



Present: Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Lea Harvey '90, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, 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: Michelle Badger '06, Sally Mott Freeman '76, Meg Guegan '92,

PlusOnes Pilot Participants: Jane Dure '82, Cathy Foose '78, Brendy Hantzes '81, Lisa Hite '79, Cyndi McCabe '74, Sara Parsatoon '11, Jill Triana '99, 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 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** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (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>)
 - 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/>
 - **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/>
 - **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/>
 - **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/>
- **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 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)

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

- Mobilizing AARs for Spring efforts. Phased Approach:
 - **Promote** (Dec-Jan): Clubs invited prospective students to Sweet Briar Day events [DONE]
 - **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]
 - **Recruit** (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
 - **Welcome** (Mar-Apr): AARs contact accepted students to encourage them to make their deposit
 - **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.
- February 22: Cold-War America: McCarthyism and the Rise of the “Military-Industrial Complex”, Dr. Patrick Allitt.

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

- Support Council operations, assist AR&D with overseeing alumnae activities. **Council Meeting Minutes** –online <http://sbc.edu/alumnae-development/alumnae-alliance/>
- 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** lichite57@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

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 th	Sweet Work Weeks	SBC Alumnae Club Events – check with local clubs for latest dates updated due to inclement weather	Jan 5: Annapolis / Baltimore Jan 6: New York, San Francisco Jan 7: Dallas / Fort Worth, Detroit, Hunt Country VA Jan 8: Atlanta, Richmond, Triangle Club NC, Washington DC Jan 14: Boston, Charlottesville, Milwaukee/Chicago, Paris France Jan 15: 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 (Feb 24)
Aug 25	Classes Begin	Feb 19-20	Presidential Scholars Visit
Sep 18-21	Online Streamathon	March 1st	Sweet Briar Day of Giving (goal \$500,000)
Sep 19	Fall Step Singing	Mar 3-12	College Spring Break
Sep 23-24	Founder's Day Weekend	March 2-10	Sweet Briar Days of Giving (2nd \$500,000 goal) including March 10th 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	Explore Engineering Weekend
Oct 16	Board of Directors Teleconf	Apr 7-8	Explore Environmental Sciences Weekend
Oct 22	Amherst County Day (11 am – 3 pm events in the Quad)	Apr 9-10	Accepted Applicants Weekend
Oct 28-29	Explore Engineering Weekend	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)
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
		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/>