



AA Council: Sarah Clement '75, Norma Valentine '93, Phyllis Jordan '80, Jane Dure '82, Kathryn Yunk '91, Sarah Reidy Ferguson '96, Cathy Foose '78, Heather Ewing '90, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoon '11, Michelle Badger '06, Eleanor O'Connor '07, Katie Robertson '97

AR&D Staff: Clelie Steckel, Claire Griffith '80, Rachel Pietsch

PlusOnes: Jeanette Pillsbury '72, Frances Morse '68, Carter Frackleton '72, Nancy Wright '68, Nancy Carr '06, Michelle Klimt '82, Jessica Hiveley '97, Sarah Machinist '01, Dianne Doss '93, Kay Sugarbaker '93, Ann Kiley Crenshaw '76, Alison Hall '97, Amanda Diamond Ring '98, Dede Conley '72, Debra Elkins '93

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 biweekly via teleconf, alternating between Open Calls with Plus Ones and AR&D, and Working Calls with Council and AR&D. **Next meeting, April 3, is a Working Call between Council and AR&D. Next Open Call with Plus Ones will be April 17, 2018.**
- After each meeting, minutes are drafted and reviewed by Council members. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

AR&D Updates and Requests for the Alumnae Alliance

- AR&D reported that our traditions continue on campus, with Step Singing held the night before, as well as tapping of Bum Chums and revealing of QVs
- Our Days and Week of Giving in March raised more than \$2 million, and we are still trying to meet our goal of 2000 new gifts in the month of March. So far we are at 1142 new gifts in March.
- So far there are more than 120 registrations for Reunion 2018. Early registration deadline is April 20, prices go up after that. Register online at <http://sbc.edu/reunion/registration/>
- AR&D also encouraged AA Council Members and Plus Ones to nominate other alumnae for the Outstanding and Distinguished Alumnae awards to be presented at Reunion -- nominate someone before the **April 2 deadline** at <http://sbc.edu/alumnae-development/awards/>
- Sweet Work Weeks dates are on the website now and will run from July 23 through August 10. Projects for this summer’s Work Weeks have not yet been determined and will be posted later.

Working Group Updates

Clubs and Virtual Auction: Kathryn Yunk '91 and Norma Valentine '93

- **Sweet Briar Days:** All but one of these events have been completed. The Lynchburg date had to be postponed to April 15 due to bad weather on the March 11 date.
- Kathryn Yunk mentioned we are starting to plan for Back To School Days over the summer (before SBC starts Aug.17) + gathering items for the silent action. Contact Norma for Auction questions (norma_v0@yahoo.com).

“The Network” and Lifelong Learning: Katie Schellhammer '95

- This Working Group **helped arrange a networking tour to Washington DC on March 4-5, 2018** working with Career Services Director Barb Watts. Barb brought 15 students up to DC for a dinner with alums on Sunday night at a local restaurant sponsored by Gwen Oller Hess '89 of Unanet, Martha C. Holland '72, and Lynn Westine

'79; breakfast at the Capitol Hill Club the next morning hosted by Karen Williams; then tours of Capitol Hill, FEMA and Library of Congress.

- **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](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>
 - You can login using your Facebook or LinkedIn account – no separate username and password required!
 - Alumnifire now has **1,760 alumnae, students, faculty and staff** registered since the launch in Jan 2015.
 - **Spring mini challenge:** To beat last spring's 175 posts of jobs and internships for students and alumnae.
 - **Current status: 39 new job and internship postings since Jan 3, 2018!**

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

- Ambassadors are asked to keep helping with upcoming college fairs and encouraged to submit any questions that they might have. There are upcoming fairs in CT and MA that still need AA volunteer staffing.
- If you work at a college fair, please take photos of your table and post and tag your friends! Also email any pix to Norma, Michelle or Heather.
- **Admissions Open House Dates:** March 30th. Also: Saturday visits: Mar 24, Apr 14, May 5
- Calls to prospective students are ongoing.

Young Alumnae Squad: Sara Parsatoon '11 and Alexandra Grobman '12

- YAS recruited 14 new young alumnae to join the YAS WG and form various subcommittees within the WG. The YAS co-chairs will be holding an onboarding welcome call with the new members this Sunday.
- YAS reported that in collaboration with AR&D they posted a March Giving Challenge for young alumnae with the goal of raising \$21,000, which represents SBC's new tuition rate. This Challenge has raised \$11,000 so far and is being extended to the end of the fiscal year in hopes of reaching the \$21,000 goal.
- YAS reports a new "Young Alumnae" suggestion link has been added to the website.

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

- This working group is working closely with Clelie Steckel (AR&D), Melissa Richards and Amy Ostroth (College Communications) to enhance communications to nine decades of alumnae.
- The college is close to posting the course catalog for next fall; once that info has been posted suggestion was made that you find and highlight/share a class that you would like to take.
- Sarah discussed New Holla Holla 22 Twitter messaging. Tell Us Why You Choose Sweet Briar. Use Twitter Feed [#sbcalumnae](https://twitter.com/sbcalumnae) + [#HollaHolla22](https://twitter.com/HollaHolla22). Don't Twitter? Send your message to Sarah Reidy-Ferguson. She'll post it on Twitter for you.
- **SBC Magazine** – next issue on track for April. Prior issues: <https://sbc.edu/magazine/magazine-archives/>
- **REMINDER: CLASS NOTES** You can submit online at <http://sbc.edu/alumnae-development/class-notes/>
- **Volunteers with editing/proofreading experience are needed to help with finalizing Class Notes!** Please contact Phyllis and/or Jane if you can help.
- **Fun digital media for Class Communications**
 - Archived old student handbooks, SBC news, etc. <https://archive.org/search.php?query=creator%3A%22Sweet+Briar+College>
 - Yearbooks (Briar Patches) – as far back as 1915! <https://archive.org/search.php?query=Sweet%20Briar%20College%20briar%20patch>

Development Working Group: Cathy Foose '78

- **Excited to see that 100% of Council donated to SBC on March 1 Day of Giving!**
- Several new volunteers (including Dorsey Tillett Northrup '75 & Bev Crispin Heffernan '75) have joined this WG to help with phone calls to support March Days of Giving
- Currently promoting March days of giving, but will continue providing call support for the Sweet Briar Fund.
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/> (Just updated March 19)

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

- Katie R and Sarah C reported that the AA Principles of Governance were adopted by Council effective March 1, 2018 and a link to the final document is now on the AA webpage.

- Nominations for open Council positions are now posted on AA webpage and will be open until **April 30**. **PLEASE NOMINATE** yourself or another qualified person for one of the open co-chair positions and spread the word among your friends and classmates.
 - Nominations Link: <http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/>

Plus One Discussion:

- Dianne Doss '93 mentioned Leah Busque '01 (SBC Board Member) has a new organization and initiative, **Shine Together**, which celebrates the awesome impact of women while helping to create measurable opportunities for them around the world. For More Info: <https://www.shinetogether.us>
- Dianne also mentioned speaking recently with Teresa Tomlinson '87 (SBC Board President). Dianne asked Teresa Tomlinson to speak at the Women's Employee Resource Group, at her office here in ATL. Dianne mentioned that Teresa made the comment that "we need to flaunt women's successes"-- Dianne is interested in how we can translate that idea to our alumnae. She raised suggestions >>> Bolster alumnae and their news/accomplishments, utilize social media, perhaps provide a direct link on the SBC website for alumnae to submit their news
- Dianne also mentioned that a prospective student at a college fair recently had a suggestion--please post more Alumnae videos on sbc.edu.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of March 20, 2018, (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 hosting events in December / January before students return for classes
July 31 – Aug 10	Sweet Work Weeks	Jan 15	Classes Begin
Aug 24-26	Board of Directors Meetings	Feb 9	Admissions Open House
Aug 18-22	New Student Orientation and Registration	Feb 22	SBC National Engineer Week Banquet; “Hidden Figures” Dr. Christine Darden, keynote speaker
Aug 24	Classes Begin	Feb 22-24	Board of Directors on Campus AA Council meetings on campus
Sep 22-24	Founder’s Day, President Woo’s Inauguration, Alumnae Leadership Training Conference	Mar 2-11	College Spring Break
Sep 22-23	Explore Chemistry Weekend for High School Girls	March 23-24	Explore the Arts Weekend
Sep 28 – Oct 1	College Fall Break	March 30	Admissions Open House
Oct 6-7	Explore Archaeology Weekend for High School Girls	March 30-31	Explore Engineering Weekend
Oct 8-9	Admissions Open House	April 6-7	Explore Chemistry Weekend
Oct 13-14	Explore Chemistry Weekend for High School Girls	Apr 19-21	Board of Directors on Campus
Oct 13-14	Explore Environmental Sciences Weekend for High School Girls	April 21-22	Explore Environmental Science Weekend
Oct 13-14	Families Weekend	May 1-7	May 1: Classes end; May 3-7: Exams
Oct 19-21	Board of Directors on Campus	May 12	Commencement (Class of 2018)
Oct 28	Amherst County Day at SBC	June 1-3	Reunion (3’s and 8’s as featured classes). All classes invited to “come home”
Nov 10-11	Fall Explore Engineering Weekend for High School Girls	July 29-Aug 3	Summer Explore Engineering Design Course
Nov 10-11	Explore Creative Writing Weekend for High School Girls		
Nov 12-13	Admissions Open House		
Nov 18-26	College Thanksgiving Break		
Nov 28	Giving Tuesday (sbc.edu/give)		

Dec2	1-Day Admissions Open House
Dec 8	Classes End
Dec 10-14	Exams