Sweet Briar College
Alumnae Alliance Council

Meeting Minutes
May 1, 2018

AA Council: Sarah Clement ’75, Norma Valentine ’93, Kathryn Yunk ’91, Sarah Reidy Ferguson ’96, Cathy Foose ’78, Heather Ewing ’90, Katie Schellhammer ’95, Alex Grobman ’12, Sara Parsatoon ’11, Jane Dure ’82

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

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only, without Plus Ones in attendance.

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 telecons 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, May 15, 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 both Lantern Bearing and a Sweet Tones concert took place last night on campus, the Athletic Awards Banquet is tonight, and tomorrow marks the grand (re)opening of the refurbished Elston Inn and the performance of the Richmond Symphony Orchestra in the chapel. Today is the last day of classes, followed by the exam period and then graduation on May 12.
• Richmond Symphony Info: http://sbc.edu/news/richmond-symphony-to-perform-during-sweet-briars-babcock-season/
• SBC had 4 riders, 2 coaches and 7 alumnae in attendance at NCEA in Waco, Texas. All of our riders did very well, and 2 are first years who will be returning.
• Close to 400 people have registered for Reunion this year; we are expected close to 500 attendees with about 100 alumnae from the classes of 1948-68. Tentative schedule is posted online, AR&D still working on the final master schedule of events for Reunion. Register online at http://sbc.edu/reunion/registration/
• Council members should register for any part of Reunion they are attending. 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 changed to July 29 through August 17. Workers must depart from the dorms by noon on August 18. SWW workers will be housed in Green Village this year.
• Some new faculty & staff positions available if you know anyone: http://sbc.edu/human-resources/faculty-staff-job-openings/

Working Group Updates

Clubs and Virtual Auction: Kathryn Yunk ’91 and Norma Valentine ’93
• The Virtual Auction has kicked off, and Norma has received about 75 donations so far. Live link for the Virtual Auction will be posted on May 14.
• Auction starts on May 14 and runs till Reunion. Please encourage people to donate directly. Contact Norma for Auction questions (norma_v0@yahoo.com). Auction Item Donation Link: https://sweetbriarcollege.wufoo.com/forms/zq8vts0kby4bz/
Admissions Ambassadors: Michelle Badger ’06 and Heather Ewing ’90

- May 1 is the first deadline for accepted students to accept their offers, although we will still be accepting students through August.
- Katherine Brock Henkinson ’09 is our new Admissions Ambassadors lead for the Dallas area.
- All Council members are encouraged to sign up as an AA.
- Melissa Richards is discussing strategy for AAs and high schools with Heather and 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.
- Nominations for open Council co-chair positions closed on April 30.
- The Nominating Committee has been appointed and will meet in May to review nominations received and recommend a slate of candidates to Council by the end of May.

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 Admissions Ambassadors WG will write a column for the next issue of the Briar Wire. Clelie has asked each WG to write an article for upcoming issues of the Briar Wire.
- Discussion about role of the “Class Acts” WG expressly for enhancing communications with class officers to make sure alums feel engaged with their class and enthusiastic about returning for reunion and other on-campus events like SWW.
- Sarah Ferguson discussed the new #HollaHolla22 Twitter messaging for alums and incoming freshmen to say why they chose SBC. Use Twitter Feed @sbcalumnae + #HollaHolla22. Don’t Twitter? Send your message to Sarah Reidy-Ferguson. She’ll post it on Twitter for you.
- Jane Dure mentioned they’re working on creating a working calendar merging campus & Alumnae activities.
- 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 on track for April. 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

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.
- The Outreach subcommittee is creating a communications content calendar and a logo.
- The Engagement subcommittee is working on welcoming students in the fall and reaching out to recent alumnae.
- The Fundraising subcommittee is working on a communication to publicize that YAS met its $21,000 fundraising challenge to young alumnae a couple of weeks ago (challenge was for March but extended) and has decided to initiate a new challenge to raise another $21,000 by June 30.
- YAS plans to recruit two new positions in the WG for alumnae who are “first year out.”
- 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 still coordinating their Alumnae Festival ideas for Reunion. YAS reports a new “Young Alumnae” suggestion link has been added to the website.

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.
- We have approximately $4 million left to raise before June 30.
- Class Giving Stats-- http://sbc.edu/alumnae-development/class-giving-statistics/
• We 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.
• Letters inviting Williams Associates to a luncheon on the Saturday of Reunion are going out this week.

“The Network” and Lifelong Learning: Katie Schellhammer ’95
• Katie still recruiting a co-chair for this WG.
• Katie discussed an idea for The Network’s article in the Briar Wire on following up on the students who attended the DC careers trip in March and see who ended up where, etc.
• 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.
• 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
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<th>Summer and Fall Semester 2017</th>
<th>Spring Semester &amp; Summer 2018</th>
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<td>July 30 - Aug 13</td>
<td>Sweet Briar Day Alumnae Club Events</td>
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<tr>
<td>July 31 – Aug 18</td>
<td>Jan 15 Classes Begin</td>
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<td>Aug 24-26</td>
<td>Feb 9 Admissions Open House</td>
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<td>Aug 18-22</td>
<td>Feb 22 SBC National Engineer Week Banquet; “Hidden Figures” Dr. Christine Darden, keynote speaker</td>
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<td>Aug 24</td>
<td>Feb 22-24 Board of Directors on Campus AA Council meetings on campus</td>
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<td>Sep 22-24</td>
<td>Mar 2-11 College Spring Break</td>
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<td>Sep 22-23</td>
<td>March 23-24 Explore the Arts Weekend</td>
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<td>Sep 28 – Oct 1</td>
<td>March 30 Admissions Open House</td>
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<td>Oct 6-7</td>
<td>March 30-31 Explore Engineering Weekend</td>
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<td>Oct 8-9</td>
<td>April 6-7 Explore Chemistry Weekend</td>
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<td>Oct 13-14</td>
<td>Apr 19-21 Board of Directors on Campus</td>
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<td>Oct 13-14</td>
<td>April 21-22 Explore Environmental Science Weekend</td>
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<td>Oct 13-14</td>
<td>May 1-7 May 1: Classes end; May 3-7: Exams</td>
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<td>Oct 19-21</td>
<td>May 12 Commencement (Class of 2018)</td>
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<td>Nov 10-11</td>
<td>June 1-3 Reunion (3’s and 8’s as featured classes). All classes invited to “come home”</td>
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<td>Nov 10-11</td>
<td>July 29-Aug 3 Summer Explore Engineering Design Course</td>
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<td>Nov 18-26</td>
<td>College Thanksgiving Break</td>
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<td>Nov 28</td>
<td>Giving Tuesday (sbc.edu/give)</td>
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<td>Dec 2</td>
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<td>Classes End</td>
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