



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, Katie Robertson '97.

AR&D Staff: Claire Griffith '80 (joined last part of call)

Plus Ones: This call was a Council-Only Working Call, not open to Plus Ones.

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts.

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 17, is an Open Call with Plus Ones invited to participate.**
- 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 we did not quite reach our goal of 2000 donors in March. Final numbers for our March Days of Giving are still being tabulated.
- Claire had to join the call late because President Woo was having her quarterly meeting with the college community in the Chapel at the same time as our AAC call. Pres. Woo announced that her senior cabinet is now in place and the transition period is now complete. The college’s new CFO, Lori Husein, has begun working and will be on campus beginning in May. Lori has special expertise in long-range planning and capital campaigns. <http://sbc.edu/news/sweet-briar-names-new-vice-president-for-finance-and-administration/>
- Lynn Rainville is serving as Acting Dean and has orchestrated development of the new curriculum. Students will be signing up for classes in the new curriculum on Thursday (April 5). The revised course catalog will be posted on the college website by Friday (April 6). The new three-week short courses will NOT be open to alumnae this year but may be offered for enrollment by alumnae in 2019. There will not be a printed course catalog; there has not been a printed catalog in many years.
- So far there are more than 200 registrations for Reunion 2018 so we will have a good attendance. Early registration deadline is April 20, prices go up after that. There will be a la carte registration options again this year, including a day pass. Register online at <http://sbc.edu/reunion/registration/>
- Alumnae Alliance Festival (used to be called the “Engagement Fair” but has a new name) will be held on the Saturday of Reunion (June 2) at noon in the Quad.
- Council members should please let Rachel know if you are coming to Reunion and need housing so that dorm housing can be arranged if necessary. The Inn is totally booked for Reunion.
- 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)
- Live link for the Virtual Auction in process of being posted. Please encourage people to donate directly. Contact Norma for Auction questions (norma_v0@yahoo.com).

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

- At request of Admissions Office, 30 trusted Admissions Ambassadors wrote handwritten letters to 350 accepted students encouraging them to come to Sweet Briar.
 - Plan is for Ambassadors to also write students who visited our college fair tables.
 - **Admissions Saturday Visit Dates:** Apr 14, May 5
 - Calls to prospective students are ongoing.
 - Heather also wanted to highlight: New Book Award Program Thank you to **Board Member Kelley Fitzpatrick '85** for bringing to our attention the tradition of a College Book Award program in American high schools. College book awards recognize distinguished youth, typically juniors and seniors, and are an easy way to promote Sweet Briar College to young women in your geographic area. We've heard that some of you are already selecting a book and awarding it at your local schools *during their spring awards ceremonies*. Thank you! If so, please <https://docs.google.com/forms/d/e/1FAIpQLSdfaCLKAo8lO25dukbcf3fG3vOCY4SbtG4PK-JqT3DjMI9dXw/viewform> so we can track it. With your help we would like to create a formal Sweet Briar College Book Award program.
- We're trying to get this formal initiative off the ground quickly, so this spring we ask that your willingness to volunteer for this program includes purchasing the book you will award to the student. We thank you in advance for your generosity to foster learning, recognize potential, and inspire prospective students to consider Sweet Briar College. We will budget to purchase a book centrally for 2019. For More history on the Book Award program: <https://www.wellesley.edu/alumnae/awards/bookawards>

For more information, contact Heather or Michelle.

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

- AA Principles of Governance were adopted by Council effective March 1, 2018 and posted on the AA webpage <http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/alumnae-alliance-principles-of-governance.pdf>
- Nominations for open Council co-chair positions have also been posted on the AA webpage and will be open through 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 -- <http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/>
- Governance WG is in process of selecting the Nominating Committee who will serve for this year's nominations cycle, per the AA Principles of Governance. Nominating Committee will meet in May to review nominations received and recommend a slate of candidates to Council by the end of May.

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

- Katie reported that Marcia Thom-Kaley has indicated that she will be reaching out to this WG for help with various Student Life initiatives sometime in the Fall.
- Katie asked that we continue to encourage alumnae to sign up for AlumniFire and keep posting job and internship openings on that site.
- **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!
- **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>

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.
- Sarah Ferguson noted that Blue Ridge Outdoors is again running their online contest for Top Adventure College. Please vote if you enjoy this kind of challenge and encourage others to do so too. The second round of the contest runs till April 9. <https://www.blueridgeoutdoors.com/contests/the-top-adventure-college-2018/>
- You can follow the very active SBC Outdoors instagram account to receive lots of info on SBC's outdoor programs.
- Sarah discussed New Holla Holla 22 Twitter messaging. Tell Us Why You Choose Sweet Briar. Use Twitter Feed [@sbcalumnae + #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>

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 conducted a very successful onboarding welcome call with 11 of the new members two weeks ago.
- YAS plans to begin holding a quarterly call with young alumnae class officers to give campus news updates and make sure these class officers have information on what AAC and the College are doing. The first of these quarterly calls will be held on May 6.
- YAS presented their Alumnae Festival idea involving handing out specially created stickers to use to decorate the water bottles that will be provided to Reunion attendees (part of a reuse/recycle effort to cut down on the no. of plastic water bottles used at Reunion). YAS also thinking of sponsoring a kickball game between even/odd class years with popsicles afterwards.
- YAS reports a new “Young Alumnae” suggestion link has been added to the website.

Development Working Group: Cathy Foose '78

- **Excited to see that 100% of Council donated to SBC on March 1 Day of Giving!**
- Fundraising efforts are transitioning to try to reach those who have not made a pledge or a gift yet this year. Phone calls make a difference.
- Fundraising numbers for March are still being tallied but we have approximately \$4 million left to raise before June 30.
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/>
- We met our March fundraising goals as far as money raised, but we did not quite reach our goal of 2000 individual donors in March.
- We also need to get our class participation numbers up. Participation percentages are looked at closely by foundations and companies considering whether to donate to a college and are used in many reported metrics so are crucial for SBC's future.

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 18	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)		
Dec 2	1-Day Admissions Open House		
Dec 8	Classes End		
Dec 10-14	Exams		