Admissions Recruiters (AARs)** by amplifying and operationalizing AAR Working Group including Regional Leads and City Leads. Very popular way for SBC alumnae to give back by representing our school.
3. [students, engagement] Growing utilization and effectiveness of **Alumnifire** – helps marketing to students for direct career outcomes success via internships, mentoring, job placements, maximizing the network of 15 alumnae per student ready to assist with career advice. Easy way for alumnae to give back with time and advice to younger alumnae and students.
4. [money] **Development WG** – ongoing planning and support for annual fundraising
5. [students] **Alumnae Bios** project – marketing and public relations to show SBC is career focused and outcomes oriented. Easy way for alumnae to give back with time and expertise to the College, and be role models for students and alumnae.
6. [engagement, money] Support **Sweet Work Days** from August 1-19. Alumnae are volunteers on campus for “budget relieving projects”, alumnae are helping organize. Alumnae can help market / capture success and advertise / communicate the fun to other alumnae. Also makes financial and operational challenges on campus visible to those participating, so alumnae understand the extent of challenges to overcome over next few years.
7. [engagement and money longer term] **Life-Long Learning** – initial steps include alumnae driven and alumnae executed technology platform exploration, piloting, calendar scheduling and execution – starting with AAR training and Alumnifire training materials. It will require 0 headcount support from the college staff and \$0 investment in technology to host and execute since we have already confirmed everything can be done using FreeConferenceCall.com services that the Alumnae Alliance Council already uses extensively. In the future, we could also integrate video/audio recordings of ongoing visiting lecturers to SBC, professors' lectures, colloquia, webinars, and student presentations and monetize for a fee or subscription in the future as our expertise grows to host and manage. Next priority examples include Banner 101 reports and data acquisition for Classes / Clubs, Social Media training 101. Coordination and info sharing can also be done through Geographies / Clubs and Classes. And Development WG, Geographies/Clubs, Classes, and AARs can all use the technology approach to bolster communications and level of engagement among themselves and their respective Working Groups.
8. [engagement, students] **Clubs (Geographies) - Back to School events** support. Will also be critical for boosting engagement such as rolling out training to Clubs on topics of interest, identifying and piloting out Life-Long Learning topics, and participating in Alumnifire and AARs training and programs, planning for Sweet Briar days in January 2017 and also to initiate the donated items for the 2017 Auction beginning in March 2017.

Sweet Briar College Alumnae Alliance Council Calendar Planning Dates

DRAFT as of November 26, 2016
Updates noted in RED font and yellow highlights

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 23-25 UPDATED	Board of Directors On Campus ** TENTATIVE: AA Council onsite meetings and briefing to the Board
Aug 23	Opening Convocation	Feb 19-20	Presidential Scholars Visit
Aug 25	Classes Begin	March 3	Sweet Briar Day of Giving (tentative)
Sep 18-21	Online Streamathon	Mar 3-12	College Spring Break
Sep 19	Fall Step Singing	March 10	Indiana Fletcher Williams' Birthday
Sep 23-24	Founder's Day Weekend	Mar 19-20	Accepted Applicants Weekend
Sep 29 – Oct 2	College Fall Break	Mar 20	Spring Step Singing
Oct 9-10	Admissions Open House	Mar 24-25	Spring Explore Engineering Weekend for High School Girls
Oct 14-16	Families Weekend	Apr 9-10	Accepted Applicants Weekend
Oct 16	Board of Directors Teleconf	April 14	Soph./Juniors Open House
Oct 22	Amherst County Day (11 am – 3 pm events in the Quad)	Apr 20-22	Board of Directors On Campus
Oct 28-29	Fall Explore Engineering Weekend for High School Girls	May 2	Classes end
Nov 10-12	Board of Directors On Campus	May 4-8	Exams
Nov 13-14	Admissions Open House	May 13	Commencement (Class of 2017 Graduation)
Nov 18-27	College Thanksgiving Break	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings?
Nov 29	Sweet Briar Fund National Day of Giving (Giving Tuesday)	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 9	Classes End	July 10-28	Forbes My Top College Competition (tentative scheduling)
Dec 11	Board of Directors Teleconf	July 31 – August 18	Sweet Work Weeks
Dec 11-15	Exams	Aug 24-26	Board of Directors On Campus
Dec 16 th – Jan 17 th	College Winter Break	Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
Dec 28th or 1st few weeks of January	Sweet Briar Days (Club Events) – alumnae, current students, prospective students	Oct 19-21	Board of Directors On Campus

Other Selected Calendars to Note: (See full selection of calendars online at <http://sbc.edu/featured-events/>)
Alumnae Events Calendar -- <http://sbc.edu/alumnae-development/alumnae-events-calendar/>
(Alumnae are invited to submit events (e.g., Club or Class events) for inclusion using the online web form on this page)

Public Featured Events on Campus -- <http://sbc.edu/featured-events/>

Athletics Calendar Only: <http://vixenathletics.com/composite?y=2016&m=09>

Riding: <http://sbc.edu/riding/calendar-of-events>

INDIANA'S RULES

Indiana's Rules for Meetings, Teleconfs, and Webinars (rules of engagement that reflect our unique culture and expectation that our alumnae are at the table and part of the debate). Drafted by Lenora "Lion" Farrington-Sarrouf '94 at the request of the Alumnae Alliance Council.

Indie's Rules:

I-phones & all phones
should be muted.

*N*o interrupting.

*D*o bring pen and paper.

*I*nform if you disagree: Silence = Agreement

*A*ttack ideas, not people.

*N*o rants; be brief and concise.

*A*void side comments/conversations.