



**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, Dede Conley '72, Frances Morse '68, Jill Stryker '87, Lee Anne Chaskes '83, Mary Frackelton '72, Muffy Parsons '78, Linda Uihlein '77, Dianne Doss '93

**AR&D Staff:** Clelie Steckel, Alex Grobman '12

**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**

- Clelie & Alex updated the group.
- March 1 March Days of Giving- exceeded first goal of \$500,000. 2nd Goal of \$500,000 is March 2-10. There’s a matching Alumna donor. Clelie asked the group to keep posting on social media, or call your classmates to donate. Frances Morse mentioned some of her classmate were having trouble getting online donation to work. Clelie said contact her or call her office & they would count towards class giving. Clelie’s contact info: cdsteckel@sbc.edu or 434-3816299.
- Gearing up for VA Garden Week. Sweet Briar House is featured on the tour.
- 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 and Suzanne Ullrich '78

- Spring Career Trip to DC underway. 64 attended the networking dinner. The Networking trip is going well, including fun visits to Library of Congress, visiting the Congressmen that represent Amherst area. Katie was on her way to meet up with Eleanor O’Connor '07 at CATO for a tour with the students.
- **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

- Working on updating the Clubs state contact list & reviewing the Clubs Handbook

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

- Working with The Parents Council to encourage parents to help at College Fairs
- If you know of any classmates that have a daughter SBC should be recruiting, please email Heather & Michelle or refer a student . Form : <https://sbc.edu/admissions/refer-a-student/>
- Encouraging volunteers to sign up for spring fairs-new ones have recently been added
- 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

- Kathryn Yunk: Thank you to everyone who travelled to campus for the February Board meeting

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

- Stay Tuned For Upcoming elections and nominations . Should be mid-March.

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

- Promoting Reunion on social media and a friends follow campaign to get others to tag friends.
- Push messages for March Day off Giving; comms is reaching out to class officers
- President Woo's letters and videos that have gone out recently
- Progress with Alison Lifka '13 Iditarod Race
- **SBC 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 and Courtney Hurt '10

- SBC Spotlight going out to class officers
- Working to create Instagram stories – focused on highlighting YAS and updating information
- New \$10 minimum for Giving
- Encourage Giving

**Additional Questions/Comments:**

- Dede Conley gave an update from Alaska; Alison Lifka '13 loves all her SBC Swag (it's on her sled); great SB Day in Alaska (9 attended) ;Dede met an alumna from Juneau, Harriet Milks '77 who is the Assistant Deputy Attorney General there.

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