



**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, Rachel Pietsch

**Plus Ones On The Call:** Sarah Machinist '01, Amy Lamphere '80, Dede Conley '72, Frances Morse '68, Sarah Elkins Ince '99, Nancy Wright '68, Kate Hite '88, Sarah Von Rosenberg '72, Linda Uihlein '77, Karen Levy '86, Carter Frackleton '72, Jessica Campbell '03, Stacey Csaplar '88, Blair Redd Barnes '83, Jona Cumani '18, El Warner '85, Tricia Dolph-Fallon '84, Lezlie Pinto '87, Sarah Machinist '01, Mitizi Halla '55

**Meeting Purpose:** Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. Next call will be **October 30**, 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**

- A big thank you to everyone who came to the Founder’s Day Alumnae Volunteers Training Conference. Appreciate the feedback and engagement. Summary of leadership training and survey results coming soon.
- A formal request has been made to move Step Singing to Friday night next year as part of Founder’s Day since it was so fun this year to have alums present.
- Claire has been meeting in-person with the Texas (Dallas & Houston) Club leadership teams as part of her travel schedule.
- The AR&D office is preparing for the upcoming Family’s Weekend. This weekend includes a reception on Friday evening at the Sweet Briar House and a business meeting of the Parent’s Council on Saturday. Weekend activities include a cardboard boat regatta and games.
- There was an Open House held this past weekend. It had great attendance and a wonderful time was had by all who attended. Numbers to come. Wailes Center felt “full.” Great questions were asked by parents and prospective students.
- Sweet Briar Annual Fund kicks off tomorrow. It’s a great time to make a donation or set up a monthly gift.

#### **Working Group Updates**

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

- Great weekend during Founder’s Day!
- A Goodreads Book Club for alumnae has been launched and so far 64 have joined. Pass the word if you know others who would be interested in participating in an alumnae book club. The first book was Beth Macy’s “Dopesick,” and coincided with the author’s reading on campus. The in-person event had overflowing attendance. The next book is “*The Electric Woman*” by Tessa Fontaine who is speaking this week on campus.

This event will be recorded and posted for all to enjoy. Book Club Link: <https://www.goodreads.com/group/show/727910-sweet-briar-book-club>

- 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.
- This WG is coordinating with Barb Watts to suggest internships and is in the planning stages for the DC trip in the spring.
- 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. For more info, contact Suzanne ([suzullrich@aol.com](mailto:suzullrich@aol.com)), Katie ([katie@schellhammer.net](mailto:katie@schellhammer.net)) or Barb Watts ([bwatts@sbc.edu](mailto:bwatts@sbc.edu)).
- **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

- Met with YAS about how to streamline Clubs and YAS engagement.
- Planning for Sweet Briar Days and coordinating with Admissions and Student Life to invite current students and prospectives. Events are typically held in December and January.
- Class banners are being ordered for those that have not been located for the Reunion.

**Admissions Ambassadors:** Michelle Badger ([michellebadger@gmail.com](mailto:michellebadger@gmail.com)) and Heather Ewing '90 ([hce.ewing@att.net](mailto:hce.ewing@att.net)) -neither were on the call

- This WG is still looking for volunteers to cover some upcoming college fairs – Norma emailing a list to everyone
- 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.
- 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

- A request has been sent out to WG chairs to send back their group's updated priority areas for the next six months. Deadline is Sunday, Oct 7. Please email them to Norma.

**Governance and Strategic Initiatives Working Group:** Katie Robertson '97 and Jessica Hiveley '97

- 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.
- WG Chairs should look for a questionnaire to solidify the purpose/mission statement of each working group.
- 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>
- 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

- Analyzing take-aways from Survey and how to translate those insights into Alumnae Communications.
- Working with YAS to promote engagement with younger alums on social media – look for it on Instagram.
- Publishing news on Admissions Ambassadors and recruiting new AAs to cover fairs.
- Promoting via social media the Explorer Weekends – especially on Twitter – pushing to target high schools to encourage prospective student attendance.
- 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.
- 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

- Highlights: Call for new members campaign kicked off yesterday via social media. Nominate new members or connect them with Courtney or Sara.
  - Working with Clubs to better engage young alums in Club activities
  - Looking for young alums to write post cards and connect with prospects
  - Exploring an idea of putting together a Pod Cast
  - Thanks to everyone for joining the Friday night event on campus – great fun had by all.
- **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.

**Call for New Members-** Started Yesterday will run through Oct 14th

- If you have any recommendations or folks you would like to suggest you can send them the nomination link or our email addresses
- Will be communicated through the alumnae Social Media Channels

Thank You for making the Students feel the Sweet Briar Love at the Event on Friday Night during the Founders Day Weekend

Working with the Jeanette and Joanne on the Clubs:

- We will pilot some clubs to start having Young alumnae reps and helping engage YA on a local level

**Admissions Ambassadors:**

- We are looking at finding After Hour Options on how YA can help
- We are looking for YA to help form a group of women who can write post cards or do prospective follow ups
- Sunday Heather joined our call and she gave great insight to our Squad about ways we can help and the options

**Communication:**

- From the Conference we had a lot of great ideas of ways that we can help engage everyone at our home away from home, Looking at doing Podcast and currently working on the ideas of what we can do.

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

- This WG is focusing on working with class officers to help meet our fundraising and participation goals this year.
- Working on new ways/ideas to engage with alumnae.
- Exploring the addition of adding new volunteer class agents on a regional level.