



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 Parsatoo '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: Melissa Richards, Claire Griffith '80, Clelie Steckel, Rachel Pietsch, Alex Grobman '11

Plus Ones On The Call : Kathy Pegues '71, Sarah Machinist '01, Brendy Hantzes '81, Dede Conley '72, Frances Morse '68, Sarah Elkins Ince '99, Dianne Doss '93, Amanda DiamondRing '98, Nancy Wright '68, El Warner '85, Jill Stryker '87, Tricia Dolph-Fallon '84, Muffy Parsons '78, Caroline White '79, Kate Hite '88, Julia Schmitz '03, Karen Hott '91, Karen Levy '86

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting included the Council and Plus Ones. Next call will be **September 18, 2018**, for Council only. Next Plus Ones call will be October 2, 2018.

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

- Great update from special guest, Melissa Richards, VP of Communications & Enrollment:
 - Brand campaign highlights – continuing with “Fierce” campaign. Strong data to support using it along with anecdotal feedback. It’s driving curiosity and engagement amongst high school students. In short, “Fierce” means digging deep to find confidence and courage. The campaign is targeting students that are community-minded and intellectually curious. Brand perception testing will continue with target audiences and influencers. Advertising campaign will continue this fall to reach out to both prospective students and influencers.
 - Beth Clark has joined the team to lead the College Counselors. Each counselor has been assigned a student segment (e.g. equestrian, STEM, humanities, legacy student) along with a geographical territory.
 - Shout out to the Alumnae Alliance support for staffing college fairs with volunteers. Admissions Ambassadors attending fairs increases the reach of places that SBC can be represented.
 - Early action will be implemented in the fall. Early action is non-binding. Deadline for Early action application is November 1, with decision no later than December 14. Rolling admission thereafter.
 - Refreshed sales tools have been created to support fairs this year.
 - Continue to use the online student referral form to provide info on prospective students to the college.
- Athletics: Field Hockey won this week and a fun tail gate took place on campus led by some parents. Congrats to the team! New Soccer coach is in place. Cross Country and Riding seasons are beginning. See the Briar Wire for the complete athletic schedule.
- “Living with Art” has kicked off. The students are making their selection in Pannell.
- Junior Year in France – 21 students arrived in France this weekend and one of the students is a SBC student. 70th year anniversary of the program.
- Campus is “buzzing” with the new 19 bee hives that have recently been installed by the biology dept.

- Registration is open for the Volunteer Leadership Training Conference on Founders Day weekend. 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, and a soccer game with Hollins so there will be plenty to do in conjunction with the conference. Please formally register for the event and/or send an email to either Rachel or Clelie to confirm attendance: Rachel rpietsch@sbc.edu or Clelie cdsteckel@sbc.edu.

Working Group Updates

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

- Barb Watts is meeting with each senior for “boutique” career counseling to understand their interests and aspirations. Two new ring games have been created to announce when a student gets a job or an acceptance to graduate school.
- 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 all over the country this summer. Kathryn, Norma and Jeannette have written thank you notes to all who hosted 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, '09**, to make sure we have them on campus in time for reunion.

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

- In the last five days, 74 college fairs have been filled with volunteers. Approximately 200 fairs are open and still need to be filled.
- 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.

Want To Help SBC Cover Some College Fairs?
Don't have time for a fair, but want to help in other ways?
Questions: Contact Heather Ewing (hce.ewing@att.net) or
Michelle Badger (michellebadger@gmail.com)

1. Sign up to be an AA this year (recommit if you have already helped before), https://docs.google.com/.../1FAIpQLSdKyz_H-xFSQHflGj.../viewform
2. Then take a look at the list of College Fair list and sign up to do one, two or ten. <https://sites.google.com/sbc.edu/sbcalumnaeadmissionsreps/college-fairs>

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.
- Please fill out the registration form you were sent via email; contact Rachel rpietsch@sbc.edu or Clelie cdsteckel@sbc.edu if you did not receive the email and the form.
- 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 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>
- 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 now resuming weekly meetings. El Warner '85 has joined the group. Current focus is on the life cycle of the working groups – how to create and how to dissolve as needs 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
- If you attend events, please take photos and share them with the group.
- 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.
- 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

- 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.
- New projects include the creation of a public music playlist for the Volunteer Leadership Conference weekend and "happy birthday" emails with gifs to stay connected.
- 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 (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.
- Heather requests assistance from YAS with getting the younger alums to sign up as Admissions Ambassadors.

Development Working Group: Cathy Foose '78

- 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.