



AA Council: Sarah Clement '75, Norma Valentine '93, Sarah Reidy Ferguson '96, Cathy Foose '78, Heather Ewing '90, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoon '11, Michelle Badger '06, Jane Dure '82

At-Large Representative to the Alumnae Committee of the Board: Ann Kiley Crenshaw '76

Plus Ones: Sarah von Rosenberg '72, Alison Hall '97, Kathy Pegues '71, Mitzi Halla '55, Sarah Machinist '01, Brendy Hantzes '81, Amy Lamphere '80, Dede Conley '72, Frances Morse '68, Sarah Elkins Ince '99, Nancy Bulls '93, Michelle Klimt '82, Vikki Schroeder '87, Linda Uihlein '77, Janet Gibson '72, Gwen Hess '89, Jeanette Pillsbury '72, Dianne Doss '93, Ellen Saunders '75, Amanda DiamondRing '98, Jane Davis '03, Nancy Wright '68, Jane Frierson '74

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 included Plus Ones in attendance. Next call is Council-only on May 29. Next call open to Plus Ones is June 12.

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

- Claire reported that graduation weekend went well with the baccalaureate service led by newly ordained minister Sarah Scofield Wright '11. She mentioned the controversy caused by the remarks of the commencement speaker pertaining to feminism and the Me-Too movement and noted that the President is the official who speaks for the college, not the commencement speaker, and that President Woo was taking the leadership role in addressing this controversy. She noted the remarks Pres Woo made in a radio interview in Lynchburg and in an article published by Inside Higher Ed, which was picked up by other media outlets. Claire stated that students have input into who their commencement speaker will be but there are other factors involved as well, including the fact that we do not pay our commencement speakers and thus have often used our Distinguished Alumna award winners as potential candidates for speakers. This speaker was chosen because she was a pioneer in the career counseling field and had previously received the Distinguished Alumna award. Claire noted that the President is ultimately the person who decides on who the commencement speaker will be.
- Link to livestream of graduation is here: <http://sbc.edu/news/tears-of-joy-and-perseverance-for-historic-class-of-2018-at-sweet-briars-109th-commencement/>
- Link To President Woo’s Radio Interview: https://soundcloud.com/va-talk-radio-network/meredith-woo-5-14-18?utm_source=soundcloud&utm_campaign=share&utm_medium=facebook
- Close to 500 people have registered for Reunion this year. Schedule still being finalized and should be out this afternoon or tomorrow. Register online at <http://sbc.edu/reunion/registration/>
- There will be a Reunion app this year for use on mobile devices; app should be live by end of the week, will have “push” capabilities.
- SBC is a sponsor of the Exhibitors’ Lounge at the Devon Horse Show this year, for all 11 days of the show (may 24-June 3. More Info:<http://www.devonhorseshow.net/sponsorship-and-support/2018-sponsors/>

- Our riding team did very well this year with Makayla Benjamin winning the Cacchione Cup at IHSA Nationals this month. <http://www.chronofhorse.com/article/makayla-benjamin-keeps-ihsa-in-the-family-on-last-day-of-national-championships-3>
- In addition, the riding team received the NCEA team sportsmanship award. <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**. 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/>
- Alumnae magazine dropped yesterday afternoon and should be in mailboxes beginning this weekend.
- 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/>

Working Group Updates

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.
- President Woo did a radio interview yesterday in Lynchburg; Sarah R pulled some quotes from that interview and posted them on Twitter.
- 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 '89 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 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 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>

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

- The Virtual Auction has kicked off! Auction runs till Reunion. There are currently more than 100 items up for bidding: <https://www.32auctions.com/SweetBriarCollege2018>
- Please encourage people to donate items. Contact Norma for Auction questions (norma_v0@yahoo.com). Donations accepted through June 4! Go to sbc.edu/auction for quick link.

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.
- Four subcommittees of 3-4 members each have formed: Events, Outreach, Engagement, and Fundraising. YAS WG co-chairs Sara and Alex have conducted three conference calls with their full WG as well as at least one call with each of the four subcommittees.
- Currently this WG is trying to engage the class of 2013 for their upcoming 5-yr reunion.
- A “Welcome Back” postcard has been approved by college admin and will be sent out this Fall to all new and returning students.

- YAS finalizing their Alumnae Festival ideas for Reunion. YAS reports a new “Young Alumnae” suggestion link has been added to the website.

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

- Sarah C and Norma sent an email out to all Admissions Ambassadors this week, and Savannah sent an email out to all as well.
- Michelle and Heather now have access to an email to directly reach all AAs which will greatly enhance communications.
- 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.
- Heather thanks the following AAs for attending College Fairs:
 Jill Stryker '87 - New York & New Jersey, Beth Callaway (parent) - New York, Caroline Harlow (parent) - NH, Dee Marshall - MA, Cassandra Babbitt '78 - MA, Laura Gatling '97 - CO, Angelique Dodson '03 - VA, Reneca Levine '97 - VA, Brianna Brown '82 - TX, Kathryn Brock Hankinson '09 - TX, Tricia Dolph- Fallon '84-MA

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 closed on April 30.
- The Nominating Committee has been appointed and has had its first meeting. They plan to have a slate of recommended candidates ready for Council approval at our next Council-only conf call on May 29.

Development Working Group: Cathy Foose '78

- 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. 8 out of 10 voice mails/calls lead to a donation.
- We have approximately \$4 million left to raise before June 30.
- Our overall class participation percentage is currently at 22%. 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.

Plus Ones Questions and Comments

- Question about whether the college will be issuing any other statement about the commencement speaker. Claire responded that President Woo is the spokesperson for the college and has emailed the class of 2018 and addressed the subject in a radio interview as well as an interview by Inside Higher Ed. Claire is not aware of any additional statements that will be forthcoming.
- Comment was made that Teresa's remarks at Commencement as well as remarks by student speakers were excellent and well received.

Link To Teresa's Remarks: <https://www.youtube.com/watch?v=dkH8UWkHoZE&feature=youtu.be>

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of April 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		