



AA Council: Sarah Clement '75, Norma Valentine '93, Sarah Reidy Ferguson '96, Cathy Foose '78, Heather Ewing '90, Katie Schellhammer '95, Alex Grobman '12, Michelle Badger '06, Kathryn Yunk '91

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

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was for Council only. Next call on June 12 will include Plus Ones.

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

- Clelie reported that we have raised \$8.6 million of our \$13 million goal thus far. College is using social media and making phone calls to donors with outstanding pledges. Class officers are getting updated class giving statistics. Updated class giving lists should be out and available to class officers tomorrow. May 1 statistics here: <http://sbc.edu/alumnae-development/class-giving-statistics/>
- She asked Council to think of ways we can ramp up the college’s social media messaging in the push to finish strong and make our fundraising goal by June 30. Clelie suggested posting a personal testimonial on social media on “Why I Give to Sweet Briar.”
- Class challenges are also effective--Class of '96 used texts to classmates and Facebook videos (“Wear your pink and give your green!”) and a midnight deadline to raise their class giving percentage with great results. '96 let everyone know this challenge was all about participation rather than amount (but emphasized a \$25 minimum donation). Michelle Badger suggested class challenges where lowest participation rate has to jump in the lake.
- Briar Wire will come out electronically on Friday, June 1.
- Claire reported that nearly 500 people have registered for Reunion this year and that we have attendees from classes of '48 and '53, with 115 attendees for the breakfast for 50th and Post-50th reunion classes.
- The Reunion app is live for use on mobile devices; app will have “push” capabilities. There will also be a Snapchat filter and some Facebook Live postings throughout the weekend.
- Alex G and Jeannette P are already on campus this week helping AR&D set up for reunion.
- Claire gave a May recap that included graduating 54 seniors in the class of 2018, Makayla Benjamin winning the Caccione Cup at IHSA Nationals, the riding team winning the NCEA Sportsmanship Award, and the college sponsoring the Exhibitors Lounge at the Devon Horse Show--see links below:
- <http://www.chronofhorse.com/article/makayla-benjamin-keeps-ihsa-in-the-family-on-last-day-of-national-championships-3>
- <http://www.collegiateequestrian.com/news/articles/2017-18/530/sweet-briar-college-receives-ncea-team-sportsmanship-award/#.Wv2szLmov3g>
- **Sweet Work Weeks** dates are **July 29 through August 17**. Projects will include painting Randolph, Reid and Dew, as well as the usual outdoor weeding and gardening work. Housing for volunteer workers will be in Green Village this year. The schedule and registration for SWW are live--you can register here: <http://sbc.edu/alumnae-development/sweet-work-weeks/>

Working Group Updates

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

- 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>
- The Nominations Committee has circulated a slate of recommended candidates for open Council positions and requests Council vote on the slate via email to Katie R by Friday. The slate of candidates will then be informed of the results by Reunion weekend. Website will be updated after that.

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

- The Virtual Auction runs till Reunion. There are currently more than 100 items up for bidding: <https://www.32auctions.com/SweetBriarCollege2018>
- Please encourage people to donate directly. Contact Norma for Auction questions (norma_v0@yahoo.com). Donations accepted through June 4! Go to sbc.edu/auction for quick link.
- Clubs WG is looking for people to host regional Back To School Days in August; the Alumnae Alliance Facebook page--see the "Events" tab--contains a list of all dates currently scheduled. https://www.facebook.com/pg/sweetbriaralumnae/events/?ref=page_internal

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

- Michelle and Heather now have access to an email to directly reach all AAs which will greatly enhance communications. They will be meeting in person with Melissa and Savannah on Friday of Reunion weekend.
- Savannah is attending a Slate conference in Chicago at the end of June.
- AAs helped in recruiting 37 of the more than 100 students for the incoming freshman class. Admissions office hopes to link each AA with any student they recruited who is part of the incoming class.
- All Council members are encouraged to sign up as an AA--email Michelle, Heather or Savannah for info.

Alumnae Communications: 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.
- New about SBC is being circulated on social media by the members of this WG; Eleanor posts pictures on Instagram and Sarah R manages Twitter.
- Comms WG has been promoting Reunion this week with a theme-driven topic with a photo each day; there has been a lot of participation.
- Idea for circulation mid-June: find your best vintage SBC t-shirt, take a picture of yourself in the shirt, Comms will create a collage of the pics and hold voting for best pic. Donate \$25 plus your class year in cents!
- If you hear or read any stories about SBC alumnae doing amazing things please share on social media or notify someone on this WG and she will share it for you!
- **SBC Magazine** – next issue has been mailed. Prior issues: <https://sbc.edu/magazine/magazine-archives/>
- **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>

"The Network" and Lifelong Learning: Katie Schellhammer '95

- Gwen Hess volunteered to help Katie out with this WG--thank you Gwen!
- Katie, Barb Watts and Marcia Thom-Kaley will staff the table for The Network at Reunion. Katie will meet with Barb over the weekend as well.
- Katie asked that we continue to encourage alumnae to sign up for AlumniFire and keep posting job and internship openings on that site. Currently there are 427 jobs/internships listed on SBC Alumnifire.
- **Alumnifire** – You can post internships and jobs online [for students and other alumnae](https://sweetbriar.alumnifire.com) 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.
- **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>

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

- Alex is already on campus to help set up Reunion.
- Second round of the YAS \$21,000 fundraising challenge has just launched and we are already 65% of the way there. Email blast to class officers goes out today.
- A “Welcome Back” postcard has been approved by college admin and will be sent out this Fall to all new and returning students.
- Amy and MMC helped design stickers for use at our table at the Festival: decorate the clear plastic go-mug you received in your Reunion swag bag!
- Alex noted that we are coming up on the end of the fiscal year with a chunk of money left to raise and asked Council to brainstorm about ways to promote giving to the college as a whole, in addition to the communications that go out to class officers. Is there a wider communication we can come up with in our push to June 30? Alex suggests creating an action item to get this done.

Development Working Group: Cathy Foose ‘78

- We have approximately \$4 million left to raise before June 30. We are making calls to donors who made pledges.
- Our overall class participation percentage is currently at 21%. 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.
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/>
- Some notable statistics: class of ’44 is at 57.7% participation; class of ’64 is at 42%.
- If you know an alumna who would benefit from a personal call please let Cathy, Claire or Clelie know.
- **See you at Reunion!**

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of May 29, 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		