



AA Council: Sarah Clement '75, Norma Valentine '93, Michelle Badger '06, Sarah Reidy Ferguson '96, Katie Robertson '97, Suzanne Ullrich '78, Jeannette Pillsbury '72, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoon '11, Joanne Hopkins '98, Jane Dure '82, Jessica Hiveley '97, Eleanor O'Connor '07, Kathryn Yunk '91, Cathy Foose '78, Jeannette Pillsbury '72

Plus Ones: Sarah Von Rosenberg '72, Linda Uihlein '77, Gwen Hess '89, Vikki Schroder '87, Sarah Machinist '01, Amy Lamphere '80, Dede Conley '72, Angelica Shea '06, Dianne Doss '93, Jane Frierson '74, Mitzi Halla '55

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. Next call on June 26 will be Council-only.

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 on Reunion which was a great success. This was Claire and Rachel’s first time organizing Reunion and they appreciated all the help from student workers and recent grads as well as the alumnae early birds who arrived in the days before Reunion started. The weekend weather was iffy with storms forecast and some events moved indoors or under tents, but torrential rains held off until Sunday afternoon. Teresa Tomlinson was on campus and available to answer alumnae questions. There were more than 60 alumnae returning for their 50th or Post-50th reunion.
- **Reunion photos** are up on Flickr here-<https://www.flickr.com/photos/sweetbriarcollege/sets/72157697410553194/>
- The **slideshow** played at convocation- <https://www.facebook.com/sweetbriarnowandforever/videos/1032493996899465/>
- **Teresa Tomlinson’s convocation speech-** https://drive.google.com/file/d/1fJ_K1DDcJcTpPpGf3VGoxK25Ngp27T89/view
- **Link to SBC Fall 2018 3-week Session Courses-** <http://sbc.edu/registrar/fall-2018-three-week-session-courses/>
- Claire will be attending the VA Alumni Relations Directors meeting at Christopher Newport University in Newport News next week.
- Clelie reported that we have raised \$8.6 million of our \$13 million goal thus far, with 18 days left to go. College is using social media and making phone calls to donors with outstanding pledges. Emphasis is on honoring your pledge--call Paula Eames for information on your outstanding pledge balance: **434-381-6242**. Class officers are getting updated class giving statistics. Updated class giving lists should be out and available to class officers tomorrow. May 24 statistics here: <http://sbc.edu/alumnae-development/class-giving-statistics/>
- **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

Clubs and Virtual Auction: Kathryn Yunk '91 and Norma Valentine '93 (new co-chairs are Joanne Hopkins '98 and Jeannette Pillsbury '72 were also on call)

- The Virtual Auction raised almost \$20,000 so far and still counting.
- Clubs WG is working on regional Back To School Days in August and September, please email any of the co-chairs if you can volunteer to host one of these events or have any questions.
- All current Back To School events currently scheduled are listed on the Alumnae Alliance Facebook page, under the "Events" tab: 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.
- Please sign up as an AA! Even if you signed up last year, you need to renew or confirm your commitment for next year also.
- Savannah and Melissa are busy planning for next year. 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.

Operations: Sarah Clement '75 and Norma Valentine '93 (new third co-chair is Kathryn Yunk '91)

- Sarah and Norma welcomed the new members of the AA Council including Kathryn Yunk (Operations), Joanne Hopkins and Jeannette Pillsbury (Clubs), Jessica Hively (Governance), and Suzanne Ullrich (The Network). Sarah and Norma were also elected to serve as Operations co-chairs (they had been acting as interim co-chairs through the Nominations period).
- Sarah reminded Council of the upcoming deadlines for the Briar Wire. Alum Comms will be writing the next column in the August Briar Wire, with a submission deadline of August 1. The Network will write the October column, with a deadline of October 1. We are looking for volunteers to write a column in the September (deadline September 1) and December (deadline November 7) issues of the Briar Wire (there won't be a November issue).
- Sarah, Norma and Kathryn were able to meet in person at Reunion to discuss Operations duties and plans.

Governance and Strategic Initiatives Working Group: Sarah Clement '75 and Katie Robertson '97 (new co-chair replacing Sarah Clement is Jessica Hively '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>
- Katie thanked all alumnae who nominated themselves or others for openings on Council. New Council members have orientation and onboarding in June and will take office on July 1.
- Governance WG is determining its to-do list of new projects for this coming year.
- All Plus Ones are encouraged to join a Working Group--or more than one!

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.
- News about SBC is being circulated on social media by the members of this WG; Eleanor posts pictures on Instagram and Sarah R manages Twitter. Jane focuses on traditional media. Several Plus Ones have indicated an interest in joining this WG and are being contacted this week.
- 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! This challenge did not take off on Facebook as anticipated so WG asked for ideas and feedback to improve engagement next time.
- 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** – latest issue was mailed last month. 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

- The Engagement Committee of this WG is working on class officer retention leading up to the Council leadership training conference on Founder's Day Weekend in September.
- Second round of the YAS \$21,000 fundraising challenge is at \$19,000 and hopes to finish strong and meet its goal by June 30.
- The Fundraising Committee is working on follow-up letters, drafting an update on Reunion, and highlighting 2018 grads and what they are doing.
- This WG is also working on having low-key events for young alumnae, with a proposed schedule for such events out by end of June.
- A "Welcome Back" postcard has been approved by college admin and will be sent out this Fall to all new and returning students.
- Some of our local young alumnae helped YAS staff their table at the Alumnae Festival and had a lot of fun meeting Council members and other alumnae.

Development Working Group: Cathy Foose '78

- Thanks to Kathryn Yunk for hosting the Development table and the Alumnae Festival this year.
- 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/>
- If you know an alumna who would benefit from a personal call please let Cathy, Claire or Clelie know.
- Class participation awards are still ongoing so encourage classmates to give--there is still time to win the class participation award.
- **Please honor your pledge by June 30!**

The Network and Lifelong Learning: Katie Schellhammer '95 (Suzanne Ullrich '78 will be joining Katie as co-chair for next year)

- Gwen Hess has also volunteered to help Katie out with this WG--thank you Gwen!
- Katie and Barb Watts had a very active 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 449 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>

Plus Ones Questions and Comments:

- Joanne Hopkins noted that she had difficulty participating in the Alum Comms tee-shirt challenge because she was not allowed to upload photos. Suggested that might be why participation rate for this challenge was low. Turns out that only administrators could add photos to the AA Facebook page.
- Allison Hall asked about the possibility for a person or a class to sponsor a room or a hall for painting during Sweet Work Weeks. Vicki Schroeder posted this suggestion as a teaser and will discuss possibility with Claire. Donations for sponsoring any aspect of SWW should be made AFTER June 30 in order to be counted in next fiscal year, when SWW will be held.
- Jane Frierson noted that the graphic information on the Alumnae Alliance webpage is cut off so you can't see all of the information for some of the WGs. Clelie agreed to look into this and get it fixed.
- Dede commented favorably on the oversized name tags used at this year's Reunion--many others loved being able

to see someone's first name from many feet away. This innovation was a hit! Clelie noted that the college photographer is working on having Reunion photos up on Flickr this week. Dede suggested posting the remarks made by both our Distinguished and Outstanding Alumna since they were both very inspiring.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates

Summer Dates To Remember:

Back To School Events :

June 23 Knoxville, TN
July 14 Newton, MA
August 4 NYC
August 12 Richmond, VA

July 29- August 3 Summer Explore Engineering Design Course

July 29- August 18 Sweet Works Weeks

Academic Calendar:

Fall 2018

August 17 (Friday).....New students arrive August 21
(Tuesday).....New student registration August 22
(Wednesday).....Registration Open to all Students August 23 (Thursday)
..... Short Session (3-week) classes begin September 12
(Wednesday)Short Session classes end September 13 (Thursday)
..... Short Session exams
Session break begins at 5:30 pm September 14 (Friday) Short Session
grades due by 5:00 pm September 17 (Monday) Long Session (12-week)
classes begin September 21-22 (Friday-Saturday)Founders' Day
Weekend October 5-7 (Friday-Saturday)..... Families Weekend
October 16-30 (Tuesday-Tuesday).....Advising October 27
(Saturday) Amherst County Day
October 31 (Wednesday) Registration begins for spring semester November
16 (Friday)..... Thanksgiving vacation begins at 5:30 pm November 26
(Monday).....Classes resume at 8:00 am December 14
(Friday)Long Session classes end December 15
(Saturday) Reading day December 16-18 (Sunday-
Tuesday)..... Long Session exams December 20
(Thursday) Long Session grades due by 5:00 pm December 23
(Sunday)Grades available to Students