



**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91, Priscilla Carroll '87 (Director of Alumnae Relations), Ann Kiley Crenshaw '76 (At Large Member of the alumnae Committee of the Board of Directors),

**Absent:** Sally Mott Freeman '76, Lea Harvey '90, Lisa Longino '78, Katie Schellhammer '95,

**PlusOnes Pilot Participants:** Flo Barnick '80, Jean Bryan '82, Kim Butterfield '09, Dianne Doss '93, Jane Dure '82, Heather Ewing '90, Cathy Foose '78, Brendy Hantzes '81, Sarah Ince '99, Cyndi McCabe '74, Eleanor O'Connor '07, Jill Triana '99, Norma Valentine '93, Katie Weidener '88,

**Meeting Purpose:** Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. The PlusOnes pilot, where alumnae listen in on standing AA Council teleconfs, and participate as appropriate, includes alumnae participants who are active in a number of Alumnae Alliance related activities and were nominated by other alumnae to participate in a pilot to improve overall alumnae engagement and timeliness of communications.

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

- AA Council to meet with AR&D and the Board during the **Feb 23-25, 2017 on campus Board meetings**.
- AA Council Members and PlusOnes are encouraged to "**Save-the-Date**" for both **Reunion (June 2-4)** and **Founder's Day (tentatively Sept 22-24)**. Both are likely to include strategy working sessions and training.
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (1/31/2017, 2/14/2017, on-campus 2/23-25/2017, tentatively 2/28/2017, 3/14/2017, 3/28/2017, 4/11/2017, 4/25/2017)
- **AA Council and PlusOnes are asked to help with several areas of communications on an ongoing basis**
  - Sharing key news articles posted on the SBC Alumnae Alliance Facebook page to additional FB pages
  - If you see someone posting something about a job or internship or career networking on FB, to point them also to our Alumnifire site (<https://sweetbriar.alumnifire.com>)
- **News Roundup (in case you want to forward on in an alumnae newsletter)**
  - Lynchburg News & Advance (Jan 18, 2017): **Announcement of next Sweet Briar President to be made in the coming weeks** [http://www.newsadvance.com/news/local/announcement-of-next-sweet-briar-president-to-be-made-in/article\\_20b56134-ddf1-11e6-b574-97e03834fe84.html](http://www.newsadvance.com/news/local/announcement-of-next-sweet-briar-president-to-be-made-in/article_20b56134-ddf1-11e6-b574-97e03834fe84.html)
  - SBC News (Jan 19, 2017): **Sweet Briar ranks among best schools for student loan repayment success** <http://sbc.edu/news/sweet-briar-ranks-among-best-schools-in-u-s-for-student-loan-repayment-success-according-to-report/>
  - **Spring 2017 Explore Engineering Weekend** (March 24-25, \$35 to attend) is accepting registrations for high school students. <http://sbc.edu/engineering/explore-engineering-for-high-school-girls/>
- **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] 66+ AARs are asked to **report back on the status of contacting 30 prospective students each** to Bill Allen ([ballen@sbcd.edu](mailto:ballen@sbcd.edu)). Fall campaign of 250+ AARs covering 140+ fairs yielding 1500+ prospective students.

- [Priority 2] New SBC Admissions Counselor working with AARs program – **Savannah Oxner '05**. Savannah asked for help finding an AAR to cover a fair in FL on Jan 26<sup>th</sup> – Council and PlusOnes have responded and found an AAR!
- [Priority 2] Julia and Michelle working with Regional AARs to update AARs contact info for Spring campaign.
- [Priority 2] Spring AARS to help this January through June with recruiting prospective students. We need your immediate participation in two ways:
  - First, please join an **AAR Regionals organizing / overview webinar this coming Wednesday, January 25 at 5:30 pm EST**. Admissions and Alumnae Relations and Development will discuss this initiative with AAR Regional Leads and will tell them how they can help. We encourage AA Council Members and PlusOnes to also join if you can! Please register for this webinar by clicking the link <https://sweetbriarcollege.zoom.us/meeting/register/aed4d659144e13537c24e00bf0acd2b8>
  - Second, be on the lookout for a follow-up email detailing **two AAR training webinars (Thurs. 1/26/17 and Tues. 1/31/17)** that we need the AARs to join to learn about this same initiative. We need AA Council Members and PlusOnes to make sure AARs get that second email notice re. these webinars ASAP. The email invite for the webinars will be cascaded by AAR Regional Leads out to AARs in the different regions.
  - If AARs need a **quick 1-page highlights of SBC**, the latest info is always available online at <http://sbc.edu/about/highlights/>

**“Class Acts” / Reunions:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- [Priority 1] **Class Notes:** next batch submissions from Class Secretaries are due by February 1, 2017 for the Spring Edition of the SBC Magazine. **Class notes can be submitted to Class Secretaries or online at** <http://sbc.edu/alumnae-development/class-notes/>
- [Priority 1] Class Acts is also requesting volunteers to help with editing class notes. Please contact Phyllis Jordan ([PhyllisWJordan@gmail.com](mailto:PhyllisWJordan@gmail.com)) if you can help with editing and shaping narratives.
- [Priority 1] SBC Magazine on target for a Spring edition. Alumnae Clubs holding Sweet Briar Day events this spring are asked to take photos of alumnae attending the events.
- [Priority 1] Class Acts will be asked to comment on initial **Reunion planning schedule**. Reunion is scheduled for June 2-4, 2017 and will honor 2's and 7's. All classes are invited to attend. **Jean Bryan '82** is helping with initial “Engagement Fair” planning during Reunion, including games, booths, etc. Initial ideas included inviting the AA Council working groups, Friends of {Athletics, Riding, Art, Library}, and others to “host booths” or games. AA Council working groups asked to identify games / events they will offer and coordinate with Class Acts team.

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

- [Priority 1] **Sweet Briar Fund** annual giving on-going effort working with Classes. Class participation challenges are forthcoming soon. Every gift matters - participation numbers count for grants and foundations funding opportunities.
- [Priority 4] Other ongoing support to AR&D for **Major Donors Task Force and Foundations**; New <http://plannedgiving.sbc.edu> is now live! Visit the site to check out becoming a **Williams Associate**.

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

- [Priority 1] **If an alumna is not getting email updates from the College**, please have them update their online contact info using the online form <http://sbc.edu/alumnae-development/update-your-information/> or have them email Bonnie Seitz '01 ([seitz@sbcedu](mailto:seitz@sbcedu)) in the Office of Alumnae Relations and Development. Alumnae can also use the **online alumnae directory on Banner** to confirm contact information and to find other alumnae <http://sbc.edu/alumnae-development/banner-self-service/>
- [Priority 7] MMC Working Group is developing some “social media cheat sheets” for alumnae to help navigate Sweet Briar’s connections on Facebook, Twitter, Instagram, Alumnifire, etc. Hopefully the Alumnae Alliance can offer these at Reunion and Founder’s Day, and for future Club events as “how-to’s” for alumnae engagement.
- [Priority 5] **Alumnae Bios / Profiles** request from College MMC, **Jane Dure '82** assisting. **PlusOnes asked to help with soliciting inputs from young alumnae in the Classes of 2000 -2016**. 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] **The Briar Wire e-Newsletter for January 2017** is now available online at <http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/the-briar-wire-january-2017.pdf>. AA Council and PlusOnes asked to cascade and post to social media forums, etc.



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 January 15, 2017**

**Updates noted in RED font and yellow highlights**

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 <sup>th</sup>	Sweet Work Weeks	SBC Alumnae Club Events – check with local clubs for latest dates updated due to inclement weather	<b>Jan 5:</b> Annapolis / Baltimore <b>Jan 6:</b> New York, San Francisco <b>Jan 7:</b> Dallas / Fort Worth, Detroit, Hunt Country VA <b>Jan 8:</b> Atlanta, Richmond, Triangle Club NC, Washington DC <b>Jan 14:</b> Boston, Charlottesville, Milwaukee/Chicago, Paris France <b>Jan 15:</b> Cleveland Heights, OH
Aug 18-20	Board of Directors On Campus	Jan 18	Classes Begin
Aug 19-20	New Student Orientation	Feb 12-13	Presidential Scholars Visit
Aug 23	Opening Convocation	Feb 23-25	Board of Directors On Campus ** AA Council onsite meetings with AR&D and briefing to the Board
Aug 25	Classes Begin	Feb 19-20	Presidential Scholars Visit



Sep 18-21	Online Streamathon	March 3	Sweet Briar Day of Giving (tentative)
Sep 19	Fall Step Singing	Mar 3-12	College Spring Break
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	Apr 9-10	Accepted Applicants Weekend
Oct 22	Amherst County Day (11 am - 3 pm events in the Quad)	April 14	Soph./Juniors Open House
Oct 28-29	Fall Explore Engineering Weekend for High School Girls	Apr 20-22	Board of Directors On Campus
Nov 10-12	Board of Directors On Campus	May 2	Classes end
Nov 13-14	Admissions Open House	May 4-8	Exams
Nov 18-27	College Thanksgiving Break	May 13	Commencement (Class of 2017 Graduation)
Nov 29	Sweet Briar Fund National Day of Giving ("Giving Tuesday")	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings
Dec 9	Classes End	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 11	Board of Directors Teleconf	July 10-28	Forbes My Top College Competition (tentative scheduling)
Dec 11-15	Exams	July 31 - August 18	Sweet Work Weeks
Dec 16th - Jan 17th	College Winter Break	Aug 24-26	Board of Directors On Campus
		Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
		Oct 19-21	Board of Directors On Campus

See full selection of calendars online at <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.

