



AA Council: Kathryn Yunk '91, Norma Valentine '93, Michelle Badger '06, Heather Ewing '90, Debra Elkins '93, Sarah vonRosenberg '72, Phyllis Jordan '80, Jane Dure '82, Sarah Reidy Ferguson '96, Alex Grobman '12, Maggie Patrick '07, Cathy Foose '78, Katie Schellhammer '95, Ann Crenshaw '76 (at large representative to the Board / Alumnae Committee)

AR&D: Claire Griffith '80

Plus Ones: Nancy Wright '68, Cyndi McCabe '74, Frances Morse '68, Christie Cardon '96, Vikki Schroeder '87, Jessica Shannon '03, Nancy Bulls '93, Jeanette Pillsbury '72, Mitzi Halla '55, Sarah Ince '99, Jessica Hiveley '97, Alison Hall '97, Sarah Machinist '01, Molly Callahan '85, Kathy Pegues '71, Dianne Doss '93, Monika Kaiser '82, Amy Lamphere '80, Jean Bryan '82, Evangeline Taylor '00, Linda Uihlein '77, DeDe Conley '72, Rebecca Nelson '94, Myth Bayoud '80, Julia Schmidt '03

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. PlusOnes 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 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 AR&D.
- **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 (11/28/2017; 12/12/2017)
- After each meeting, minutes are drafted and reviewed by Council members. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

Staff Requests and Updates:

- **President Woo Tour:** Claire Griffith reported that the tour of cities continues to go well. Dallas had a big turnout. The Friends of Art Board Meeting was being held during the same weekend and came to see President Woo. San Francisco and LA had good turnouts and great discussions. Next stops are Philadelphia on Nov. 15, and Virginia Beach/Norfolk on Nov. 16, and the newly added January 8 in Denver, CO. President Woo will also speak at the Norfolk Academy on Nov. 17.
- **Open House:** Claire Griffith also reported that SBC had one of the largest Open House in recent history for prospectives with over 80 attendees! There were also two Explore Weekends happening concurrently with 21 participants for Creative Writing and 22 for Engineering (with a very long waiting list). Thanks to the Alumnae Communications and Admissions Ambassadors for helping promote these events, and sharing the hashtag. Note: 75%-90% of the prospectives attending are on Snapchat – an opportunity to expand social media reach.
- **Adopt a Vixen Program** - It was started during Saving Sweet Briar. We are trying to be responsive to all the questions from alumnae. Claire Griffith asked the president of the Student Government Association (SGA) for ideas on how alumnae could best serve student needs. SGA has come up with recommendations. Stay tuned for more details.

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

- **Bookshop News:** Don't forget the SBC College Book Shop as an option for holiday gift-giving. You can browse online at <https://shopsweet.sbc.edu/>
- **Sweet Briar Days:** Will send out an email to club leadership with sample invite for Sweet Briar Day to give them a first peek. To support the Alumnae Clubs, AR & D is creating all the invites and sending them out and collecting RSVPs. AR&D will also work with Admissions to invite prospectives and current students. Please finalize the dates for Club Sweet Briar Day events by December 1st, so SBC can get invites out a few weeks in advance of each event. SBC is also exploring if they can have faculty and staff also attend some alumnae club events.
- **President Woo Tour:** If you hear of alumnae not receiving invites, please help with getting their latest contact info and connecting them to the college. **Call Rachel Pietsch at 434-381-6163** or email rpietsch@sb.edu.

PRESIDENT WOO'S TOUR OF CITIES – SCHEDULED DATES		
✓ Richmond, VA September 6	✓ Annapolis / Baltimore, MD September 28	✓ San Francisco, CA November 6-7
✓ Charlottesville, VA September 7	✓ Nashville, TN October 4	✓ Philadelphia (Haverford), PA November 15
✓ Lynchburg / Amherst, VA – at Sweet Briar on September 12	✓ Birmingham, AL October 4	✓ Hampton Roads/Norfolk, VA November 16
✓ Raleigh, NC September 14	✓ Atlanta, GA October 5	NEW Denver, CO January 8
✓ Charlotte, NC September 19	✓ New York, NY October 11	Boston, MA – TBD in 2018
✓ Hunt Country (Warrenton), VA Sept 26	✓ Dallas, TX November 2	Houston, TX TBD in 2018
✓ Washington, DC (11-1 pm ET) & Arlington, VA (6-8 pm ET) Sept 27	✓ Los Angeles (Pasadena), CA November 5	

Admissions Ambassadors: Michelle Badger '06 and Heather Ewing '90 (*interim*)

- Update (as of Nov 10) from Savannah Oxner '05, Senior Admissions Counselor overseeing the Ambassadors program: 124 fall college fairs staffed by alumnae yielding 1,100+ student inquiries!
- Current focus of the Ambassadors program – school visits and building relationships with high school counselors (through November 17th)
- If you can help with contacting students by Dec 15th, please let Michelle and Heather know.
- The Admissions Ambassadors Working Group was planning a Conference Call on Wednesday, November 15th to interview Bryanna Colvin '18, who will talk about her study abroad experience and time at Sweet Briar.
- Admissions Ambassadors annual sign-up process confirms contact info, provides annual refresher training, and updates the volunteer agreement. Please use this Google doc form [link to sign-up](#).
- All alumnae can always **refer students using the online form** <http://sb.edu/admissions/refer-a-student/> and recommend students to come visit Sweet Briar, attend an Admissions Open House or participate in an Explore X weekend (Chemistry, Environmental Sciences, Archaeology, Engineering, Music, Creative Writing)

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

- **Nominations process for Council Co-Chairs** is ongoing. They have 24 nominations from the last 7 weeks for the co-chairs that are rotating off. Nominations were solicited using personal asks to serve, multiple Facebook postings, and 2 Briar Wire advertisements to fill Council seats for: (1) Co-Chair for Admissions Ambassadors, (2) Co-Chair for Clubs, (3) Co-Chair and Members for the Alumnae Alliance Council / Strategic Initiatives – Governance Working Group, (4) Co-Chair for “The Network” and Lifelong Learning, and (5) Co-Chairs for Alumnae Communications - Traditional and Social Media.
- The Council is also seeking nominations to serve as co-chairs / liaisons to the Development Working Group, and to serve as an Alumnae Alliance representative to the Board / Buildings, Grounds and Technology Committee.
- **Drafting recommendation to the Board / Alumnae Committee** to recognize the service of alumnae who helped establish the Alumnae Alliance Council since July 2015 and their partner Alumnae Relations Directors, who were instrumental in rebuilding the Alumnae Alliance.
- **Alumnae Alliance Council 6-Month Priorities** (July to December 2017) – continuing to focus efforts on AA Council priorities, and direct resources to top areas of need when the College asks for assistance. Debra and Sarah V are working on the new priorities for the December 2017 to June 2018 time period.
- **Council Operations:** Agendas development and distribution. Minutes available at <http://sbc.edu/alumnae-development/alumnae-alliance/>.

Alumnae Communications: Phyllis Jordan '80 (*interim*), Jane Dure '82 (*interim*), Sarah Reidy Ferguson '96 (*interim*), Josie Beets '00 (*interim*)

- The Alumnae Communications group used a hashtag and meme for the prospective students visits to SBC. Expect something similar for the upcoming Day of Giving (Tuesday, November 28th).
- **New members and new communications:** Phyllis Jordan said the working group is looking for additional members to help push out the messages that the campus and the Alumnae Alliance are conveying. Those interested should contact one of the co-chairs of the Alumnae Communications Working Group listed above. Phyllis and Sarah Reidy Ferguson also described a plan to push out prewritten tweets and Facebook every week or two weeks to class and club officers so that they can cascade the information out. This working group is working closely with Clelie Steckel (AR&D), and Melissa Richards and Amy Ostroth (College Communications) to coordinate efforts with the College and AR&D to enhance communications to 9 decades of alumnae.
- **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.
 - Traditional media: SBC Magazine (2 x per year), Briar Wire (9x per year), class notes
 - Social media:
 - Alumnae Alliance Facebook Page <https://www.facebook.com/sweetbriaralumnae/>
 - Alumnae Alliance Twitter Feed: [@sbcalumnae](https://twitter.com/sbcalumnae)
 - Alumnae Alliance Instagram Feed: [@sbcalumnae](https://www.instagram.com/sbcalumnae)
- **Sweet Briar College Flickr:** <https://www.flickr.com/photos/sweetbriarcollege/>. Latest photos posted from events at Sweet Briar. Click on albums for specific past events like Sweet Work Weeks.
- **SBC Magazine – Alumnae Magazine:** Clelie reports she and team are working very hard to get the upcoming edition of the magazine put to bed in order to reach mailboxes by Thanksgiving. If any alumna does NOT want to receive a physical copy of the SBC Magazine or Briar Wires, have them contact Bonnie Seitz at seitz@sb.edu
- 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/>

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

- Kate Polevitzky '93 attended the career fair at Loyola University, Maryland (in lieu of Barb Watts of Career Services). This is very helpful for Barb.
- Barb Watts of Career Planning took a group of students to Richmond to visit Pfizer.
- Katie is still working with Barb Watts to plan a student career themed visit on March 4-6th in the Washington, DC area. Details to come.
- **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 <https://cb.careersearch.net/register/sweetbriar.tt2>
- **Alumnifire** – You can post internships and jobs online for students and other alumnae in our secure portal at <https://sweetbriar.alumnifire.com> (P.S. you can login using your Facebook or LinkedIn account – no separate username and password required!). Alumnifire now has **1,726 alumnae, students, faculty and staff** registered. We will have another big push to get alumnae to sign up for AlumniFire and share jobs & internships this spring as seniors are getting ready to graduate, and underclassmen will be looking for internships.
- This Working Group is also developing **initial ideas for a “Virtual Happy Hour” pilot** in Google Hangouts or Zoom to talk about getting connected to the “Network” and “How to Network.”

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

- Sweet Briar is working on Foundations to pursue grants and Corporations to build partnerships. Received an invitation to submit proposals to two foundations.
- The President Woo tour has generated a lot of positive response from alumnae, particularly in building trust in President Woo and in her vision for the college. These events are bringing out alumnae that have not attended this type of event in a long time. Cathy Foose notes that “we friend-raise first; then we fundraise.” President Woo met with the Hampton Roads Community Foundation during her visit to Norfolk / Virginia Beach.
- The Major Donor Gift Team is ramping up soon. Anyone interested in working on the Major Donor Task Force with direct contact of donors please contact Cathy, Maggie or Claire. These direct contacts involve talking to prospective donors about the progress at Sweet Briar, thanking them for gifts in the past, and providing info and answering questions about the college. Claire noted that the very first part of Development is relationship-building. You can start out by writing a note to ask if you could telephone the prospective donor. Claire stressed that you do NOT need to be a Development professional to do this kind of relationship-building.
- This year on **Giving Tuesday** we will have a goal of adding 116 recurring donors (those who give a recurring gift of any size once a month) in honor of Sweet Briar's 116 years of history. Giving Tuesday will also have a challenge of raising \$116,000 – you can follow the progress online at <https://www.facebook.com/sweetbriarnowandforever>
- Also check out the **Planned Giving** information online and how to become an **Indiana Fletcher Williams Associate** at <http://plannedgiving.sbc.edu> (P.S. For those of you thinking about naming SBC as a beneficiary in your 401K, life insurance, etc. all the info is self-serve online to fill out the forms including **Legal Name:** Sweet Briar College, **Address:** 134 Chapel Road, Sweet Briar, VA 24595, **Federal Tax ID Number:** 54-0534105)
- **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!”

sponsored by the **Society of Women Engineers - SWE**. <https://we17.swe.org>, exhibitor list: <https://we17.swe.org/exhibitors/>

- **Amherst County Day At SBC**: <https://www.wsls.com/round-town/round-town-halloween-fun>
- **Federal Career Expo** was hosted Nov 2 by the Sweet Briar College Career Services Center in collaboration with Randolph College, Lynchburg College and Hampden-Sydney College. Kathryn Troutman, founder and president of The Resume Place, gave the keynote address. <http://www.hsc.edu/academics/career-center/career-fair>
- Admissions Blog, My 3D Life, **Mackenzie Crary '18** landed her dream internship.: Take this to heart: The only job I got was the one I asked for. <http://sbc.edu/news/admissions-blog-my-life-in-3-d/>
- Sweet Briar enhances **Student Life**: <http://sbc.edu/news/sweet-briar-enhances-student-life-with-new-positions/>
- **Living with Art Initiative**: <http://sbc.edu/news/living-with-art-initiative-aims-for-educational-depth-while-enhancing-living-and-working-spaces/>
- **Pannell Scholars Research**: <http://sbc.edu/news/pannell-scholars-bridge-the-arts-humanities-social-studies-and-stem-in-2017-projects/>
- **Staff Rose Awards**: <http://sbc.edu/news/sweet-briar-college-announces-rose-award-winners/>
 - John Tomlin - Excellence as a Team Member for Physical Plant,
 - Leslie Dehart - Innovation for housekeeping,
 - Gloria Simon (Student Life) – Excellence in Service
 - Gloria Simon (Admissions) - Presidential Excellence Award is given to an employee who displays high character, dedication
 - Other nominees:
 - Excellence as a Team Member: Tanya Anderson, Keith Coley, Kristie Evans, Marnie Lynch, Savannah Oxner
 - Excellence in Service: Jan Campbell, Lynn Lewis, Cathy Mays, Leslie DeHart, Gloria Simon
 - Innovation: Julia Paris
 - Presidential Excellence Award: Ashley Dugger, Rich Meyer, Margaret Paige, Julia Paris, Kathleen Placidi, Deborah Powell
- **Ashton Mays '18** Awarded Nancy Baldwin Scholarship. Daughter of Cathy Mays '80 Director of Catering.
- Congratulations to Barn Manager, **Amie Chenault**, Salem International University M.Ed., Equine Studies, on her big win last weekend! Amie competed in the 2017 Fort Valley 30/50 Endurance Ride with her horse Thee Madagascar. The pair won the 30 mile race with a time of 3 hours and 45 mins. Congratulations!!
- **Sweet Briar riders** show up fierce at SWVHJA, IHSA competitions: IHSA team claimed the reserve championship at the University of Richmond and Marina Biel '18 winning her walk, trot, canter class qualified her for the Zone 4, Region 4 finals in February. SWVHJA Lexington, Sarah Miller '20 was awarded the Best Special/Intermediate Rider. Miller brought home blue ribbons

in the Randolph College Medal and the special hunter under-saddle. Courtney Barry '18 finished as the 2017 SWVHJA Adult Hunt Seat Medal Reserve Champion! <http://sbc.edu/news/sweet-briar-riders-show-up-fierce-at-swhja-ihsa-competitions/>

- **Riding: Sweet Briar's Intercollegiate Horse Shows Association team** traveled to the coast last weekend to compete at Old Dominion University. The event yielded several ribbons for the Vixens. <http://sbc.edu/news/ihsa-team-competes-at-old-dominion-university/>
- **Nov 18: Girls on the Run**
- **Nov 30: Holiday Tree Lighting 7pm Quad**

NEWS ABOUT SWEET BRIAR AND THE ACADEMIC REPOSITIONING

- **Statement of Board of Directors Activity:** Sweet Briar had a one-year 14.2 percent return on investments on June 30, 2017. The endowment level as of September 30, 2017, was reported at \$73 million. Marcia Thom-Kaley, interim dean of students, presented an update on student life. Melissa Richards noted that alumnae volunteers have attended 82 college fairs on behalf of the College. She highlighted various recruitment activities, including a prospective student fly-in program, SBC attendance at the Girl Scouts National Convention, use of an athletic recruitment consultant, a guidance counselor wine-and-cheese event and airport advertising. The College continues to pursue alternative energy options and hopes to have additional proposals in the near future. <http://sbc.edu/president/statement-of-board-activity/>
- **President's Update:** <http://mailchi.mp/sbc/presidents-update-on-the-college-november-2017?e=1ff611e378>
- **Back From The Brink Sweet Briar College Slashes Tuition - Who's Next?** Forbes Investing, <https://www.forbes.com/sites/lucielapovsky/2017/09/07/tuition-is-higher-than-necessary-at-most-colleges/amp/>
- **New Thinking Needed:** <http://edvancefoundation.org/blog/college-budget-model-broken/> Professor Raina Robeva tweet.
- **Community college dual enrollment agreement**
SBC Press Release: <http://sbc.edu/news/sweet-briar-and-cvcc-announce-dual-enrollment-agreement/>
News Advance: http://www.newsadvance.com/news/local/cvcc-enters-into-co-enrollment-agreement-with-sweet-briar/article_4da4e28e-be90-11e7-9b9e-973a6acd0ebb.html
- **Stakeholders for non profits** (article mentions Sweet Briar):
<https://nonprofitquarterly.org/2017/11/01/nonprofit-boards-heed-multi-stakeholder-revolt-western-mass/>

ALUMNAE HIGHLIGHTS

- **Sally Mott Freeman '76** New and Noteworthy on NY Times book review! "I also loved "The Jersey Brothers," by Sally Mott Freeman, about three brothers in the Navy. The oldest was on the

USS Enterprise carrier in the Pacific. The middle one, Freeman's father, set up Franklin D. Roosevelt's Map Room to track the war. The youngest was captured by the Japanese and the book is the story of the search for this brother, missing in action. So powerful, so richly researched." By Peter Baker, Chief White House Correspondent
<https://www.nytimes.com/2017/10/24/books/review/rogues-villains-otto-penzler-new-noteworthy.html> and We're happy to announce that The Jersey Brothers by our former Board Chair, Sally Mott Freeman, was selected as one of @Amazon's Best 100 Books of the Year with prominent placement in the #History category, Congrats!@writerscenter

- **Heidi Trude '07**: It's official! I'm a @Flipgrid Certified Educator, committed to amplifying student voice! Flipgrid is the leading video discussion platform. Congratulations Heidi! #FlipgridFever @htrude07
- **Leah Jorgensen '96** funds scholarships: Oregon Winemaker, Rose of Cabernet Franc sales profit scholarships: <http://www.oregonwinepress.com/charitable-bunch>
- **Charlotte Bonini '91** Congratulations on DAAR (The Dulles Area Association of REALTORS®) Board of Directors Position!
- **Greyson Murphy '17** :Three Schools And Two Sports Led Grayson Murphy To The Top Of NCAA XC, <http://www.flotrack.org/article/62903-three-schools-and-two-sports-led-grayson-murphy-to-the-top-of-ncaa-xc#.WfJ4tbpMGhA>. Vixen Bio: http://www.vixenathletics.com/sports/wsoc/2013-14/bios/murphy_grayson_wvkv
- **Maddie Coleman '16** on Court for St. Paul Rodeo: Coleman is pursuing a degree in pharmacy at OSU after graduating from Sweet Briar College in Virginia, where she was a member of the Intercollegiate Horse Show Association, the American National Riding Commission equestrian team and a leader of science outreach activities for youth. The court was selected "from a group of horsewomen who demonstrated their skills, knowledge and expertise in horsemanship, current events and other topics," according to a press release. Over the next year they will represent the rodeo at myriad functions, including parades in Portland and at other rodeos. <http://www.pamplinmedia.com/wbi/152-news/376314-262061-st-paul-rodeo-announces-2018-court>
- **Ellen Apperson '72** SBC Friends of the Library presentation on her book John Apperson's Lake George, about an early environmentalist in the Adirondacks. https://drive.google.com/file/d/0B4MuXTtZo8bZYVNZZjZ4YkpUVjA/view?usp=drive_web.
- **Char Reed '73** in Wall Street Journal: Team Building in an Outrigger Canoe, Contains a short video interview as well: <http://www.wsj.com/articles/SB10001424052748703386704576186814266090434>
- **Dr. Mary Darden '74** represented SBC at the inauguration of Baylor's new president.
- **Anne Jane McCaffrey '48, We Remember** ~ Anne attended @Sweetbriaredu + 1st woman computer programmer at Union Carbide <http://www.penbaypilot.com/article/anne-jane-mccaffrey-obituary/93007>, wedding announcement memories: <https://news.hrvh.org/veridian/cgi-bin/senylrc?a=d&d=scarsdaleinquire19471003.2.139>

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of November 12, 2017, (Updates noted in RED font and yellow highlights)

Summer and Fall Semester 2017		Spring Semester & Summer 2018	
July 30 - Aug 13	Alumnae Clubs hosting Back-To-School events	Sweet Briar Day Alumnae Club Events	Alumnae Clubs host events in late December / early January before students return for classes
July 31 – Aug 18	Sweet Work Weeks	Jan 15	Classes Begin
Aug 24-26	Board of Directors Meetings	Feb 22-24	Board of Directors on Campus
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 22-24	Founder's Day, President Woo's Inauguration, Alumnae Leadership Training Conference	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 6-7	Explore Archaeology Weekend for High School Girls		
Oct 8-9	Admissions Open House		
Oct 13-14	Explore Chemistry Weekend for High School Girls		
Oct 13-14	Explore Environmental Sciences Weekend for High School Girls		
Oct 13-14	Families Weekend		
Oct 19-21	Board of Directors on Campus		
Oct 28	Amherst County Day at SBC (11 am – 3 pm)		
Nov 10-11	Fall Explore Engineering Weekend for High School Girls		
Nov 10-11	Explore Creative Writing Weekend for High School Girls		
Nov 12-13	Admissions Open House		
Nov 18-26	College Thanksgiving Break		
Dec 8	Classes End		
Dec 10-14	Exams		

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

Nov 28, Dec 12