



AA Council: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Heather Ewing '90, Sarah Reidy Ferguson '96, Katie Robertson '97, Katie Schellhammer '95, Sara Parsatooon '11, Joanne Hopkins '98, Jane Dure '82, Cathy Foose '78, Jeannette Pillsbury '72, Courtney Hurt '10, Suzanne Ullrich '78

AR&D Staff: Claire Griffith '80, Alex Grobman '12

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only. Next call will be August 21, also for Council-only. Regular call with Plus Ones on August 7 is CANCELLED because of Sweet Work Weeks. Next Plus Ones call will be September 4.

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
- 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

- Alex Grobman '12 has started work in the AR&D office the new Assistant Director of the Sweet Briar Fund as of last week. Welcome and congratulations on your new position, Alex!
- **Sweet Work Weeks run from July 29 through August 17.** Vikki Schroeder, Kathy Pegues and husband John, and Anne Gately are leading SWW with AR&D. Projects will include painting Randolph, Reid and Dew, as well as the usual outdoor weeding and gardening work. More than 90 people have registered for Sweet Work Weeks so far. There is no deadline for registration, so you can sign up last minute and come for just a day if that’s all the time you have.
- **Housing and all meals will be provided** for volunteer workers this year: housing is in Green Village and all meals are in Prothro. The schedule and registration for SWW are here: <http://sbc.edu/alumnae-development/sweet-work-weeks/>
- SBC Board of Directors will be meeting on campus August 10-11 and will host a community picnic with SWW volunteers on Aug 11.
- Please complete your **Alumnae Survey** which went out last week, and encourage others to submit theirs within the 10-day deadline as well. Surveys are anonymous and are our chance to provide feedback on many issues pertinent to alumnae. Please let Clelie and/or Alex know of any problems or questions in filling out the survey.
- Claire reported that we met of FY18 fundraising goal of \$13.1 million in cash, \$18 million total counting pledges: <http://sbc.edu/news/sweet-briar-raises-18-million-exceeding-fundraising-goal-for-the-third-year-in-a-row/>
- AR&D is working through the FY18 year-end analysis and will have a staff retreat this weekend.
- College website has lots of announcements on new faculty and staff hires including new Athletic Director, Jodi Canfield -- <http://sbc.edu/news/jodi-canfield-named-athletics-director-at-sweet-briar-college/>; new faculty in visual arts and history -- <http://sbc.edu/news/sweet-briar-announces-new-faculty-hires-in-visual-arts-history/>; and appointment of Lynn Rainville and Hank Yochum as Dean and Associate Dean, respectively -- <http://sbc.edu/news/rainville-yochum-appointed-dean-and-associate-dean-at-sweet-briar/>
- SBC is just a few weeks away from implementing the new core curriculum and academic calendar. All new incoming students will be taking the new Design Thinking course, and many returning students have signed up for this new course as well. Information on the new Leadership Core Curriculum is here <http://sbc.edu/academics/leadership-core/>
- AR&D working with Ops co-chairs to finalize agenda for Alumnae Leadership Training Conference on campus on Founder’s Day weekend, September 21-23. All class officers, club leaders, Council co-chairs, and Plus Ones

invited to attend the conference with housing provided in the dorms and some extracurricular events like watching SBC take on Hollins in soccer.

Working Group Updates

Clubs and Virtual Auction: Joanne Hopkins '98 and Jeannette Pillsbury '72

- There are about a dozen back-to-school events scheduled so far--thank you to the Clubs that are helping organize these. These events take place over the summer before school starts up in late August and are typically very informal, come-as-you-are get togethers. Pot lucks, ice cream socials are popular.
- Please let Rachel or any of the Clubs co-chairs know if you are able to host a back-to-school event; Rachel will help you prepare and set up the event.
- 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

- This is Virginia Private College Week; encourage people to visit campus for this! <http://sbc.edu/news/admissions-blog-why-you-should-visit-sweet-briar-during-virginia-private-college-week/>
- 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.
- Please let Heather or Michelle know if you are interested in serving as an AA lead in your area for next year! AA leads simply help generate excitement and enthusiasm for SBC, serve as point persons for AAs in their region, and attend college fairs in their region.
- There are a lot of college fairs coming up in August, as well as Virginia Private School Week coming up the last week of July. Please encourage anyone you know to visit campus!
- Heather and Michelle had a working conference call with Claire and Melissa to review AA strategy for next year; the goal is to have 75% of our 350 current AAs to renew for next year, plus enroll an additional 75. Plan is underway for an AA calendar of involvement, so you can still volunteer as an AA even if you are unavailable for a given month or other period. Territories for Admissions Counselors have been redrawn for next year as well, with Tier 1 being the region that is a 5-6 hr drive from campus; Tier 2 is GA and Boston, and Tier 3 is TX, Minneapolis, CA and Chicago. Counselors will try to set up AA training in the cities they are traveling to, located at an alumna's house in the area.

Operations: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91

- Reminder to plan to attend the Leadership Training Conference on Founder's Day weekend, Sept. 21-23, 2018. AR&D will be providing training on their new communications software "iModules" at the conference.
- Ops is working with AR&D on our next 6-month priorities, seeking input and feedback from all WGs on this.
- The next Plus Ones call on August 7 is **cancelled** due to Sweet Work Weeks; next call with Plus Ones will be on September 4.
- Remember to complete your Alumnae Survey and encourage your friends and classmates to do the same.

Governance and Strategic Initiatives Working Group: Katie Robertson '97 and 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>
- We recently completed our process for appointing an interim WG co-chair to fill the vacancy on the YAS WG when Alex Grobman took a staff position with the College. Council approved the selection of Courtney Hurt '10 as the new co-chair of YAS for this FY. The AA Council working year runs from July 1 to June 30, with the nominations period for vacancies on Council running from March 1-31 of each year.
- This WG is transitioning to plans and priorities for the next year and would love to hear from Council and Plus Ones on ideas for how the AA Council operates as an organization as this WG makes up its agenda for next year.

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.
- AlumComms is writing the next column in the Briar Wire and will include analytics on our social media outlets.
- Eleanor is working with Amy Ostroth on an idea Josie Beets put together for a closed SBC Alumnae Facebook page whose members are vetted to ensure they are alumnae of the College and which would have rules for civil

discourse. This FB page is envisioned as another stepping stone for increasing alumnae engagement with the College.

- If you are attending **Sweet Work Weeks** please take lots of photos and/or FB Live videos of your work! Post on your own social media feeds and send to Norma (norma_v0@yahoo.com) for posting on the AA and SBC FB pages.
- 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 Parsatoo '11 and Courtney Hurt '10

- Council approved the selection of Courtney Hurt '10 as the new co-chair of this WG--welcome Courtney! Courtney was an anthropology major and active in Paints and Patches and currently works as a theatrical performer (in costume) at Colonial Williamsburg.
- YAS has been working on calling class officers with a focus on retention and encouraging them to come to the Leadership Training Conference on campus during Founder's Day Weekend Sept. 21-23.
- YAS has started meeting with the AlumComms WG every other Monday night. They have also added two new "First-Year Out" members to the Squad (Yona and Emily).
- YAS has also been beta-testing some local events for young alumnae (alumnae of ALL AGES are also welcome to attend!) with one in Lynchburg recently. Similar such events are scheduled in Richmond on Aug. 2, Charlottesville on Aug. 9, and Durham on Aug. 16.
- Suggestion made that Council think about planning for the transition of YAS members who "age out" of the 15-year out milestone. We don't want to lose these engaged AA members in years 16 and on! Recommendation made that we think about "the Alumna Journey," much like companies plan for their "customer journey."

Development Working Group: Cathy Foose '78

- Cathy said that YAS fundraising efforts this past year were spectacular!
- Thanks to everyone for helping us make our goals in both dollars raised and percentage participating this year.
- Thanks to Leslie Pinto for volunteering as a new member of our calling team for this coming year.
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/>

The Network and Lifelong Learning: Katie Schellhammer '95 and Suzanne Ullrich '78

- Katie and her family were recently vacationing at a dude ranch in Wyoming where she continued to network and met a SBC alumna, Clark E. Woods '12 who was working at the A Bar A Ranch in Encampment, Wyoming. Funny coincidence, Suzanne Ullrich also worked at the same ranch a few years ago.
- 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>

2018-2019 College Academic Calendar

Fall 2018

August 10-11 Board Meeting
August 17 (Friday).....New students arrive
August 23 (Thursday) Short Session (3-week) classes begin & end September 13

September 21-22 (Friday-Saturday) Founders' Day Weekend Leadership Conference
September 28 (Friday)Last day to drop a 12-week session class

October 5-7 (Friday-Sunday)..... Families Weekend
October 27 (Saturday) Amherst County Day
October 31 (Wednesday) Registration begins for spring semester

November 15-17 Board Meeting
November 16 (Friday).....Thanksgiving vacation begins at 5:30 pm

December 16-18 (Sunday-Tuesday)..... Long Session exams

Spring 2019

January 15 (Tuesday)Long Session (12-week) classes begin
January 21 (Monday) Last day to add a 12-week session class
January 28 (Monday) Last day to drop a 12-week session class

February 21-23 Board Meeting
March 1 (Friday)Spring vacation begins at 5:30 pm
March 11 (Monday) Classes resume at 8:00 am
March 12-26 (Tuesday-Tuesday)Advising
March 25 (Monday) Last day to withdraw from a 12-week session class
March 27 (Wednesday)..... Registration begins for fall semester

April 11-13 Board Meeting
April 15 (Monday)..... Long Session classes end
April 16 (Tuesday)..... Reading Day
April 17-19 (Wednesday-Friday)..... Long Session Exams
April 19 (Friday)..... Session break begins at 5:30 pm
April 22 (Monday) Long Session grades due by 5:00 pm
April 23 (Tuesday)Short Session (3-week) begin & end May 14

May 18 Commencement