



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

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 October 2, for Council and Plus Ones.

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

- Sweet Briar was named one of the Most Innovative colleges by US News and World Report--<https://nonprofitquarterly.org/2018/09/11/back-from-the-brink-sweet-briar-called-one-of-nations-most-innovative-schools/>
- The 3-week session of the new academic calendar ended last week, and was well-received. President Woo taught one of the courses for this session, Global Politics--<http://sbc.edu/news/sweet-briars-three-week-session-an-opportunity-to-learn-with-president-woo/> The 12-week session of classes began this week.
- All first-years took the Design Thinking course, and a number of upper class women signed up as well, for a total of 180 enrolled in this new class.
- Athletics Dept posted a video of the rollout of the new uniforms for the field hockey team--<https://www.youtube.com/watch?v=Fs8TriufXqU>. All athletics teams are getting new uniforms from Under Armour.
- Alumnae are encouraged to attend any away games in their area. A schedule of away games will be listed in the Briar Wire. Full athletics schedule is posted on the SBC Athletics page of the website--<https://www.vixenathletics.com/composite?y=2018&m=09>
- All those attending the Alumnae Volunteers Leadership Training Conference should have received a welcome email with check-in information and the final schedule of events. The location of some events has moved indoors due to wet and soggy ground. The Writers Series features Beth Macy, author of “Dopesick,” on Thursday night; Step Singing and a Student/Alumnae social event are being held on Friday night; and a community dinner is happening on Saturday night with faculty and staff invited.

Working Group Updates

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

- A Goodreads Book Club for alumnae has been launched and so far 53 have joined in the first week. Pass the word if you know others who would be interested in participating in an alumnae book club. Our first book is Beth Macy’s “Dopesick,” to coincide with the author’s reading on campus this week.
- Any alumna author is welcome to have her book(s) listed on our Book Club site, just let Katie or Suzanne know if you have something you would like listed.
- 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

- Beginning to gear up for Sweet Briar Days which are held in December and January.
- Insights on Clubs gleaned from the Alumnae Survey will be shared and discussed at the Alumnae Volunteers Leadership Training Conference this weekend.
- 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, '09, '14 to make sure we have them on campus in time for reunion.

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

- Continuing to have regular calls with new Admissions Director Beth Clark and Admissions Counselor Savannah Oxner. Our focus now is a big push to sign up more AAs. We have 116 AAs signed up so far and are looking to double that number. We are also planning on having alumnae write notes to prospective students who have visited one of our college fairs.
- 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.

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

- Safe travels to those attending the Leadership Training Conference on Founder's Day weekend, Sept. 21-23, 2018.
- 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>
- Currently this WG is developing criteria and process for forming and dissolving working groups as needed to serve the needs of the AA and the College, as well as writing a mission statement for each WG. A member of the Governance WG will be reaching out to each of the WG co-chairs for input into their mission statement. Discussion will include identifying which office of the College the WG aligns with and how the WG adds value to that office and the College as a whole.
- Planning ahead: **AA Council on-campus February meeting will be held Feb 22-23, 2019.**

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.
- Class Notes for the upcoming edition of the Alumnae Magazine have been completed, thanks to help from expert proofreading volunteers!

- Working on publishing short bios of younger alumnae. Please let Jane know of our younger alumnae who are doing great things in great places, and volunteer to help write the bio if you can.
- If you hear or read any stories about any 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

- **Fundraising Group** is working on a Young Alumnae goal for 2019 and ways we can challenge the group. They are formulating a proposal for Mary Pope to have our ideas and see how we can help make big things possible!
- **Student Alumnae Event On Friday:** YAS is very excited to help put together the All Student and All Alumnae event this Friday. From the start of planning the Events group has been working with Rachel, Clelie and Alex on this event and coordination. And appreciate their guidance and help to make this possible.
- There will be some good classics like Ice Cream Floats and S'Mores rain or shine. We hope this will be a great time for students to network or simply meet alumnae and vice versa. Supposed to be a more casual and happy time for everyone to come together.
- **Engagement Group** is working on a email to go out to class officers to help remind them about upcoming events, activities thing happening or ways to engage their class. They are finalizing the template and frame work this week and first email will be sent out for November.
- We would love to include things like Sweet Briar Day events and those updates so we will make sure to ask and keep our ears peeled during calls.
- **Collaboration with Clubs:** We are excited to start the conversations about collaboration with the clubs group. This is something that was talked about from the beginning stages of YAS and we are excited to see how we can join with local Clubs to engage more young alumnae in local events.
- **Outreach:** Brittney Griffith, one of our outreach volunteers, just got married! Congratulations Brittney!
- **Working with Comms Group:** We are looking forward to picking up where we left off. Unfortunately neither Brittany or Jona will be able to join at the conference this weekend. We will be looking forward to jumping back on the phone together and rock and roll with how we can collaborate and support the Sweet Briar community together.
- **Update Your Info:** This initiative will be coming back this fall.
- **Alumnae Ambassadors:** Our Squad has been brain storming about the ways they think YAS could be most supportive to AA and how we can help reach out to aid AA. Courtney, Sara, Michelle and Heather are having a conf call on Thursday.
- **Leadership Training Conference:** Squad members who are able to come are quite excited about meeting everyone and working together. They have great energy and can't wait. They will be bringing markers and poster boards to create spirit signs for the soccer game if anyone feels inclined.

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.
- This WG is focusing on working with class officers to help meet our fundraising and participation goals this year.