



**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 Parsatoun '11, Joanne Hopkins '98, Jane Dure '82, Cathy Foose '78, Jeannette Pillsbury '72, Courtney Hurt '10, Suzanne Ullrich '78, Michelle Badger '06, Jess Hively '97

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

**AR&D Staff:** Claire Griffith '80, Clelie Steckel

**Meeting Purpose:** Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only. Next call will be September 4, for Council and Plus Ones. Melissa Richards will be a guest speaker on our next call.

#### **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**

- College convocation is tomorrow and will be live-streamed.
- **Sweet Work Weeks** concluded on August 17 with a total of 110 volunteers painting two dorms (Reid and Randolph), helping with office work at Admissions and AR&D, and weeding and gardening all over campus including a big clean up on Monument Hill. Many thanks to Kathy '71 and John Pegues, Vikki Schroeder '87, and Ann Gateley '70 for their SWW leadership again this year. The Class of '97 took on 2<sup>nd</sup>-floor Reid with its balcony, topped off with flower boxes on the balcony railing and a new watering can for the lucky residents of Room 209. Volunteers enjoyed rooming in the Green Village during their stay on campus, and everyone loved the meals provided in Prothro by the new food service provider, Meriwether Godsey.
- Registration link for the Volunteer Leadership Training Conference on Founders Day weekend will be emailed this week. All class officers, club leaders, Council co-chairs, and Plus Ones are invited to attend the conference with housing provided in the Green Village. There are several public events on campus this weekend including a riding competition, a reading by noted author Beth Macy (Sept 20), and a soccer game with Hollins so there will be plenty to do in conjunction with the conference.
- 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/>
- College's new academic year begins with the first 3-week session starting this week. 180 students have signed up for the new Design Thinking course. 15 students have signed up for Carrie Brown's course The Love Story, which will feature a master class on Shakespeare's As You Like It and, later, Jane Austen's Emma at the American Shakespeare Center's Blackfriars Playhouse in Staunton.

#### **Working Group Updates**

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

- Katie and Suzanne had a productive conference call with Barb Watts last week. Barb plans to survey the senior class this month to see what their post-graduation plans are to facilitate networking with alumnae in geographically relevant locations.
- Barb plans to bring students on a DC field trip again this year on March 3-5, 2019. She also mentioned organizing other day trips to Charlottesville, Lynchburg, Roanoke if possible.
- Barb's office will be planning and participating in many career workshops from now until December.
- 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>

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

- About 15 Back To School events were held over the last month all over the country. Kathryn, Norma and Jeannette have been writing thank you notes to all who hosted these events.
- Starting to think about Sweet Briar Days which are held in the new year.
- Also starting to plan towards 2019 Reunion, which will be held May 31-June 2, 2019. We are trying to locate the class banners for these classes: '54, '59, '64, '09, '14 to make sure we have them on campus in time for reunion.

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

- We had a terrific conference call with enthusiastic new Director of Admissions Beth Clarke and her staff last week. She is very interested in the Admissions Ambassadors program and has already had three calls with us about the program in her first eight days on the job. College has only six Admissions Counselors on staff so plans on relying on Ambassadors for college fairs and other events across the country.
- 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. We especially need AAs in the Northeast Region of the country.
- 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.
- 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.
- AA Sign-up form: [https://docs.google.com/forms/d/e/1FAIpQLSdKyz\\_H-xFSQHfIGj8JLVCKTt1p1diJrXXgPsOAOflGw3nvAQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdKyz_H-xFSQHfIGj8JLVCKTt1p1diJrXXgPsOAOflGw3nvAQ/viewform)

**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 to finalize the agenda for the conference.
- Remember to volunteer to write the Briar Wire column for your Working Group--Norma has the dates for submission of copy and Jane and Comms WG are willing and able to help craft your message!

**Governance and Strategic Initiatives Working Group:** Katie Robertson '97 and Jessica Hiveley '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. One priority will be to discuss process and procedure for forming and dissolving Working Groups as needs of the College and the Council evolve.

**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.
- Operations is writing the next column in the Briar Wire and will have news and pix from Sweet Work Weeks. Comms WG is available to help any WG with their Briar Wire column--so please sign up for upcoming editions.
- 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 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 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 Volunteer Leadership Training Conference on campus during Founder's Day Weekend Sept. 21-23.
- YAS has started meeting with the Alum Comms WG every other Monday night. They have also added two new "First-Year Out" members to the Squad (Jona Cumani '18 and Emily Dodson '18 ).
- YAS has also been beta-testing some local micro-events for young alumnae (alumnae of ALL AGES are also welcome to attend!) in collaboration with local Clubs.
- YAS will be hosting a social event on the Friday evening of Founders Day weekend, to include a fire pit, ice cream, and s'mores, with all alumnae invited.

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

- Cathy urged everyone to read President Woo's recent August 20 letter to alumnae--full of great news and updates as the college begins the new academic year.
- Thanks to everyone for helping us make our goals in both dollars raised and percentage participating this year.
- Our fundraising goal for the 2018-19 fiscal year is \$10 million, which comprises 39% of the college's budget, a huge improvement over the much larger percentage fundraising comprised of the annual budget in 2016 and 2017. We are on the road to sustainability thanks to all of our efforts.