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

- AA Council to meet with AR&D and the Board during the **Feb 24-25, 2017 on campus Board meetings.**
- AA Council Members and PlusOnes are encouraged to "Save-the-Date" for both Reunion (June 2-4, honoring 2’s and 7’s but all classes are encouraged to “come home!”) and Founder's Day (tentatively Sept 22-24). Both are likely to include Alumnae Alliance strategy working sessions and training.
- 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](https://sweetbriar.alumnifire.com))
  - PlusOnes will be asked to provide pilot feedback in the short-term future, and consider nominating other alumnae to potentially participate in the future as additional PlusOnes
- **News Roundup (in case you want to forward on in an alumnae newsletter)**
  - **Spring 2017 Explore Engineering Weekend** (March 24-25, $35 to attend) is accepting registrations for high school sophomores, juniors and seniors. [http://sbc.edu/engineering/explore-engineering-for-high-school-girls/](http://sbc.edu/engineering/explore-engineering-for-high-school-girls/)
  - **Spring 2017 Explore Environmental Science for High School Girls** (April 7-8, $35 to attend) is accepting registrations. [http://sbc.edu/environmental-science/explore-environmental-science-weekend-for-high-school-girls/](http://sbc.edu/environmental-science/explore-environmental-science-weekend-for-high-school-girls/)
  - **Spring 2017 Explore Computer Science Weekend for High School Girls** (April 7-8, $35 to attend) is accepting registrations. [http://sbc.edu/computer-science/explore-computer-science-weekend-for-high-school-girls/](http://sbc.edu/computer-science/explore-computer-science-weekend-for-high-school-girls/)
  - **Blue Ridge Summer Institute for Young Artists at Sweet Briar College** (June 18 – July 9) for rising high school sophomores, juniors, and seniors interested in creative writing, studio art, and sound design / composition. Program highlights: co-educational and on-campus residential program, 2 hours college credit. Apply by April 1. Financial aid & scholarships available. Tuition: $2980. Attendees who later attend Sweet Briar College will receive a $2,000 tuition credit in their first year. See [http://www.bluratsbc.com/](http://www.bluratsbc.com/)

- **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, Students, and Money” to support AR&D. Council Co-Chairs will continue weekly telecons 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)

Alumnae Admissions Recruiters (AARs): Julia Schmitz ‘03 and Michelle Badger ’06
• Mobilizing AARs for Spring efforts. Phased Approach:
  o Promote (Dec-Jan): Clubs invited prospective students to Sweet Briar Day events [DONE]
  o Convert (Jan-Feb): AAR phone calls to 30 prospective students each; Admissions to provide talking points, AARs to report back results through Regional Leads, then Julia & Michelle [UNDERWAY]
  o Recruit (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
  o Welcome (Mar-Apr): AARs contact accepted students to encourage them to make their deposit
  o Celebrate (May-Jun): AARs to meet with SBC Scholarship Recipients at high school scholarship announcement nights. Photos + media releases instructions forthcoming.
• AA Council and PlusOnes asked to help share the online form to refer a student to Sweet Briar (accessible via either Admissions or Alumnae pages). http://sbc.edu/alumnae-development/refer-a-student/
• AA Council Members and PlusOnes asked to help trouble shoot anyone who has not received their AAR calling lists yet by forwarding name requests to Julia and Michelle. Savannah Oxner ’05 in Admissions reports that there are 80+ AAR callers for the Convert phase, but more are always welcome! Sara Parsatoon ’11 offered to explore organizing a few Class of 2011 alumnae with social media expertise (e.g., Twitter, Instagram, Snapchat) to help promote referring a student and AAR calling.

“Class Acts” / Reunions: Phyllis Jordan ’80 and Amy Leigh Campbell ’97
• Sweet Briar College Magazine – Phyllis Jordan ’80 asked if anyone has President Phillip Stone vignettes to please send them to her at PhyllisWJordan@gmail.com. She’s looking for short comments on how alumnae knew President Stone was the right guy to help lead the Sweet Briar turnaround.
• AA Council and PlusOnes asked to contact Jean Bryan ’82 (BryanBrood@aol.com) with Reunion Engagement Fair Booth / Events and to let her know if you can help run a booth for Reunion. AA Council will also discuss Reunion plans while on campus during the Feb 24-25 meetings with AR&D staff.

Development Working Group: Lisa Longino ’78 and Lea Harvey ’90
• Sweet Briar Fund annual giving on-going effort working with Classes. Challenge goals coming soon.
• Other ongoing support to AR&D for Major Donors Task Force and Foundations / Corporations / Non-Profits. Blair Redd ’83 helping with outreach packages to foundations on donor request follow-ups. Dev WG members also working on new unrestricted proposal for soliciting gifts from Foundations / Corporations.
• Williams Associate info available at http://plannedgiving.sbc.edu/
• SBC is working on an updated online giving platform, and will ask the AA Council and PlusOnes to help pilot the new platform in early February 2017.

Media, Marketing and Communications: Sally Mott Freeman ’76 and Meg Guegan ’92
• Update on media coverage about the announcement of President-Elect Meredith Woo. News articles available online at http://sbc.edu/news/
• 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/.

“The Network” and Career Development: Katie Schellhammer ’95 and Sarah Clement ’75
• “The Network” and Career Services are working with the Washington DC alumnae club to host a student visit to Capitol Hill during the SBC Spring Break. The event aligns with a larger Virginia Tech sponsored regional careers fair. The Washington DC SBC Networking event will be held on March 6th at the Rayburn Office Building (45 Independence Ave SW) with lunch networking from 11:30 am – 1 pm. For more info, please contact Katie S katie@schellhammer.net (or see the posting in https://sweetbriar.alumnifire.com). Richmond Club is working on a similar event for March 11th.
Alumnifire / Career Networking – will provide an on-campus lunch session for students and faculty/staff on Thursday, February 23rd. Finalizing an advertising flyer to invite interested students, faculty and staff (sending thru Student Gov’t Association Monday & Thursday news roundup at SGA@sbc.edu), and a 2-page handout with quick tips to search jobs, post jobs, and update email alerts. 50+ new job and internship postings since early January 2017. Many of the postings identify several jobs / internships at an organization.

Atlanta Club Lecture Series – 7 seminars on the theme of “Marching through 20th Century History: The Post-War World 1945-1950” held weekly from Jan 11 to Feb 22 ($95 per person for the series – what a great fund-raising approach!) at the Atlanta Center’s McElreath Hall in Buckhead. Heather Ewing ’90 of the Atlanta Club reports that they are sold out, with 400+ registered to attend and every session includes a few highlights of Sweet Briar’s renaissance. The lecture series has different speakers presenting each week including from professors from Emory University, University of Alabama, Austin Peay State University and a diplomat/historian from the Marine Corps University in Quantico, Virginia. This Lecture Series has evolved and grown since starting as an idea 55 years ago, when 20 alumnae hosted this lecture series in their living room. Holla Holla Atlanta Club for continuing to build “The Network” and promoting lifelong learning!!!

2017 Series Schedule:
- January 11: From Hot War to Cold War: Why did the World War II alliance between the US and the USSR degenerate into the Cold War, Dr. Patrick Allitt.
- January 18: Year Zero: The European Diaspora, Dr. Janek Wasserman.
- January 25: War Criminals and Collaborators: Revenge or Justice, Dr. John W. Steinberg.
- February 1: Europe Reborn: The Political and Economic Revival of Europe after World War II, Dr. Astrid M. Eckert.
- February 8: The Legacy of the Holocaust and the Creation of Israel, Dr. Janek Wasserman.
- February 15: The War and Its Aftershocks in Asia: Japan, India, China, Donald Bishop.

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

Sweet Briar Day Events – debriefs and lessons learned capture underway; will discuss in detail during on-campus meetings to improve Club operations and coordination with the College. Will work with Phyllis Jordan ’80 and Clelie Steckel (Asst. Director, Annual Giving) to make sure the College has Club photos from SBC Day Events for potential inclusion in upcoming SBC Magazine or Briar Wires.

Virtual Silent Auction – Site under revision to go up and live soon for submitting donations! Everyone is asked to help identify potential donations – small donations to larger donations are welcome. For more info, please contact Cady, Kathryn or Norma Valentine ’93 (Auction lead, norma_v0@yahoo.com)

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

- Drafting update including Jan – July 2017 priorities for Friday, Feb 24th Board briefing (2:30 - 3:30 pm ET)
- PlusOnes feedback survey to go live shortly. We will ask for impressions, and nominations for other PlusOnes to participate.
- Land Use & Sustainability (contact Lisa Hite ’79 lchite57@gmail.com or DeDe Conley ’72)

The meeting was adjourned at 12:55 pm ET.
**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**  
*DRAFT as of February 12, 2017, Updates noted in RED font and yellow highlights*

<table>
<thead>
<tr>
<th>Summer and Fall Semester 2016</th>
<th>Spring Semester &amp; Summer 2017</th>
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<tbody>
<tr>
<td><strong>Aug 1-19th</strong></td>
<td>Sweet Work Weeks</td>
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<td><strong>Aug 18-20</strong></td>
<td>Board of Directors On Campus</td>
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<td><strong>Aug 19-20</strong></td>
<td>New Student Orientation</td>
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<td><strong>Aug 23</strong></td>
<td>Opening Convocation</td>
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<td><strong>Aug 25</strong></td>
<td>Classes Begin</td>
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<td><strong>Sep 18-21</strong></td>
<td>Online Streamathon</td>
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<td><strong>Sep 19</strong></td>
<td>Fall Step Singing</td>
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<td><strong>Sep 23-24</strong></td>
<td>Founder’s Day Weekend</td>
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<td><strong>Sep 29 – Oct 2</strong></td>
<td>College Fall Break</td>
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<td><strong>Oct 9-10</strong></td>
<td>Admissions Open House</td>
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<td><strong>Oct 14-16</strong></td>
<td>Families Weekend</td>
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<td><strong>Oct 16</strong></td>
<td>Board of Directors Teleconf</td>
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<td><strong>Dec 9</strong></td>
<td>Classes End</td>
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<td><strong>Dec 11</strong></td>
<td>Board of Directors Teleconf</td>
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<td><strong>Dec 11-15</strong></td>
<td>Exams</td>
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<td><strong>Dec 16th – Jan 17th</strong></td>
<td>College Winter Break</td>
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<td><strong>Aug 24-26</strong></td>
<td>Board of Directors On Campus</td>
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<td><strong>Sep 22-23</strong></td>
<td>Founders Day Weekend</td>
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<td><strong>Oct 19-21</strong></td>
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See full selection of calendars online at [http://sbc.edu/featured-events/](http://sbc.edu/featured-events/)