



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

Plus Ones On The Call: Kathy Pegues '71, Sarah Machinist '01, Brendy Hantzes '81, Amy Lamphere '80, Dede Conley '72, Frances Morse '68, Sarah Elkins Ince '99, Michelle Klimt '84, Jill Stryker '87, Sue Thomas '72, Lee Anne Chaskes '83, Sarah Ince '99, Ellen Saunders '75, Katherine Hite '88, Courtenay Cranford '93, Mary Frackelton '72, Muffy Parsons '78

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

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only. Next call will be November 27, 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

- Claire, Rachel, Clelie updated the group.
- Registration for reunion is up and on-line. 20 people have already registered. Register now for reunion, all are welcome! Register prior to April 21 before noon (eastern) to receive early bird pricing. New planned events this year including a tennis tournament on June 1, boathouse float party, and a comedy performance. sbc.edu/reunion
- Black History Month events scheduled – see the website for a complete calendar of events.
- This Friday, riding team is competing against TCU at Sweet Briar.
- Cathy Foose has accepted a temporary position to work with the college focusing on planned giving.
- February is “I love Sweet Briar” month. Keep an eye out for those posts that will come out on Thursdays. On February 13, there will be a social media/Facebook frame. On February 14, look for an exciting video of students.
- On February 28 President Woo will be planting rose, before students leave for spring break.
- March 1 kicks off March Days of Giving.
- Reminder: iModules is live! Go to Alumnae and click on it and go through the different tabs. <http://sweetbriar.imodules.com/s/1865/bp18/home.aspx?sid=1865&gid=2>

Working Group Updates

The Network and Lifelong Learning: Katie Schellhammer '95 (not on the call) and Suzanne Ullrich '78

- A Goodreads Book Club for alumnae has been launched and so far 103 have joined. Pass the word if you know others who would be interested in participating in an alumnae book club. Goodreads.com and look under the groups section for Sweet Briar. <https://www.goodreads.com/group/show/727910-sweet-briar-book-club>
- This Working Group continues to partner with Barb Watts in Career Services and had several updates:

- Spring Career Trip to DC scheduled. On March 3, students and alums invited for dinner.
- **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(not on the call)

- Sweet Briar Day events are mostly completed and thank you cards are in process. Check out the Briar Wire for complete highlights.

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

- Admissions staff just completed the first of two Presidential Scholarships weekends. Winners announced in early March.
- Encouraging volunteers to sign up for spring fairs
- 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 on Board report to be delivered February 22, on campus

Governance and Strategic Initiatives Working Group: Katie Robertson '97 (not on the call) & Jessica Hiveley '97

- Working on two proposals for two new working groups to the council. Excited to get these up and running.
- Plus Ones are encouraged to consider nominating themselves for working groups.
- Upcoming elections and nominations coming up.

Alumnae Communications: Jane Dure '82 (not on the call), Sarah Reidy Ferguson '96(not on the call) , Eleanor O'Connor '07

- Promoting Reunion on social media and a friends follow campaign to get others to tag friends.
- I love Sweet Briar promotion is on-going for the month of February
- **BC Magazine** – Prior issues can be found here: <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(not on the call) and Courtney Hurt '10

- SBC Spotlight going out to class officers
- Working to create Instagram stories – focused on highlighting YAS and updating information
- Float party at Reunion on Friday afternoon scheduled
- Looking at Yoga or Zumba class for Saturday morning

Development Working Group: Cathy Foose '78

- Prepping for March Days of Giving
- Planned Giving – preparing a plan on how to increase participation and make this a more satisfying experience for Williams Associates