



Sweet Briar College Alumnae Alliance Council

February 19, 2019 Meeting Minutes

Alumnae Alliance Council : Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Jane Dure '82, Sarah Reidy Ferguson '96, Eleanor O'Connor '07, Katie Schellhammer '95 & Suzanne Ullrich '78, Jeannette Pillsbury '72, Heather Ewing '90, Jessica Hiveley '97, Sara Parsatooon '11, Courtney Hurt '10 and Cathy Foose '78 (6 months sabbatical)

AR&D Staff : Claire Griffith '80 (AR&D Office), Clelie Steckel, Alex Grobman '12, Rachel Pietsch

Meeting Purpose: Operations coordination among AA Council Working Groups and with College Alumnae Relations

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

- Claire discussed “I love SBC “ campaign
- Claire mentioned Monday’s comms call included Lipman Hearne Marketing sharing their suggestions, going over analytics

Working Group Updates from the AA Council

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

- Sweet Works Weeks Working Group Update- working with interim co-chairs
- New Class Acts WG will be discussed at February on campus meetings
- Every Working Group has a co-chair rolling off & new nominations will start March 1. Co-chairs can self-nominate. Please send all members of you WG to Governance.

Clubs and Virtual Auction: Joanne Hopkins '98, Jeannette Pillsbury '72

- Sweet Briar Days— thank you notes have been sent out
- Reviewing the club handbook

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

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

- Feb 21-23 campus meetings draft schedule circulated

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

- Sarah mentioned Lipman Hearne Marketing discussion-Please keep posting Sweet Briar photos & using hash tags
- Mimi Wroten '93 & Lizzie Fitch from SBC Riding were in Wellington, Florida at the College Prep Invitational Horse Show recruiting riders last weekend

Young Alumnae Squad: Sara Parsatooon '11, Courtney Hurt '10

- Working On :Update Your Info campaign; Insta stories (Jenny Lynn first featured Alumna), 2009 & 2014 Reunion, SBC Spotlight & Fundraising

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

- Katie: March 3 – 5 DC student event. Dinner with students on March 3 evening, open to all alumnae. Looking for Supreme Court contact. They’re planning a tour with the Capitol Hill Curator. Professor Key & Amy Ostroth will be in DC, too.

Development Working Group: Cathy Foose '78