



Present: Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Norma Valentine '93, Heather Ewing '90, Katie Schellhammer '95, Heidi Trude '07, Ann Crenshaw '76

Plus Ones: DeDe Conley '72, Katie Robertson '97, Josie Beets '00, Sarah Reidy Ferguson '96, Jane Dure '82, Christie Cardon '96, Brendy Hantzes '81, Jessica Hiveley '97, Cyndi Hardy McCabe '75, Mary Sue Thomas '72, Liz Jarvis '75, Evangeline Taylor '00, Julia Schmitz '03, Kate Schlech '70

Staff: Priscilla Carroll '87

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. Plus Ones who listen in on standing AA Council teleconfs, and participate as appropriate, include alumnae who are active in a number of Alumnae Alliance related activities and are assisting with improving overall alumnae engagement and timeliness of communications.

Council Operations: As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).

- AA Council will focus efforts toward “Alumnae Engagement, Students, and Money” to support AR&D. Council Co-Chairs will continue weekly teleconfs with Priscilla Carroll '87, Director of Alumnae Relations.
- **Keep the “4 P’s”** – Passion for our alma mater, Professionalism, Patience, Perseverance
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (8/8/2017, 8/22/2017, 9/5/2017; 9/19/2017; 10/3/2017; 10/17/2017; 10/31/2017)
- 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/>

News to Pass Along to Alumnae (Special thanks to **DeDe Conley '72** for the news roundup!)

- **Board of Directors (BOD) July meeting minutes:** <http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-report-7-14-15-17.pdf>. Don't miss the article “Tuition Reset: An Analysis of Eight Colleges that Addressed the Escalating Price of Higher Education” discussed in the minutes: <http://lapovsky.com/?p=989> .
- **Query to lead College's financial operations:** July 18, 2017 **James “Rocky” Query** is stepping down from the BOD as he has been named interim Vice President for Finance and Administration at Sweet Briar College. Query brings more than 30 years of financial management experience with higher education institutions, as a consultant, administrator and investment banker. <http://sbc.edu/news/query-to-lead-colleges-financial-operations/>
- **Sweet Briar professor composes score for indie film:** July 14, 2017-**Joshua Harris**, an assistant professor of music at Sweet Briar and director of the College's Sound Art Production and Analysis studio, our new Acoustics Recording Lab purchased with the \$10,000 prize winnings from the Rachel Platten Concert/Chegg Music grant, has composed a new feature film music soundtrack for the film “King Rat” which premiered July 2017 at the Indy Film Fest in Indianapolis. <http://sbc.edu/news/sweet-briar-professor-composes-score-for-indie-film/>
- **Sweet Briar has a new Leadership program for riding:** **Juli Lynch**, the creator of the Epala model of equine facilitated learning and coaching, spent a few days at SBC in June. Starting this fall, Sweet Briar Riding will be offering a leadership course that will be available to all students. SBC Riding will plan to offer some 2-3 day leadership workshops that will be open to the public in the near future. To learn more about Epala and Juli Lynch please check out her website at www.Epala.org. SBC looks forward to having Juli on campus during the academic year to help with leadership and coaching. <https://www.facebook.com/sbc.riding/>
- **Sweet Briar hosted an Outdoor Community Gospel Fest featuring local and regional choirs:** 10 a.m. to 3 p.m. Saturday, July 22. Past event, but shows SBC supporting the community even in the summer. <http://sbc.edu/news/sweet-briar-to-host-outdoor-community-gospel-fest-featuring-local-and-regional-choirs/>

- Check out **Sweet Briar's Mary Helen Cochran Library Facebook page**. There are neat articles and photos about books, historical documents, and highlights of famous libraries. <https://www.facebook.com/Sweet-Briar-College-Cochran-Library-175385405887/>
- **Briar Wire e-newsletters** (College's monthly alumnae newsletter, sponsored by the Alumnae Alliance and produced by the alumnae relations and development team) <http://sbc.edu/alumnae-development/the-briar-wire/>
- **SBC Magazine archives** <https://sbc.edu/magazine/magazine-archives/>

Staff Requests and Updates: Priscilla noted that Sweet Work Weeks starts next week and runs every day (including weekends) July 31 through August 18, the day new students arrive.

- Please come to Sweet Work Weeks!
- 16 Alumnae Clubs are hosting Back-To-School gatherings starting this weekend. Many thanks to the Clubs for the personal touch to gather alumnae and to talk with current students. Request of PlusOnes and Council members to please attend the event in your area and send photos (group photos or photos of alumnae rather than of students or prospective students due to Federal privacy laws) for posting online.

Update on Inauguration Planning: Founders Day 2017 is September 22-23, 2017, with inauguration of Pres. Woo on Friday, Sept. 22. Ann Kiley Crenshaw '76 is part of the Inauguration planning committee and reports that it will be a big event with a film and a walk up to Monument Hill in the morning, Inauguration in the afternoon, and a gala event that night.

Working Group Updates from the AA Council

Strategic Initiatives: Debra Elkins '93, Sarah vonRosenberg '72 and Sarah Clement '75 (*interim*)

- **Council Operations:** agendas. Minutes available at <http://sbc.edu/alumnae-development/alumnae-alliance/>
- **President Woo Inauguration** – during **Founders Day Weekend (Sept 22-23), Ann Kiley Crenshaw '76**, popularly elected member of the Alumnae Alliance who also serves on the Board of Directors / Alumnae Committee, is serving on the Inauguration Planning Committee
- **Strategic Initiatives / Governance Working Group – Sarah Clement '75**, who previously served on the Board of Saving Sweet Briar, Inc., volunteered to help stand up an initial Governance Working Group to refine an interim approach (similar to that used to recruit alumnae volunteers for the Presidential Search Committee and the Board / Alumnae Committee), and to explore options for a longer term sustainable governance model which would include filling Alumnae Alliance key positions on a rolling basis with alumnae volunteers who have professionally relevant skills and expertise. Over the next 6+ months the Governance WG will research other alumni associations' business models, review the current Memorandum of Understanding with AR&D, Council Guiding Principles and 6-Month Priorities, the AA relationship to the College framed by the Sweet Briar Institute Trust and the Board By-Laws, SACS Accreditation Principles, accounting and tax considerations, and directors & officers' insurance liability concerns. More to follow on this, because we know many alumnae are interested in and want to have input on refining the Alumnae Alliance governance!
- **Council Leadership & Change Management** – *interim co-chair volunteers* are noted until the AA Council can refine and execute an open volunteers' solicitation and nominations process. This is similar to how the Council provided alumnae representation to two Board committees previously. Some co-chairs have asked to rotate off the Council since January 2017, but delayed their leadership transitions since the College asked the Council to wait on leadership changes until after June 30th. The Council is now moving forward with leader transitions.
- Special thanks to **DeDe Conley '72**, for serving as a co-chair for Strategic Initiatives, and who will now rotate to volunteer as a PlusOne senior stateswoman advisor to Strategic Initiatives, and assist with a number of areas of Council operations. **Sarah Clement '75**, who will lead the formation of the Governance WG, has agreed to volunteer as an interim co-chair for Strategic Initiatives, until nominations for a co-chair can be solicited.
- **Expanding PlusOnes** – continuing to recruit and engage PlusOnes using personal outreach of Council members and other PlusOnes. Initial pilot in Jan – Feb 2017 had 34 invited alumnae to evaluate idea; 1st Phase Soft Rollout in Mar – June 2017 had around 30 participants (15 going forward from pilot, and 15 additional recruited), Phase 2 Expanding Alumnae Operational Volunteering – July – Dec 31 2017 (added 20 new alumnae since Reunion!)

Development Working Group: Lisa Longino '78 and Lea Harvey '90 (not on call)

- **Results** (sent via email to alumnae on July 20, 2017): **Sweet Briar College raised over \$21 million, setting**

fundraising record second consecutive year, including \$14.1 million for fiscal year 2017 and \$7 million in future-year commitments. From 2015 to 2017, Sweet Briar donors have contributed \$43.8 million dollars, the largest two-year total in the 116-year history of the College.

- **Special Thanks and Recognition of Alumnae Contributions:** “Sweet Briar is extremely fortunate to have such loyal alumnae and friends,” President Meredith Woo shared. “Your vote of confidence is meaningful and your generosity helps ensure the College’s continuous success.”
- In addition to financial contributions, the College benefited from alumnae service totaling thousands of volunteer hours, an **in-kind value** for professional services of **over \$13.8 million from 335 alumnae volunteering an estimated 116,400 hours**. These volunteers demonstrated their commitment to the College through, among other activities, recruiting students, assisting with fundraising projects, helping to plan alumnae club events and Reunion, and assisting current students with finding internships and employment after graduation.

“The Network” and Lifelong Learning: Katie Schellhammer '95 and Heidi Trude '07 (*interim*)

- **Sweet Work Weeks (July 31- Aug 18)** – Lots of “budget relieving” tasks being identified and prioritized. **Kathy Pegues '71, Ann Gately '70, Vikki Schroeder '87** and others assisting with the 3-week campaign. President Woo has asked faculty and staff to join alumnae and other volunteers to help paint the six residences that students will use during the upcoming year. This joint volunteer effort will put into practice President Woo’s principle of “One Sweet Briar,” everyone working together to support the shared goal of advancing the College.
- **Alumnifire** - Don’t forget to setup email alerts. <https://sweetbriar.alumnifire.com> Around 1,700 alumnae, students and faculty registered online (ratio of 15 alumnae per student!). Benchmark results from Jan 1-June 30 – alumnae submitted 178 job and internship postings (some with several opportunities per posting).
- Special thank you to **Sarah Clement '75** for her service as a co-chair for “The Network” and who is now rotating to help stand up the Strategic Initiatives / Governance Working Group. **Heidi Trude '07**, who is a Google Certified Educator, and is helping evaluating technology options for hosting a pilot for “Lifelong Learning” (e.g., alumnae hosted with invited alumnae speakers and series themes), has agreed to volunteer as an interim co-chair for “The Network,” until nominations for a co-chair volunteer for “The Network” can be solicited.

Clubs and Virtual Auction: Kathryn Yunk '91 (not on call) and Norma Valentine '93 (*interim*)

- 16 Clubs planning and hosting **Back-to-School** events before new students arrive on campus on Aug 18th. Club gatherings and activities are valuable opportunities to build connections among generations of alumnae, current and prospective students, their families, and other friends of Sweet Briar College. Thank you to those Clubs that are holding events – we look forward to seeing photos!
- Special thank you to **Cady Thomas '98** for her service as a co-chair for Clubs, and who is now rotating to serve as a PlusOne senior stateswoman advisor. **Norma Valentine '93**, who has served as Online Auction lead, has agreed to volunteer as an interim co-chair for Clubs, until nominations for a Clubs co-chair volunteer can be solicited.

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92 (not on call)

- **Operational focus to re-echo postings** to alumnae Facebook pages from official SBC Facebook pages (e.g., Sweet Briar College, Sweet Briar College Now and Forever) and the SBC news page (<http://sbc.edu/news/>)
- **Forbes 4th Annual My Top College Contest**. Winners announced on July 26, 2017. <https://www.forbes.com/my-top-college/#263984cc62e0> Dede thinks that SBC is in second place at this point and would thus be the top small college (again) if these results hold.
- **SBC Magazine** -- The next issue is targeted for Fall 2017. If anyone has a journalism / copy editing background, and would like to assist with Magazine assembly of class notes, please contact Phyllis Jordan '80 PhyllisWJordan@gmail.com. **Class notes** are due to your class officers team by late Aug, to the College by early September for the next SBC Magazine. Can also submit at <https://sbc.edu/magazine/submit-class-notes/>

Alumnae Admissions Recruiters (AARs): Michelle Badger '06 (not on call) and Heather Ewing '90 (*interim*)

- Everyone can always refer students using the online form <http://sbc.edu/admissions/refer-a-student/>
- Considering expansion to “Admissions Ambassadors” to allow alumnae AND faculty, staff, parents, friends of Sweet Briar to help represent SBC at college fairs and in talking with prospective students. More info to follow!

- Special thank you to **Julia Schmitz '03** for her service as a co-chair for AARs, and who is now rotating to serve as a PlusOne senior stateswoman advisor. **Heather Ewing '90**, who has helped organize a very successful AAR network in the Atlanta region, has agreed to volunteer as an interim co-chair for the AARs, until nominations for an AAR co-chair volunteer can be solicited.

“Class Acts” and Reunion Festival: Phyllis Jordan '80 and Amy Leigh Campbell '97 (not on call)

- **Reunion 2018:** 3's and 8's are celebrating 5-year milestone reunions; all classes are invited to “come home!”
- **Reunion Save-the-Date:** scheduled for June 1-3, 2018

Plus Ones questions / discussion items:

- How many students have signed up for a Back To School event in DC?
- Description of expectations and roles for PlusOnes?
- Will there be another time for Sweet Work Weeks besides August?

The meeting was adjourned at 1:00 pm EDT.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of July 23, 2017

Summer and Fall Semester 2017		Spring Semester & Summer 2018	
July 31 - Aug 18	Sweet Work Weeks	Sweet Briar Day Alumnae Club Events	Early January before students return for classes
Sweet Briar Alumnae Club Back-to-School Events	Late July / Early August before students return to school on August 18 th	Jan 15	Classes Begin
Aug 24-26	Board of Directors on Campus	Feb 22-24	Board of Directors on Campus ** AA Council onsite meetings with AR&D and possible briefing to the Board (Feb 23)
Aug 18-22	New Student Orientation and Registration	Mar 2-11	College Spring Break
Aug 24	Classes Begin	Apr 19-21	Board of Directors on Campus
Sep 22-23	Founder's Day Weekend and President Woo's Inauguration	May 1-7	May 1: Classes end; May 3-7: Exams
Sep 22-23	Explore Chemistry Weekend for High School Girls	May 12	Commencement (Class of 2018)
Sep 28 – Oct 1	College Fall Break	June 1-3	Reunion (3's and 8's as featured classes) All classes invited to "come home"
Oct 19-21	Board of Directors on Campus		
Nov 10-11	Fall Explore Engineering Weekend for High School Girls		
Nov 18-26	College Thanksgiving Break		
Dec 8	Classes End		
Dec 10-14	Exams		

See full selection of calendars online at <http://sbc.edu/featured-events/>

Alumnae Alliance Council and Plus Ones Upcoming Teleconfs – every 2 weeks

Aug 8	Nov 28
Aug 22	Dec 12
Sept 5	
Sept 19	
Oct 3	
Oct 17	
Oct 31	
Nov 14	

REMINDER: 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 discussions). Drafted by Lenora "Lion" Farrington-Sarrouf '94 at the Request of the Alumnae Alliance Council.

