Sweet Briar College Alumnae Alliance Council (SBC AA Council)
January 23, 2018

MINUTES
AA Council Members: Norma Valentine ’93, Heather Ewing ’90, Michelle Badger ’06, Debra Elkins ’93, Sarah Clement ’75, Sarah vonRosenberg ’72, Phyllis Jordan ’80, Jane Dure ’82, Sarah Reidy Ferguson ’96, Cathy Foose ’78, Sara Parsatooon ’11, Alex Grobman ’12, Eleanor O’Connor’07; Ann Kiley Crenshaw ’76 (alumnae at-large representative to the Board / Alumnae Committee), Rachel Higgins, ’17 (young alumna representative to the Board Alumnae Committee)

AR&D and other College Staff: Claire Griffith ’80, Clelie Steckel

Plus Ones: Brendy Hantzes ’81, Francis Morse ’68, Sarah Ince ’99, Mary Sue Thomas ’72, Jess Hiveley ’97, Liz Jarvis ’75, Sarah Machinist ’01, Nancy Wright ’68, Julia Schmitz ’03, DeDe Conley ’72, Myth Bayoud ’80, Cyndi McCabe ‘74, Vikki Richter ’80, Amy Campbell Lamphere ‘80, Kay Sugarbaker ’93, Carter Frackelton ’72, Linda Uihlein ’77, Josie Beets ’00, Julia Schmitz ’03, Muffy Parsons ’78

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.

AR&D Updates and Any Requests for the Alumnae Alliance

Claire Griffith reported that Merriweather Godsey, the new foodservice vendor, is on campus and receiving good reviews. They have added some farmhouse tables and hung art in Prothro, and their food service is being well received, including some changes made in food offerings at Daisy’s. Claire noted that more students and others are attending meals, and that Prothro appears much more crowded, busy and with many more people enjoying mealtimes.

Claire reported that Marcia Thom Kaley in Student Life is monitoring flu season on campus, and insuring any students who are ill are being cared for.

She relayed thanks for support of the 29 Sweet Briar Days, and noted that the Jacksonville, FL Sweet Briar Day was rescheduled to March since she, Mary Pope and President Woo were delayed in the Charlotte airport and did not arrive to Jacksonville until midnight on the evening of the party.

Claire raised the question as to whether the Alliance would implement the Reunion Engagement Fair again during this next Reunion. That issue will be referred to Strategic Initiatives for their action.

Clelie Steckel reported that she is working closely with the AlumComms working group and with the Young Alumnae Squad, and that a call with class officers is scheduled for this evening, 01-23-2018 at 6:30 pm Eastern to plan for reunion and to discuss Sweet Briar Fund.

In answer to a question, Clelie replied that the web nominations for Outstanding Alumna and for Distinguished Alumna, to be awarded at Reunion, would remain open until early May. For more information on these awards and the nomination process, see http://sbc.edu/alumnae-development/awards/

- **Outstanding Alumna Award:** This award may be given to graduate alumnae who have been out of college for at least 15 years in recognition of their outstanding service to SBC in a volunteer capacity.
- **Distinguished Alumna Award:** This award was created to honor alumnae who have brought distinction to themselves and to Sweet Briar College through outstanding accomplishment in a volunteer or professional capacity.
Clubs and Virtual Auction: Kathryn Yunk ’91 and Norma Valentine ’93

Norma Valentine indicated she had no further updates to Claire’s update of Sweet Briar Days. One final Sweet Briar Day is scheduled for March, 2018 in Lynchburg, VA. Lynchburg requested a visit by President Woo for their Sweet Briar Day, and this visit will also be the end of the Woo Tour for this school year. AR&D point of contact for Sweet Briar Days is Rachel Pietsch (424-381-163), email: rpietsch@sbc.edu

<table>
<thead>
<tr>
<th>2017-2018 Sweet Briar Day Events and President Woo’s Spring Tour</th>
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<tr>
<td>✓ Dec 19 -- Indianapolis, IN</td>
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<td>✓ Jan 5 – Fredericksburg, VA</td>
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<td>✓ Jan 6 – Amherst, VA</td>
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<td>✓ Jan 6 – Apex, NC (near Raleigh)</td>
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Young Alumnae Squad: Sara Parsatoon ’11 & Alexandra Grobman ’12

Sara Parsatoon and Alex Grobman reported that they are working with AR&D to jump start the activities of this group. They reported that they are working on launch of a media campaign to young alums to update their permanent contact addresses to make sure they stay in touch with the College.

They also reported that the solicitation for the 15 slots for various leadership roles in their squad is live, and that nominations are being received. The direct link to the nomination form is here: [http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/](http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/)

Claire Griffith reported that a discount for Reunion will be offered for young alumnae who graduated in classes 10 years and less ago. She noted there will also be a discount for children. The issue was raised that the definition of young alumnae has been expanded to include alumnae who graduated 15 years and less ago, and whether or not the discount would apply to older young alumnae; however, Claire replied that it would not, for this year’s planning. AR&D is also considering other schedule updates to encourage alumnae from all classes to come home.

Admissions Ambassadors: Michelle Badger ’06 and Heather Ewing ’90

Michelle Badger and Heather Ewing reported that they will have a teleconf this week with Savannah Oxner.
‘05 to organize communications for the spring recruiting season, and to discuss enhanced utilization of the state and area leads for recruiting.

They described the need to stress the Refer A Student program and sign ups for spring college fairs.

Michelle and Heather indicated Savannah will be sending out updated information to Ambassadors on the curriculum changes.

Claire Griffith described the upcoming 2 Presidential Scholars weekends, and noted that greater than 20 students are signed up for the January weekend, while approximately 30 are signed up for the February weekend.

It was noted that **Admissions Open House Dates** include: Feb 9th and March 30th. Also: Saturday visits: Feb 10, Mar 24, Apr 14, May 5

**Governance and Strategic Initiatives Working Group:** Sarah Clement ’75 and Katie Robertson ’97

Sarah Clement reported that the Governance Working Group is making a lot of progress, having reviewed all the Alliance governing documents. To this end, they meet weekly. She noted that this group plans on providing information to the Council at the February on-campus meeting, and plan on holding discussions and presenting their recommendations to the Council for action at that time.

**Council Operations:** Debra Elkins ’93, Sarah vonRosenberg ’72 and Sarah Clement ’75

Debra Elkins and Sarah vonRosenberg reported that the Alliance/ AR&D joint Priorities for the 6 month period January to June 2018 and the modified Hub and Spokes model for the Alliance are being finalized, as is the agenda for the February on site meeting of the Council. They also noted that the Board briefing is being finalized, and this briefing will be coordinated with the Council prior to the February meeting.

**Alumnae Communications:** Phyllis Jordan ’80, Jane Dure ’82, Sarah Reidy Ferguson ’96, Eleanor O’Connor ’07

Phyllis Jordan noted that this group is beginning discussions about messaging for Reunion. Sarah Reidy Ferguson requested that photos of previous Reunions be sent to Norma Valentine for posting on Facebook to drum up interest in attending. The group also plans to target Twitter and Instagram for these efforts. Claire Griffith requested that this group broadcast widely information about the all-class Reunion.

Phyllis and Jane Dure reported that SBC Communications has begun work on the next Sweet Briar magazine, and that work is moving along smoothly. They noted they will be assisting with writing of some articles, and will be working on class notes. Clelie stated she would send out the first request for class notes today, and she requested that the call for class notes be pushed on social media. Publication of the magazine is targeted for April.

Josie Beets ’00 has begun working with AlumComms and the College to consider Facebook site modifications that could improve the overall operations of the Alumnae Alliance Facebook site.

**Development Working Group:** Cathy Foose ‘78

Cathy Foose asked for volunteers from the Plus Ones to assist in the Development Working Group, indicating that one Plus One has volunteered already. She stated that each volunteer is provided a portfolio of 5 names of alumnae to contact on an ongoing basis simply to provide information and updates on the College as a “soft sell” for giving to SBC.

She noted that the next big fundraising push will be the March days of giving (March 1st and March 2nd – 10th), with a goal of $500,000 for March 1 and another $500,000 for March 2-10.

Clelie mentioned that a webinar for Reunion class officers is being planned. 3’s and 8’s are celebrating 5-year milestone
reunions; all classes are invited to “come home!”

“The Network” and Lifelong Learning: Katie Schellhammer ’95 and Heidi Trude ’07

Debra Elkins provided an update on the Alumnifire push for this spring to assist students in finding jobs and internships and noted that approximately 15 jobs have been posted since the beginning of January, 2018. The challenge for this spring is to post more jobs and internships than the 175 posts from last spring. Efforts will ramp up to get students and young alumnae, as well as all alumnae to sign up. Note that you can post internships and jobs online for students and other alumnae in our secure portal at https://sweetbriar.alumnifire.com

- You can login using your Facebook or LinkedIn account – no separate username and password required!
- Alumnifire now has 1,739 alumnae, students, faculty and staff registered since the launch in Jan 2015.

Plus Ones Round Robin – additional Q&A / feedback: Debra Elkins ’93, Sarah vonRosenberg ’72 and Sarah Clement ’75

Sarah Ince ’99 noted that the Sweet Briar Admissions Blog was ranked as one of the top admissions blogs in the country, relating that she sent this information to people at her private high school (Gray Stone Day) where she works. She reported that, as a result, she was contacted by a Mom who is also a Sweet Briar alumna. For more information, check out the 24 Higher Education Blogs worth following, and make sure to see that Sweet Briar made the list at http://www.ecityinteractive.com/blog/24-higher-education-blogs-worth-following/

Frances Morse ’68 requested a list of contact information for all Council members and Plus Ones be included on agendas and other communications. She was advised about the challenges of sending emails to the large numbers of alums we now send to, but was also advised that the sbc.edu website has contact information for all Council members. Clelie advised the website information will be updated this week.

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

CAMPUS UPDATES AND EVENTS ON CAMPUS

Admissions & Student Recruiting: EXPLORE EVENTS coming up: http://sbc.edu/explore/
March 23-24, 2018, Explore the Arts Weekend
March 30-31, 2018, Explore Engineering Weekend
April 6-7, 2018, Explore Chemistry Weekend
April 21-22, 2018, Explore Environmental Science Weekend
July 29 – August 3, 2018, Summer Explore Engineering Design Course

Jan 25th, Feb 1st and Feb 8: Faculty Research Seminar Series Prothro 12pm. Faculty will present their research in 30 minutes to interested folks over lunch.

Jan 26-27 Brownie Science Day: Brownies can earn up to three badges!

Jan 31 Swimming SBC hosts Roanoke 6pm


Feb 9-10: Senior Rachel Rogers presents her senior dance concert under the direction of Mark and Ella Magruder. Upper dance studio 7:30-9:30 pm.

Feb 11: The Janet Lowrey Gager Community Concert Series is made possible by the support of Forrest Gager, in memory of his wife, Janet, who served as Sweet Briar's director of public relations. The series features classical music from around the world performed by Sweet Briar College faculty and students, as well as guest artists. Chapel. 3-5pm.


A day in the Life of a Sweet Briar Rider: https://m.youtube.com/watch?v=osf5mbN6hEY

Summer Collegiate Riding Clinics | June 8-10, 2018 and June 22-24, 2018
Sweet Briar College offers three-day summer riding clinics for rising juniors and seniors in high school who ride at an intermediate or advanced level. Students will improve horsemanship while learning how to set competitive goals as part of a team experience. Portions of mounted sessions are videotaped for review with instructors. http://sbc.edu/riding/riding-clinics/

Spring Riding Schedule:
Feb 3: NCEA @ U of Ga
Feb 10: IHS A @ Liberty U
Feb 17-18: IHS A @ Mary Washington
Feb 24: IHS A Regionals @ Liberty
Mar 17: SBC Spring SWVHJA Equitation/Jumper Show
Apr 14: SBC 91st Annual Horse Show
Apr 28: SBC Bedford Co Fox Hunt

Feb 9th Sweet Briar to Host One Day Admissions Open House: Programming is geared toward transfer students and high school seniors. Juniors are also welcome to attend. The open house will feature sample lectures by mathematics professor Raina Robeva and history professor Lynn Laufenberg, as well as info sessions about admissions, financial aid, career services and student life. There also will be a student panel, in addition to a campus tour and lunch with current students, faculty and coaches in the newly refurbished dining hall. http://sbc.edu/news/sweet-briar-to-host-one-day-open-house-on-feb-9/

Explore Events 2018 Schedule @Sweetbriaredu #EXPLORE Weekend w/ #Arts #Engineering #History #Chemistry #ComputerScience #EnvironmentalScience - "The #EXPLORE series offers high school girls in their sophomore, junior and senior years opportunities to investigate different fields of study in a small-class setting” http://sbc.edu/explore/

Sweet Briar invites high school girls to explore engineering and computer science. http://sbc.edu/news/sweet-briar-invites-high-school-girls-to-explore-engineering-and-computer-science/ Registration is now open for two upcoming Explore weekends at Sweet Briar: Explore Engineering on March 30-31 and Explore Engineering and Computer Science on April 13-14. Priority registration ends on Feb. 1 for Explore Engineering and on March 1 for Explore Engineering and Computer Science. The total cost for each event is $65, which includes room and board, snacks, supplies and a T-shirt. For more information, contact Rebecca Girten at rgirten@sbc.edu or 434-381-6447.

VCCA: From @VCCA: "Join us for a reading by #VCCA Fellow Ramiro G. Hinojosa JAN 18th, 7:30pm @riverviewsart" @Sweetbriaredu & @VCCA are the only college & artist community directly associated w/ one another in the country

Marina Biel ’18: Senior and Student Government President, Marina Biel, had a great summer interning at Kimley-Horn and Associates, Inc. in the Delray Beach, FL office as a Civil Engineer in the Land Development department. Kimley-Horn is primarily a planning and design civil engineering consulting firm that has offices nationwide. Biel had the
opportunity to learn what goes on behind the scenes when planning a new development or revising an old one. She was able to work alongside young professional engineers while learning how to design water, sewer and storm systems, how to apply for various construction permits, and how to work with different municipalities to gather information needed for the projects. Biel said, "SBC prepared me for my internship by allowing me to take on many different responsibilities that take up most of my time, so jumping into a very busy, fast-paced firm was a lot easier than it could have been. I had a great experience interning for Kimley-Horn and can't wait to see what the future holds!" Marina is an Engineering Major and Mathematics Minor and rides on the IHSA Team. #rideIHSA #IHSAsummer


Admissions Blog asked to be a pod cast: Melissa Richards: One proud VP right here! If you're not reading the @Sweetbriaredu Admissions blog every week (new content every Friday at http://sbc.edu/admissions/admissions-blog/ ) and here's you proof you should be! (See next entry below from ecityinteractive.com) #SweetBriarFIERCE Stephan App: Replying to @melissarichards and @SweetBriaredu, You should be, Melissa! Your team is producing wonderful content that really represents your brand. Feels like maybe we need to start talking about a podcast episode. What do you think? Melissa: I would love that!

Admissions blog citation: “Y'all, we (@eCityInteract) just published our look at 24 #higher ed blogs that you should be paying attention to. There are some pretty 100 blogs on here, including @gtadmission, @drgravesUGA, @Sweetbriaredu, and more. You should probably go read it. #hemktg” by Stephan App of ecityinteractive.com @stephanapp http://www.ecityinteractive.com/blog/24-higher-education-blogs-worth-following/

Shifti Kamal: Last week, #SweetBriar sophomore Shifti Kamal spoke to students in her hometown of Dhaka about #StudyInTheUS. “I think it’s important for people in Bangladesh, especially women, to dream bigger and think outside the box,” she says.

SBC Athletics @VixenAthletics Our @SweetSwimming team was in Delray Beach, Fla., all week for the annual winter training. You can follow them on Facebook, Instagram and on their blog. #SweetBriar. Holla Holla Broward/South Palm Beach Club for hosting the Sweet Briar Swim Team last week Wednesday and Friday. A big Thank You! Holla, Holla to Kari Andersen Shipley ’76 and Cynthia Ottway ’57 for graciously opening their homes. Thank you Monika Kaiser ‘82 for sharing this news & the photos! @sbcalumnae

Sweet Briar announces dining services partnership with Meriwether Godsey, Proud to partner with local food lovers @MG_Dining, starting with dinner on Sunday! #SweetBriar #EatLocal Sweet Briar’s dining hall is open to the campus community and to outside visitors alike. http://sbc.edu/news/sweet-briar-announces-dining-services-partnership-with-meriwether-godsey/ Good looking recipes on Godsey website: http://merig.com/recipes/ Check out this week’s menu. https://merig.com/menu/sbweekly.pdf


Power lunch with Melissa Richards: Sweet Briar women lean in. “I have had a 100% alumnae response rate for help with job and internship searches when I reach out to them ‘cold’ via LinkedIn and Alumni Fire.” -Chrissy Rabuse ‘18 @Sweetbriaredu #ProjectPowerLunch

NEWS ABOUT SWEET BRIAR AND THE ACADEMIC REPOSITIONING

Melissa Richards, @melissarichards, "Many academics still struggle to accept the validity of interdisciplinary fields, but 21st-century students have no such qualms." https://www.chronicle.com/article/The-21st-Century-Academic/242136 No matter how much faculty members cling to "the good old days," there is no going back. We might as well embrace the possibility of creating a new kind of academic. Very good read.

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Mundy National Gone Local, Codebreakers recruited at SBC: https://theroanoker.com/magazine/departments/mundy-national-gone-local/

ALUMNAE HIGHLIGHTS

Sarah Mouri ‘06: Congrats! #SpyCoastFarm welcomes Dr. Sarah Mouri, @Sweetbriaredu graduate class of 2006 & niece of Sarah Clement, class of 1975! Dr. Mouri graduated from the Atlantic Veterinary College @UPEI in 2011 + completed an ambulatory internship @roodandriddle http://www.spycoastfarm.com.

Shelby Makurak ‘17: 6 months out, 90% of #SweetBriar students are employed or in grad school. One of them is Shelby Macurak ‘17, who is getting a master’s in healthcare administration @univofscranton. The former psych major & theater minor loves that her program is small, “just like at Sweet Briar.”

Teresa Tomlinson ‘87, Sweet Briar College Alumna Class of 1987, Sweet Briar College BOD Chair and Mayor of Columbus, GA on Morning Joy MSNBC Sunday, Jan 7th at 11:15 am! @Sweetbriaredu @sbcalumnae. recording: https://m.youtube.com/watch?v=hWBILiLgaMU

Teresa Tomlinson ‘87 receives 2018 MLK Unity Award: Columbus Mayor Teresa Tomlinson was named Monday morning the recipient of the 2018 MLK Jr., Unity Award. The announcement came Monday morning during Alpha Phi Alpha Fraternity’s 32nd Annual Dr. Martin Luther King, Jr. Unity Award Breakfast at the Columbus Convention and Trade Center. Georgia Trend Magazine has also named Tomlinson one of the 100 most influential Georgians for five years running. Congratulations to Our BOD Chair! http://amp.ledger-enquirer.com/news/local/article194717974.html?__twitter_impression=true


Tracy Imse Thomson’93 Blue Ribbon! Holla Holla @Sweetbriaredu @RidingSweet Tracy Imse Thomson, class of 1993 on the great win at Wellington WEF Horse Show! @ChronofHorse. Congratulations Tracy!

Michelle Raymond ‘08: Super Exciting News for @Sweetbriaredu graduate “MICHI” @Mray_says, ’08, sold out show in Madrid!" You insist for a SBC ring close up in your first music video!” *FYI, #SweetBriar rings are traditionally worn on your pinky finger. Michi has a show on 2018-01-11 at 21:00 @ Fulanita de Tal in Madrid. + Watch ‘Jam Song’, from Michelle: https://www.instagram.com/p/BdqQL1RBW71/ and voice: https://www.reverbnation.com/show/22300939?id_unique=artist_1697309

Ellen Weintraub ‘70: Holla Holla @Sweetbriaredu alumna Ellen Weintraub for compiling online access to the #SweetBriar Club of NYC out of print Cookbook! @nilounotamed @foodandwine check out p.132 #SweetBriarFarmPecanPie from Mrs. Edna Gilchrist, class of 1926. https://archive.org/details/recipes00comp

Ellen Carver: https://pilotonline.com/inside-business/news/first-person-features/article_9c409ab3-1a17-5d32-98f4-9fe40342a884.html?_vfz=medium%3Dsharebar

Sonia Jabbar ‘88: Thank you Virginia Bennett Leeds ‘88 for sharing some details: “Sonia Jabbar '88 lives in India. She is now running her family tea plantation (Nuxalbari Tea) and has just launched the sale of her tea in the US via Amazon. She is an avid polo player. Her organic tea plantation is open for agritourism for those interested in learning about the tea industry.” https://nuxalbaritea.com and also available on Amazon Smile, support SBC and an Alumna!
Gina Marie Mondel: @horseshowtutor, Sweet Briar grad and founder of Horse Show Tutor specializes in private academic tutoring for riders: The Four ‘R’s… Reading, Writing, Arithmetic, and RIDING! – Private Traveling Tutor. Wellington, (Palm Beach) FL. Learn more: http://www.horseshowtutor.com/about-private-tutoring-services.php

Jill Steenhuis ‘80: Exciting News from @Sweetbriaredu graduate @steenhuis’80: "Voila, the email received today (Jan. 15, 2018) from @Salmagundi in New York City, “Your submission, ‘The Sower Went Forth to Sow,’ for the Printmaking Exhibition was accepted!” #HollaHolla! http://www.salmagundi.org/content.cfm/salmagundi/SCNY-OPEN-PRINTMAKING-EXHIBITION/id/45

Molly Harper ‘13: BFA SBC, Masters of Fine Arts, Masters of Letters, Mom Tammy Harper, owner Kentmoorr Restaurant on Kent Island, is running for Queen Anne Co School Board: http://www.myeasternshoremdd.com/qa/community/schools/harper-to-run-for-school-board/article_0ee5a434-0bed-52e7-a0b8-fb35a320a1e0.html

Martha Feola, Buckhannon, WV, Obituary: http://www.polingstclair.com/martha-w-feola.html

Holla Holla Caroline Spaugh ‘13 On Winning NC Teacher of the Week Award from WGHP! Thanks you Sara Buttine Parsatoon for sharing the news & photos ! @sweetbriaredu.

Christina Chrissy Serio ‘06 riding Discover-O at WEF Winter Equestrian Festival 2018 Palm Beach: “Love my Discovery! What a Horse!” 1.30mII.2.1Cali Round 1 with 0 faults in 70.051 sec! @abcalumnae


Christina Seay ’17: As promised on her graduation cap. #SweetBriar #Classof2017 grad Christina Seay is “off to buggier things.” After interning in the Czech Republic, she is now a contractor at the @smithsonian’s @NMNH. “Sweet Briar taught me to be tenacious and have grit, but to also have grace.” @sweetbriaredu

**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**
**DRAFT as of January 21, 2018,** *(Updates noted in RED font and yellow highlights)*

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<tr>
<th>Summer and Fall Semester 2017</th>
<th>Spring Semester &amp; Summer 2018</th>
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<tr>
<td>July 30 - Aug 13</td>
<td>Alumnae Clubs hosting Back-To-School events</td>
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<td>July 31 – Aug 18</td>
<td>Sweet Work Weeks</td>
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<td>Board of Directors Meetings</td>
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<td>Aug 24</td>
<td>Classes Begin</td>
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<td>Sep 22-24</td>
<td>Founder’s Day, President Woo’s Inauguration, Alumnae Leadership Training Conference</td>
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<td>Sep 22-23</td>
<td>Explore Chemistry Weekend for High School Girls</td>
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<td>Sep 28 – Oct 1</td>
<td>College Fall Break</td>
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<tr>
<td>Oct 13-14</td>
<td>Explore Environmental Sciences Weekend for High School Girls</td>
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<td>Oct 13-14</td>
<td>Families Weekend</td>
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<td>Board of Directors on Campus</td>
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<td>Explore Creative Writing Weekend for High School Girls</td>
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<td>Nov 18-26</td>
<td>College Thanksgiving Break</td>
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<td>Giving Tuesday (sbc.edu/give)</td>
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<td>Dec 2</td>
<td>1-Day Admissions Open House</td>
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