Meeting Minutes
September 19, 2017

AA Council: Norma Valentine ’93, Phyllis Jordan ’80, Jane Dure ’82, Sarah Reidy Ferguson ’96, Michelle Badger ’06, Debra Elkins ’93, Sarah vonRosenberg ’72, Sarah Clement ’75, Katie Schellhammer ’95, Cathy Foose ’78

AR&D Staff: Mary Pope Hutson, Clelie Steckel, Rachel Pietsch, Priscilla Carroll

PlusOnes: Nancy Bulls ’93, Sara Parsatoo ’11, Tricia Fallon ’84, Sarah Machinist ’01, Dianne Doss ’93, Martha Holland ’72, Amy Campbell Lamphere ’80, Jeanette Pillsbury ’72, Edie Bowles ’74, Christie Cardon ’96, Evangeline Taylor ’00, Brendy Hantzes ’81, Cyndi McCabe ’74, Suzanne Licouski ’91, Eleanor O’Connor ’07, Mim Meglan ’71, Jessica Hively ’97, Liz Jarvis ’75, Julia Schmitz ’03

Meeting Purpose: Regular operations teleconf of the SBC Alumnae Alliance Council (AA Council) to share information and coordinate efforts. PlusOnes who listen in on standing AA Council telecons, 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 telecons with 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/

AR&D Staff Requests and Updates:

- President Woo Tour: Rachel Pietsch (AR&D) provided an update on President Woo’s tour to meet alumnae. Sarah Clement ’75 described attending the Charlottesville event earlier this month and found President Woo an effective speaker and a great representative for Sweet Briar. Save-the-dates emails and paper invites with RSVPs are being sent out as dates are confirmed for different cities. An event has not yet been planned for the Midwest – AR&D will consider the possibility.

- Alumnae Leadership Training Conference (Sept 23-24) for AA Council Members, Class Presidents and Fund Agents, Reunion Leadership Teams, Regional Club Leaders, and Club Presidents. Clelie Steckel says they’re lining up the session with speakers from the alumnae leadership, with an agenda going out to participants. The event will be in the Wailes Center. Debra Elkins ’93 encouraged Council members and Plus Ones to come and to help out as needed for Founders’ Day weekend and President Woo’s Inauguration on Sept. 22.

- AR&D Vice President Mary Pope Hutson ’83 chimed in toward the end of the call thanking the AA Council and PlusOnes for their contributions to the college and excitement for the activities coming up this weekend. She recounted how the students had just held Step Singing, which remains an emotional moment. She praised the AR&D team for their hard work, as well.

Clubs and Virtual Auction: Kathryn Yunk ’91 and Norma Valentine ’93 (interim)

- Norma Valentine said she’s looking forward to seeing everyone this weekend for the inauguration and leadership conference. Her team has been reaching out to alumnae to personally invite them to attend President Woo’s tour of cities to meet with alumnae and friends of the College to discuss the new vision for Sweet Briar.
Everyone can help reach out to alumnae in your home club area to let them know about the upcoming (free) events! If you hear of alumnae not receiving invites, please help with getting their latest contact info and connecting them to the college. AR&D point of contact: call Rachel Pietsch at 434-381-6163 or email rpietsch@sbc.edu

Event info is also posted on the main Alumnae Alliance Facebook page under the “Events” navigation link on the left side of the page https://www.facebook.com/sweethriaralumnae/

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<th>PRESIDENT WOO’S TOUR OF CITIES – SCHEDULED DATES</th>
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<td>✔ Richmond, VA September 6</td>
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<td>✔ Charlottesville, VA September 7</td>
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<td>✔ Lynchburg /Amherst, VA – at Sweet Briar on September 12</td>
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<td>✔ Raleigh, NC September 14</td>
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<td>✔ Charlotte, NC September 19</td>
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<td>Hunt Country (Warrenton), VA Sept 26</td>
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**Sweet Briar Day events** – Clubs are invited to start planning now (roughly 3 months out!).

- Neat Fact: Traditionally celebrated on December 28th, the annual observance began in 1922.
- In partnership with Admissions Ambassadors, Alumnae Clubs are asked to invite current and prospective students and their families to SBC events (e.g., Back-to-School Days, Sweet Briar Days) in each Alumnae Club community so they can meet and build relationships with alumnae and friends of SBC

**Media, Marketing and Communications (MMC):** Phyllis Jordan ’80 (interim), Jane Dure ’82 (interim), Sarah Reidy Ferguson ’96 (interim), Josie Beets ’00 (interim)

Phyllis Jordan said the team has spent the last two weeks having regular calls with Clelie Stockel (AR&D) and Melissa Richards (College MMC) to coordinate efforts with official College and AR&D communications and enhance communications to 9 decades of alumnae. They are planning a session for the leadership conference that will explore various platforms and ask club and class leaders how they can best help them get the good news from SBC out to different alumnae constituencies. Anyone interested in helping with social media contents development and social media channels moderation, or drafting articles for the Magazine, Briar Wire, editing class notes, etc. Please contact our four interim co-chairs to get involved!

**Operational focus to re-echo postings** to alumnae from official SBC social media (e.g., Sweet Briar College website, Sweet Briar College Now and Forever Facebook, SBC Twitter and Instagram accounts) and the SBC news page (http://sbc.edu/news/). Class and Club Leadership Teams are encouraged to use the news roundup at the end of this agenda, and Alumnae Alliance social media feeds to share to Classes and Clubs alumnae.

- Social media:
  - Alumnae Alliance Facebook Page https://www.facebook.com/sweethriaralumnae/
  - Alumnae Alliance Twitter Feed: @sbcalumnae
  - Alumnae Alliance Instagram Feed: @sbcalumnae

**SBC Magazine** -- The next issue is targeted for early November. More than 50 classes have submitted class notes. Jane Dure ’82 is editing this edition and said things are moving on schedule.

- SBC Magazine archives https://sbc.edu/magazine/magazine-archives/

**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/

**Admissions Ambassadors (formerly AARs):** Michelle Badger ’06 and Heather Ewing ’90 (interim)

Michelle Badger ’06 said they are trying to cover 175 college fairs and have about half of them done, so she encouraged alumnae to volunteer to help. If they see a college fair that isn’t be covered, alumnae should let the college know or contact Michelle and Heather.

Organizing 250+ Ambassadors to assist with 500+ college fairs, school visits, and contacting prospective students

- Focused states / cities approach and leadership teams aligned with home base Alumnae Clubs
Refined recruiting and retention relationship-building approach is personalized and time intensive. We deliberately seek out students we want to “bring into the SBC family” by building the pipeline.

- Admissions Ambassadors are using an annual signup process to confirm contact info, complete annual refresher training, and update the volunteer agreement. Please use this Google doc form link to sign-up.
- Everyone can always refer students using the online form http://sbc.edu/admissions/refer-a-student/
- Everyone can also recommend students to come visit Sweet Briar and/or attend an Admissions Open House
- Admissions Open House Dates: Sun-Mon, Oct 8-9 and Sun-Mon, Nov 12-13. Prospective students can register to attend an open house online at https://admissions.sbc.edu/portal/open_house
- Explore Engineering, Chemistry, Archaeology, and Environmental Sciences are also great events to mention to prospective students to get them to visit SBC early as high school students.

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

**Strategic Initiatives / Governance Working Group**

- Sarah Clement said the working group is recruiting. Interim co-chairs should nominate themselves. Please help share the info widely; self-nominations are welcome! Info on the nominations process, FAQs, and Nomination Form: http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/

Open positions we are currently seeking:

- Co-Chairs and 5-6 Members for Council Strategic Initiatives / Governance WG
- Co-Chair for Clubs WG
- Co-Chair for Alumnae Admissions Ambassadors WG
- Co-Chair for “The Network” (and Lifelong Learning) WG
- 4 Co-Chairs for the Alumnae Media, Marketing, and Communications WG (2 for traditional media, 2 for social media)

- Solicitation continues for an Alumnae Alliance Representative to the Board of Directors / Buildings, Grounds and Technology Committee and Co-Chairs / Liaisons to the Dev Working Group as a future nomination solicitation, once other Council Co-Chairs have been completed in the first iteration. This will allow the Gov WG to evaluate and adjust the process if needed.

- In addition, over the next 6+ months the Governance WG will refine Council Guiding Principles and Core Values, and review 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 governance!

**Minutes** available at http://sbc.edu/alumnae-development/alumnae-alliance/

- Debra gave a special shout out to DeDe Conley ‘72 for highlighting new stories and alumnae updates, which are included at the end of the agenda. PlusOnes are encouraged to share this information widely to Alumnae Clubs, Classes, and various alumnae networks.

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

- Katie Schellhammer said she is meeting with Barb Watts about career services this week. She expects to have more to say about Lifelong Learning at this weekend’s meeting. The group is working to develop to develop and refine options including: (1) pilot webinar series with technology recommendations, and (2) proposal for future Alumnae College on-campus courses.

- Alumnifire Sarah V. asked whether there was steady interest in Alumnifire. Katie suggested regular reminders on Facebook and elsewhere. Don’t forget to set up email alerts, https://sweetbriar.alumnifire.com. Over 1,700 alumnae, students and faculty registered online (ratio of 15 alumnae per student!).

**Career Services, Career Beam:** New 24/7 platform is now live and can assist students and alumnae with career and job exploration, resume writing, and interview practice. Here’s the link to Career Beam from Career Services Director, Barb Watts https://cb.careersearch.net/register/sweetbriar.it2

**Development Working Group:** Maggie Patrick ’07 (interim), Cathy Foose ‘78 (interim),

- Cathy Foose ’78 said the working group is providing support for the fall activities. That includes connecting with individual donors to tell them about the innovations going on at the college. They’re answering questions about the academic repositioning and the tuition reset. The focus is on engagement, and that has led to an increase in giving.
**Reunion Save-the-Date:** scheduled for June 1-3, 2018. 3’s and 8’s are celebrating 5-year milestone reunions; all classes are invited to “come home!”

**PlusOnes Round Robin – additional Q&A / feedback**
- **Tricia Fallon ‘84** asked if people could come to events outside their area and suggested that events, like that in New York City, could be considered a national event. Priscilla Carroll said several alumnae have already attended out of area, and encouraged alumnae travelling in cities where there is an event to contact AR&D to see if they can attend an event!
- **Evangeline Taylor ‘00** told the group that Sweet Briar’s gym is now open up to people who live in the community for a fee. For more info: [http://vixenathletics.com/facilities/Building_Hours](http://vixenathletics.com/facilities/Building_Hours)
- **Expanding PlusOnes** – continuing to recruit and engage PlusOnes using personal outreach. 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 44 new alumnae since Reunion!)
- PlusOnes – you can submit questions in advance to Sarah vonRosenberg ’72 ([svonrosenberg@smoote.com](mailto:svonrosenberg@smoote.com)), Sarah Clement ’75 ([scjr@comcast.net](mailto:scjr@comcast.net)) and Debra Elkins ’93 ([DebraElkins@comcast.net](mailto:DebraElkins@comcast.net))

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

**EVENTS ON CAMPUS**
- **Explore Archaeology Weekend for High School Girls:** Oct. 6-7, 2017. Participants will spend time studying architectural styles, photographing architectural sites, mapping features, and analyzing an antebellum landscape. Cost is $125 including room and board, snacks and supplies. Space is limited to 10 students – register by Sept 29th for highest priority. More info: [http://sbc.edu/social-sciences/explore-archaeology-weekend-for-high-school-girls/](http://sbc.edu/social-sciences/explore-archaeology-weekend-for-high-school-girls/)

- **Explore Environmental Sciences Weekend for High School Girls:** October 13-14, 2017 (open), Cost is $35 and includes room and board, snacks, supplies and a T-shirt. Register by September 15. [http://sbc.edu/stem/explore-environmental-science-weekend-for-high-school-girls/](http://sbc.edu/stem/explore-environmental-science-weekend-for-high-school-girls/)

- **Explore Engineering Weekend for High School Girls:** Nov 10-11, 2017 (open), Cost is $35 and includes room and board, snacks, supplies and a T-shirt. Register by Oct 1. [http://sbc.edu/engineering/explore-engineering-for-high-school-girls/](http://sbc.edu/engineering/explore-engineering-for-high-school-girls/)


- **SBC Riding Facebook Page** [https://m.facebook.com/sbc.riding/](https://m.facebook.com/sbc.riding/) for complete competition schedule, new 2017-18 IHSA team photo and more!


- **Registration open for Vixen Alumnae Field Hockey game Sat, Sept 23 and Alumnae Soccer Game Sun, Sept 24.** [http://vixenathletics.com/general/2017-18/releases/20170912qixqyzv](http://vixenathletics.com/general/2017-18/releases/20170912qixqyzv)

Women authors dominate Writers Series at Sweet Briar: [http://sbc.edu/news/women-authors-dominate-writers-series-at-sweet-briar/](http://sbc.edu/news/women-authors-dominate-writers-series-at-sweet-briar/)

**NEWS ABOUT SWEET BRIAR AND THE ACADEMIC REPOSITIONING**

- **Sweet Briar announces a Curriculum and Tuition Reset**: Excellent Relevant Affordable, Sweet Briar College is reinventing the ideal private liberal arts education for every young woman with the courage and grit to go after it. Two major strategic initiatives. The first modernizes our liberal arts curriculum. Its guiding principle is the development of women leaders in the complex environment of the 21st century. Recognizing that the liberal arts must be increasingly interdisciplinary and oriented toward problem-solving. The second initiative revises our tuition model to make the true cost to you transparent and predictable. This move boldly tackles runaway tuition increases and fixes the confusing and complicated “discounting” system that can stand between you and the education of your dreams. [http://sbc.edu/reset/](http://sbc.edu/reset/)

- **The Chronicle of Higher Ed**: After All but Closing, Sweet Briar Will Shift Curriculum and Pricing. The new calendar, 3-12-12-3 weeks Ms. Woo said, will allow students to immerse themselves in internships, research, or study abroad, and the college will provide each student with up to $2,000 to spend on such pursuits. The calendar will also make it easier for subject experts to come to the campus to teach short courses. The total for tuition, room and board, and fees will drop from over $50,000 in 2017-18 to $34,000 the following year - just about what an in-state student would pay at the University of Virginia. "Our intention is to make it very transparent to American families that we are as affordable as some of the flagship universities in the commonwealth." [http://www.chronicle.com/article/After-All-but-Closing-Sweet/241100](http://www.chronicle.com/article/After-All-but-Closing-Sweet/241100)


- **Forbes**: Back from the Brink, Sweet Briar College Slashes Tuition, Who is Next? Almost no student at a private college pays the published tuition and the published price is in no way reflective of the amount of revenue the school makes. The latest school to decide that the high aid/high discount strategy is not working for it is Sweet Briar College in Virginia. [https://www.forbes.com/sites/lucielpavsky/2017/09/07/tuition-is-higher-than-necessary-at-most-colleges/#389704d525ec](https://www.forbes.com/sites/lucielpavsky/2017/09/07/tuition-is-higher-than-necessary-at-most-colleges/#389704d525ec)


- **Diverse Issues in Higher Ed: Sweet Briar Preparing for a Fresh Start**: Prepared to hit the ground running, Sweet Briar is now readying itself for a new future. [http://diverseeeducation.com/article/101258/](http://diverseeeducation.com/article/101258/) Comment: Jonathan Fink Professor of Geology at Portland State University “Kudos to Sweet Briar for experimenting with its curriculum, finances and branding. With its beautiful campus as a laboratory, Washington DC as a source of pedagogical variety, and the dedication of the faculty who stood by their school, the chances of long-term success seem to be steadily increasing. More power to them!”

- **Diverse Issues in Higher Ed: President Woo Ushering in a New Era at Sweet Briar College**: “A lot of higher education institutions like the status quo,” Tomlinson says. “If they want change, they want pretty modest, comfortable change. I’m not trying to suggest recklessness. Certainly, nobody is interested in that. But we are interested in remaking women’s education for today’s world.” That was what the war to win Sweet Briar back from its former leadership was all about, Tomlinson adds. “The prior leadership didn’t think that women’s education was relevant in the world today,” she says. “Meredith does, and she also has some very strong opinions about how you can remake women’s education, liberal arts education, in this new era and make it a very valuable commodity.” [http://diverseeeducation.com/article/96261/](http://diverseeeducation.com/article/96261/)

- **Sweet Briar moves up in U.S. News & World Report’s ‘Best Colleges 2018’ rankings**: U.S. News & World Report’s “Best Colleges 2018” rankings hit the streets last week, and Sweet Briar College has climbed six spots to


- **Women of Consequence**: When I think about the things I fear most - when I worry that our country or world may be ripped apart and our experiment fail - places like Sweet Briar give me hope. I see a way forward not only for our school, but for our country and our world. I see women who will help our noble experiment succeed. These women bring an integrity and a fullness to the concept of leadership - the faculty have honored this ideal by denoting such women as “women of consequence.” She puts out a call for alumnae to support SBC at every level. [https://medium.com/@MaggieEBPatrick/womenofconsequence-e1d0c7b81760](https://medium.com/@MaggieEBPatrick/womenofconsequence-e1d0c7b81760).

- **Sweet Briar Students will see a Tuition Drop Next Year**: Despite facing closure two years ago, the president said, it is time to take a new direction and to continue the mission of education. "I think that is so unique at Sweet Briar at this particular historical moment, and which is why it is possible for us to undertake a very comprehensive change," Woo said. [https://www.wsls.com/news/virginia/lynchburg/sweet-briar-college-students-can-expect-new-changes](https://www.wsls.com/news/virginia/lynchburg/sweet-briar-college-students-can-expect-new-changes).


**ALUMNAE HIGHLIGHTS**

- **Alumna Maria Elena Ferran ‘84**: Mint Hill Arts is honored to host at its September monthly meeting Maria Elena Ferran. Inspired by the cave paintings at Lascaux, Ms. Ferran will present “Cave Walls: Express, Empower, Transform.” [https://www.minthilltimes.com/happenings/mint-hill-arts-cave-paintings/](https://www.minthilltimes.com/happenings/mint-hill-arts-cave-paintings/)


- **Learn about medicinal herbs, plants on Sept. 19 with Alumna Kate (Joyner) Bailey ‘75, of Lost Cove Herbs.** She will present “Plants that Heal.” Originally from Hampton, Virginia, Bailey earned a degree in biology from Sweet Briar College where she began to learn the language of plants. The Tuscola Garden Club will kick off the beginning of its 63rd year with its first meeting on Tuesday, Sept. 19, in Gaines Auditorium at Betha Welcome Center, 91 N. Lakeshore Drive, Waynesville, NC. [http://www.themountaineer.com/life/home_and_garden/learn-about-medicinal-herbs-plants-on-sept/article_d55d9586-9960-11e7-b34a-f7f857131be6.html](http://www.themountaineer.com/life/home_and_garden/learn-about-medicinal-herbs-plants-on-sept/article_d55d9586-9960-11e7-b34a-f7f857131be6.html)

**ARTICLES ABOUT FOUNDER’S DAY AND PRESIDENT WOO’S INAUGURATION**

- **President Woo Inauguration video** recording, was available live as well, Friday, Sept 22, 2017: [http://sbc.edu/videos/](http://sbc.edu/videos/).


- Profiles of Sweet Briar Students [http://sbc.edu/fierce/](http://sbc.edu/fierce/)
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<th>Summer and Fall Semester 2017</th>
<th>Spring Semester &amp; Summer 2018</th>
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<td>Sweet Briar Day Alumnae Club Events</td>
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<td>School events</td>
<td>Alumnae Clubs host events in late December /</td>
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<td>early January before students return for classes</td>
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<td>July 31 – Aug 18 Sweet Work Weeks</td>
<td>Jan 15 Classes Begin</td>
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<td>Aug 24-26 Board of Directors Meetings</td>
<td>Feb 22-24 Board of Directors on Campus</td>
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<td>Aug 18-22 New Student Orientation and Registration</td>
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<td>Aug 24 Classes Begin</td>
<td>Apr 19-21 Board of Directors on Campus</td>
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<td>Sep 22-24 Founder’s Day, President Woo’s</td>
<td>May 1-7 May 1: Classes end; May 3-7: Exams</td>
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<td>Inauguration, Alumnae Leadership Training</td>
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<td>Sep 22-23 Explore Chemistry Weekend for High</td>
<td>May 12 Commencement (Class of 2018)</td>
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<td>School Girls</td>
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<td>Sep 28 – Oct 1 College Fall Break</td>
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