



AA Council: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Heather Ewing '90, Michelle Badger '06, Sarah Reidy Ferguson '96, Katie Robertson '97, Jess Hiveley '97, Sara Parsatooon '11, Joanne Hopkins '98, Jane Dure '82, Cathy Foose '78, Jeannette Pillsbury '72, Courtney Hurt '10, Suzanne Ullrich '78

Plus Ones: Caroline White '79, Alison Hall '97, Sarah Ince '99, Lee Anne Chaskes '83, Jill Stryker '87, Amy Lamphere '80, Ann Kiley Crenshaw '76, Karen Levy '86, Jessica Shannon '97, Kate Hite '88, Frances Morse '68, Kim Izquierdo, Martha Holland '72, Stacey Csaplar '88, Dawn Elizabeth Schwarting '95, Nan Clarke '73, Courtenay Cranford '93, El Warner '85, Lezlie Pinto '87, Ellen Saunders '75, Dede Conley '73, Mitzi Halla '55

AR&D Staff: Mary Pope Hutson '83, Claire Griffith '80, Clelie Steckel

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting included AA Council and Plus Ones. Next call will be December 11 for Council-only. The December 25 call for Council and Plus Ones is CANCELLED due to the holiday.

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

- Mary Pope, Claire, and Clelie updated the group.
- Mary Pope reported on the Day of Giving which was happening on the day of this call. The Class of 2022 has decorated the Chapel for the holidays, and the annual tree-lighting will be held in the Quad tomorrow night. The horses, with lights around their necks, will attend. Here’s an article from the local newspaper on the various holiday events being held on campus: https://www.newsadvance.com/new_era_progress/lifestyles/holiday-events-planned-at-sweet-briar/article_8c389ddc-edcf-11e8-b857-fffaee111220.html
- Two weeks ago (Nov 15) we hosted an on-campus celebration of all those donors who have made “visionary” gifts to the College in the last three years. The event was held in the Reading Room of the Cochran Library. President Woo gave an inspiring talk about our vision for the College moving forward. Sweet Briar is on the move with recent national press coverage for our innovative curriculum and new academic calendar.
- The Board of Directors meeting followed this celebration of visionary donors, with the unveiling of a portrait of President Phil Stone and remarks by Board chair Georgene Vairo honoring Phil and his service and contributions to Sweet Briar. <https://sbc.edu/news/sweet-briar-college-unveils-portrait-of-former-president-phil-stone/>
- In horse news, NCEA announced that Sweet Briar ranks #8 in the country in equitation over fences and #10 in the country in equitation on the flat. Achieving these national rankings in its first year of membership in NCEA is another first for Sweet Briar, which is the first Div. III college invited into this national association. Claire mentioned a very positive article on the college in the current edition of “The Plaid Horse,” titled “Sweet Briar College, Better Than Ever.”
- Claire reported that we are at \$2 million of our \$10 million fundraising goal for this fiscal year. Our early action enrollment numbers look good. In addition, we have had great attendance at our on-campus prospective student weekends: 75 students and families attended our last Prospective Students Weekend.
- The apiary has opened, with 13 students learning to be beekeepers.

- Jody Canfield gave a very positive report on student athletics at the last Board meeting. Our teams did much better this past semester as we continue to build our athletics program.

Working Group Updates

Young Alumnae Squad: Sara Parsatoon '11 and Courtney Hurt '10

- YAS had its first group call with its new members 2 weeks ago.
- The group is encouraging everyone to participate in Giving Tuesday in every way.
- We are working with the Comms WG on the next edition of The Spotlight, and with Clubs WG to identify local YAS leaders.
- We are also working with Cathy Foose in the Development WG on fundraising ideas for younger alumnae.

Development Working Group: Cathy Foose '78

- Happy to report that 100% of the AA Council has given on the Day of Giving.
- President Woo's year-end giving letter has arrived in our mailboxes and deserves a close read. She reports that enrollment is up 50% from where we were at this point last year.
- We are getting geared up for our \$10 million fundraising goal this fiscal year.

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

- This Working Group continues to partner with Barb Watts in Career Services in coordinating the annual spring career trip to DC, which will occur the weekend of March 3 to 5, 2019. There will be a kickoff dinner in McLean on Sunday March 3 to which all area alumnae are invited. Students will do job shadowing on Monday and Tuesday. Please reach out to Katie or Suzanne if you have a job shadowing opportunity, can host a student for the weekend, or are otherwise interested in helping out with this weekend.
- The Goodreads Book Club for alumnae is up to 88 members. Pass the word if you know others who would be interested in participating in an alumnae 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. Our alumnae "bookshelf" currently has 48 books by Sweet Briar alumnae, staff, faculty and campus speakers.
- **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

- Planning for Sweet Briar Days in December and January and trying to contact all regions to get updated info to Rachel to enter into iModules.
- We are up to 25 Sweet Briar Day events so far. The calendar for these events is on the sbc.edu website at the Events/Alumnae sweetbriar.imodules.com/alumnae-club-events.
- Communicating with regional chairs to understand what is working well and updating Club directory.
- The Atlanta club continues its popular living room learning program every Weds in January and the first Weds in February from 1:30 to 3:30 pm.

Alumnae Communications: Jane Dure '82, Sarah Reidy Ferguson '96, Eleanor O'Connor '07

- Focused on Day of Giving today, to publicize progress on our \$250,000 goal.
- Working with YAS and its Outreach Committee to coordinate communications with young alumnae.
- Alumnae Magazine was sent out by Nov 9! A big thank you to the Comms group and all the volunteers who helped with the class notes. One suggestion is to extend the life of the magazine by leaving it at your doctor's office when through with it. It's a great way to pass on the news.
- This WG continues to push out information across multiple channels (Twitter, Facebook and LinkedIn) to get the word out about all the great news coming out of the college.
- 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>

Admissions Ambassadors: Michelle Badger and Heather Ewing '90

- Thank you to everyone for staffing/volunteering at the Class fairs, taking photos and spreading the word.
- Working on cleaning up the old website so as to better serve the Admissions Ambassadors. We are also working on streamlining communications with the college admissions counselors and the AAs so they can readily connect when they are in the same area.
- Spring recruitment effort is beginning. List of spring college fairs will be out next week.
- 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

- Working with Maggie Patrick on summarizing the Alumnae Survey for delivery to all alumnae.
- Working with AR&D on 6-month priorities and on Governance WG with revisions to mission statement.

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

- Finalizing/updating Mission statements with all the Working Groups and their college partners.
- Finalizing language for creation and dissolution of Working Groups in our Principles of Governance. The new language will be brought to Council for ratification.
- 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.**

Q and A with Plus Ones

Sarah Ince asked what our Day of Giving goal was last year? It was \$116,000 in honor of the college's 116 years of existence. This year we doubled that to \$250,000.

Shout out to Suzanne Ullrich who did a great letter to her class of '78 about today's Day of Giving.

Dede reported that eight alumnae are going to Anchorage, Alaska in March to support our alumna Alison Lifka '13 who will be racing this year. <https://iditarod.com/race/2019/mushers/1066-Alison-Lifka/>

Alison's website about her participation in Iditarod is <https://www.bearnecessitiesmushing.com/>

Alison will have an SBC flag on her sled during the race and the Comms group is helping to publicize this event. If you are interested in traveling to Anchorage for the March 2 start of the race please contact Dede and she will help coordinate.