



Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Lea Harvey '90, Sarah vonRosenberg '72, Priscilla Carroll '87 (Director of Alumnae Relations)

Absent: Sally Mott Freeman '76, Meg Guegan '92, Lisa Longino '78, Kathryn Yunk '91, Debra Elkins '93, Ann Kiley Crenshaw '76 (At Large Member of the alumnae Committee of the Board of Directors), Cady Thomas '98

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

- **Book Shop** holiday sales going well; Suggestion to post a reminder on several channels to think about getting holiday gifts from the BookShop
- **Communications** continue to be an issue. Per Priscilla, updates on talking points coming.
- **AA Council meeting, Feb 23-25th** on campus. Rachel Pietsch (rpietsch@sbc.edu) is co-ordinating housing for Council members. Please advise Rachel of housing needs/ plans.
- **AA Council to provide Board with an update on alumnae engagement** (value-in-kind time and expertise donated) **and priorities during Board meetings Feb 23-25, 2017** – date/ time TBD
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (tentatively 12/27/2016, 1/10/2017, 1/24/2017, tentatively 2/14/2017, on-campus 2/23-25/2017)
- **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 and Priscilla Carroll '87, Director of Alumnae Relations.

- **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] Deadline for AARs to contact their list of prospective students to encourage them to apply and to make a visit to Sweet Briar is December 16, 2016. AAR's to send their spreadsheets with contact information back to Admissions. Co-chairs reported that some AAR's have asked for additional prospective students to contact. Some AAR's have handwritten notes to prospectives. Admissions to identify further opportunities for AAR's to assist.
- [Priority 2] Admissions is beginning to post photos and information of students who "have accepted their place" in next year's freshman class.
- [Priority 2] Admissions Advocate web site is currently down. Admissions working to streamline the process for AAR's to best assist in Admissions work.
- [Priority 2] Virtual Campus Tour <http://youvis.it/qFQJzD>

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

- [Priority 1, Priority 4] Letter has gone out to reunion classes; class presidents and fund agents have received copy of the webinar training held on November 16, 2016. Class challenges being set up to culminate at Reunion.
- [Priority 1] Discussion of Engagement Festival at Reunion – AR&D to further refine, along with team of alumnae to be formed to plan and assist.
- [Priority 1] **Sweet Briar Magazine** –Very good feedback on the current issue, as reported by Priscilla. Next edition due early March, 2017. Class notes due by Feb 1, 2017. Sweet Briar Magazine available online at <http://sbc.edu/magazine/>

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

- [Priority 4] Year end proposal letter to foundations went out to foundations, and an alumna has volunteered to follow up with each foundation. Two foundations have so far given grants to SBC in response to this letter.
- [Priority 4] Participating in 2x per month coordination teleconfs, and supporting the Major Donors Task Force team, who are having great success with calls to donors
- [Priority 4] Friends of Athletics – seeking sponsors for accommodations for the tennis team at Hilton Head during Spring Break, 2017 tennis tournament
- [Priority 4] Friends of Riding – seeking sponsors for 9th Annual Horse Show to be held April 8, 2017 at Sweet Briar
- [Priority 4] Google sponsoring National Engineering Week to be held week of Feb 19, 2017 at Sweet Briar

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. Need to continue requesting bios, as they will be used for multiple purposes/ venues. Online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/>. SBC needs information on advanced degrees, and alumnae participation in businesses, etc. – class officers asked to assist in getting this information
- [Supports multiple priorities] **The Briar Wire** next edition due out this week
- [Priority 2] Keep an eye out for Sweet Briar ads on line – DeDe to send examples to Council members

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

- [Priority 3] Co-chairs waiting on rollout of Spring schedule of Career Services from Barb Watts, Director of Career Services, for information on how The Network can assist. Barb is currently posting frequently about job opportunities for students. Co-chairs to ask if Barb plans on taking students to DC during Spring Break for networking, job shadowing, etc.
- [Priority 7] Atlanta Living Room Learning series launched

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

- [Priority 8] **Clubs Virtual Auction** with **Norma Valentine '93** (norma_v0@yahoo.com) – Kathryn, Cady and Amy Leigh working with Norma on Auction; business plan with calendar of auction planning has been generated. Auction site will go live in Spring, 2017; system reset is done, but no definite date set yet for launch of site. Easier payment process is anticipated for this year. If someone wants to donate to the auction, contact Kathryn, Cady, Norma
- [Supports multiple priorities] Clubs Teleconference to be held this evening, Dec 13, 2016, including all Regionals and Club Presidents. Agenda includes an update by Mary Pope, and discussion of Sweet Briar Days, Auction, and other information.
- [Priority 8] Assisting Clubs with organizing December / January **Sweet Briar Day Events**
 - AR&D will coordinate with Admissions to gather lists of prospective students for Clubs as requested (contact Priscilla Carroll '87 pcarroll@sbc.edu or Donna Dodd '15 ddodd@sbc.edu)
 - Sweet Briar Days being held from December 7th through 1st few weeks of January; goal is to build engagement of alums and let prospective students meet current students and alumnae

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
- [Supports multiple priorities] "Plus-Ones" training to be held Wednesday, Dec 14th; approximately 25 Plus Ones have been invited to join the webinar training.
- Council updating **annual calendar cycle of events for Alumnae Alliance activities** (ongoing mapping)

The meeting was adjourned at 12:45 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 December 18, 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
		Feb 19-25	National Engineering Week at SBC
Aug 19-20	New Student Orientation	Feb 23-25	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	March 3	Sweet Briar Day of Giving (tentative)
Sep 18-21	Online Streamathon	Mar 3-12	College Spring Break
Sep 19	Fall Step Singing	Mar 3-12	Friends of Athletics is seeking sponsors for accommodations for the tennis team at Hilton Head, SC during Spring Break, 2017 tennis tournament
Sep 23-24	Founder's Day Weekend	March 10	Indiana Fletcher Williams' Birthday
Sep 29 – Oct 2	College Fall Break	Mar 19-20	Accepted Applicants Weekend
Oct 9-10	Admissions Open House	Mar 20	Spring Step Singing
Oct 14-16	Families Weekend	Mar 24-25	Spring Explore Engineering Weekend for High School Girls
Oct 16	Board of Directors Teleconf	April 8	Friends of Riding is seeking sponsors for the 9th Annual Horse Show at SBC
Oct 22	Amherst County Day (11 am – 3 pm events in the Quad)	Apr 9-10	Accepted Applicants Weekend
Oct 28-29	Fall Explore Engineering Weekend for High School Girls	April 14	Soph./Juniors Open House
Nov 10-12	Board of Directors On Campus	Apr 20-22	Board of Directors On Campus
Nov 13-14	Admissions Open House	May 2	Classes end
Nov 18-27	College Thanksgiving Break	May 4-8	Exams
Nov 29	Sweet Briar Fund National Day of Giving (Giving Tuesday)	May 13	Commencement (Class of 2017 Graduation)
Dec 9	Classes End	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings?
Dec 11	Board of Directors Teleconf	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 11-15	Exams	July 10-28	Forbes My Top College Competition (tentative scheduling)
Dec 16 th – Jan 17 th	College Winter Break	July 31 – August 18	Sweet Work Weeks
Dec 7 th , and continuing 1 st few weeks of January	Sweet Briar Days (Club Events) – alumnae, current students, prospective students	Aug 24-26	Board of Directors On Campus
Dec 7 th , and continuing 1 st few weeks of January	Sweet Briar Days (Club Events) – alumnae, current students, prospective students	Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
		Oct 19-21	Board of Directors On Campus

Other Selected Calendars to Note:

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