



**Sweet Briar College Alumnae Alliance Council Only (SBC AA Council) Teleconf  
June 26, 2018; 12 pm – 1:00 pm ET**

**Meeting Minutes**

**12:00 – 12:05 Quick Roll Call of Council Members** (Norma V.)

**Meeting Purpose:** Operations coordination among AA Council Working Groups and with College Alumnae Relations

Council Members On The Call: Norma Valentine '93, Sarah Reidy-Ferguson '96, Alex Grobamn '12, Jeannette Pillsbury '72, Jessica Hiveley '97, Jane Dure '82, Heather Ewing '90, Katie Schellhammer '95, Suzanne Ullrich '78, Cathy Foose '78

Alumnae Relations & Development (AR&D) Staff On The Call: Mary Pope Hutson '83, Claire Dennison Griffith '80 & Clelie Steckel

**12:05 – 12:15 AR&D Updates and Any Requests for the Alumnae Alliance**  
(Mary Pope Hutson '83, Claire Dennison Griffith '80 & Clelie Steckel)

Mary Pope Updates:

- In the final stages of interviewing for Athletic Director Position & Admissions Director Position ( There are 2 finalists for each position). Very strong candidates who are interested in quality students & working with the SBC Team. Claire was asked to be in on the interview process for Admissions Director & Mary Pope for Athletic Director.
- Very Promising Incoming Class of 2022. Average GPA is 3.51. Students coming from 23 states & 4 foreign countries.
- President Woo announced last week there are 2 New Tenured Professor positions; 7 new visiting professor positions
- Mary Pope played in the Golf Tournament last weekend & met an executive at BWXT a local engineering company, who had just hired 2 new SBC graduates & said they had never seen such amazing qualities as the SBC alumnae had.
- AR&D plans to talk to Operations Co- chairs soon to see what our next 6 month priorities are- what have we accomplished? What metrics would we like to see in the future? What are our strengths & weaknesses?
- Maggie Patrick '07 is in the process of interviewing AR&D staff & AAC Council members. Next step is to send out survey to Alumnae July 1 . End of July, the survey results will be discussed at the staff retreats & will be reviewed at Founders' Day leadership weekend Sept 21-23. Maggie Patrick will be on campus that weekend to discuss results. Imodules new website training also planned for that weekend.
- AR&D is planning to have all the survey data, as well as engagements statistics, fundraising information & next priorities to present at the August 10 Board Meeting for strategic planning.
- Fundraising news: Participation is up to 22.2%; importance of converting pledges to dollars; approximately \$650,000 outstanding.
- \$12.5 million raised so far; SBC Now & Forever Facebook Page will be updating the bell tower graphic tonight-please share on your social media pages.
- Mary Pope thanked everyone for our commitment to SBC-think how far we have come in 3 years & how valuable our volunteers hours are. President Woo is extraordinary & our enrollment is up 50%.

Claire Updates:

- Last Tuesday, she attended a Virginia Alumnae Directors Conference at Christopher Newport. There were 22 colleges represented, large & small & she bragged about our Alumnae & The Alumnae Alliance .
- VA College Week is coming up July 23-28 <http://sbc.edu/news/sweet-briar-opens-doors-for-2018-virginia-private-college-week/> ; They had 3 prospectives tour yesterday. Food service started up again, as camps are starting now through August 17 (when new students arrive). There's also a young writers' workshop going on now.Camps are full & extending sessions due to demand. Some have asked about starting junior camps again.
- Please promote Sweet Works Weeks. Registration is open though August 18. Only 40 currently registered. The new app will be used at SWW. <http://sbc.edu/alumnae-development/sweet-work-weeks/>

Clelie also mentioned in the last 5 fundraising days of the fiscal year—to promote news on SBC Now & Forever Facebook Page, reach out to your classes, make 5 calls to classmates, ask them to reach out to 5 people.

Welcome New AAC Members ! New Council Members: (officially start July 1)

Kathryn Yunk '91	<a href="mailto:kathryn.yunk@med.ge.com">kathryn.yunk@med.ge.com</a>	Council Operations Co-Chair
Joanne Hopkins '98	<a href="mailto:joanne.e.hopkins@gmail.com">joanne.e.hopkins@gmail.com</a>	Alumnae Clubs
Jeannette Pillsbury '72	<a href="mailto:jpillsbury4428@msn.com">jpillsbury4428@msn.com</a>	Alumnae Clubs
Jessica Hiveley '97	<a href="mailto:jessicahiveley@aol.com">jessicahiveley@aol.com</a>	Governance and Strategic Initiatives
Suzanne Ullrich '78	<a href="mailto:suzullrich@aol.com">suzullrich@aol.com</a>	Network

**\*\*\* A BIG HOLLA HOLLA TO JEANNETTE PILLSBURY & CLASS LEADERS OF '72 FOR EXCEEDING THEIR TOTAL GIVING NUMBERS SO MUCH-THEY FELL OFF THE GRAPH ! \*\*\***

## 12:15 – 12:45 Working Group Updates from the AA Council

**Clubs and Virtual Auction:** Norma Valentine '93 , Joanne Hopkins '98, Jeannette Pillsbury '72 (Kathryn Yunk '91 was not on the call)

- Norma mentioned Back To School Days being organized now. Heather Ewing asked about how SBC is inviting prospectives & current students. Claire is working with Melissa not the best way to handle those invites. Student receive formal invites to BTS events. In planning your BTS events, Claire mentioned August events are usually more successful because people aren't on summer vacations.
- BTS Events Planned So Far: June 23 Knoxville, TN ; July 14 Newton, MA; August 4 NYC; August 12 Richmond, VA
- Please email Norma if you have questions about organizing a BTS event . Email: norma\_v0@yahoo.com

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

- Heather mentioned she & Michelle met with Melissa & Savannah
- In a hold & planning period currently, but need metrics to see where Admissions volunteers have been successful, etc.

**Council Operations:** Norma Valentine '93 (Sarah Clement '75 & Kathryn Yunk '91 were not on the call)

- Please finish your surveys with Maggie Patrick '07 (email: [maggie.e.patrick@gmail.com](mailto:maggie.e.patrick@gmail.com)) & give email feedback to Norma for strategic planning (regarding emails sent out last week). Email: norma\_v0@yahoo.com

**Governance and Strategic Initiatives Working Group:**

Jessica Hiveley '97 (Katie Robertson '97 & Sarah Clement '75 were not on the call)

- Jessica mentioned AAC elections have wrapped up.
- Not a lot of news, except working on resolving some IT issues .Claire mentioned Imodules should address those IT problems.

**Alumnae Communications:** Jane Dure '82, Sarah Reidy Ferguson '96 (Eleanor O'Connor '07 was not on the call)

- Jane- please check & re-message posts on The SBC Now & Forever Facebook Page
- Jane-#MyTopCollege- Forbes contest is on now-runs through August 10. For Twitter & Instagram users. SBC won in last week's category of Small Colleges. <https://www.forbes.com/my-top-college/#529d715962e0>
- Sarah- Eleanor is working on a graphic for the #MyTopCollege (Norma will email to AAC for posting )
- Sarah- Instagram has 600+ followers now-thank to Alex Grobman for boosting the followers
- Sarah-Agnes Scott College is now promoting the contest, too

**Young Alumnae Squad:** Alexandra Grobman '12 (Sara Parsatoon was not on the call)

- Alex mentioned when posting for #MyTopCollege, remember Forbes can only see accounts if they are public. If yours is not public, you can screenshot & repost.
- YAS is working on postcards for students in their mailboxes (she thanked Marcia Thom Kaley, Clelie, Melissa & Amy for helping)
- Working on a template for Young Alumnae Events Social Hour. Currently 3 are set up for this summer: one in Triangle NC area; One in Richmond, One in Lynchburg
- Class Officer Outreach- feedback & if people are interested in retaining their positions (starts in 2 weeks)
- Young Gifts- March Days of Giving- Reached \$21,000 Goal = Tuition for 1 SBC Student)
- New Challenge of \$21,000. Received \$45,000 so far. Post & cute photo are on the SBC Now & Forever FB page.

**Development Working Group:** Cathy Foose '78

- Making calls to convert pledges to \$\$\$
- Down to the wire of this fiscal year. Reminder-checks should be postmarked June 30. Easy to give online. [sbc.edu/give](http://sbc.edu/give)

**“The Network” and Lifelong Learning:** Katie Schellhammer '95 & Suzanne Ullrich '78

- Katie mentioned she has been helping a recent graduate get a job in DC
- Katie suggested Barb Watts come on a Plus One call to give updates (Norma will work on)

### Notes:

Some questions came up about the next call schedule, February AAC one campus dates, updated interior Elston Inn. Photos, wifi problems. Norma will send emails out with updates.

Per Dawn Gatewood at The President's Office, Board Meeting Dates:

2018

- August 10-11, 2018
- November 15-17, 2018

2019

- February 21-23, 2019 (AAC Leadership weekend) & April 11-13, 2019

