



AA Council: Sarah Clement '75, Kathryn Yunk '91, Jane Dure '82, Sarah Reidy Ferguson '96, Katie Schellhammer '95, Katie Robertson '97, Suzanne Ullrich '78, Jeannette Pillsbury '72, Heather Ewing '90, Jessica Hiveley '97, Courtney Hurt '10

AR&D Staff: Clelie Steckel

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. PlusOnes, who listen in on every other standing AA Council teleconfs and participate as appropriate, include alumnae who are active in a number of Alumnae Alliance-related activities and are assisting with improving overall alumnae communications.

AR&D Updates and Requests for the Alumnae Alliance

Claire not on call because she's in Austin before attending NCEA event in Waco.

Sweet Work Weeks (SWW) will be held Aug 3-17 this year. Announcement in upcoming Briar Wire.

Projects will include painting Dew this year

Exams are going on this week; students are preparing for their upcoming 3-week term. Some are going to

Rome with Annie Labatt, others to DC/Smithsonian with Lynn Laufenberg.

Updated class giving lists sent out tomorrow, next one on May 1.

Alumnae Magazine at the printer, will be out in 2.5-4.5 weeks

Reunion early bird registration ends this Sunday at noon EDT, e-blast coming out to remind.

Working Group Updates from the AA Council

Governance Working Group

Nominations period closed yesterday 4/15. We received a lot of nominations for the YAS Working Group as well as for the new Class Leaders Working Group. Governance will appoint interim co-chairs for this new WG, so those nominated for that WG can be recruited for other roles. Call set up for next Monday for nominations committee to start discussing nominations for the other groups. We will have final determinations by mid-May and have that communicated out later in May.

We also need names for the Development WG from ARD—request made to Clelie to check with Claire and MP.

Sweet Work Weeks WG—we had a Gov WG mtg on that new WG, its internal structure and mission statement.

We are also brainstorming a process for strategic initiatives to flesh out that role for the Gov WG—how can we be of service in that area.

Young Alumnae Squad (YAS) Working Group

Working on how to initiate the rising seniors into becoming alums. We are going to write notes to welcome them into the alumnae base, a broad statement of welcome. Please send Courtney a note with any words of welcome under your name.

Trying to get '09 and '14 classes signed up for reunion.

We put out an Instagram story and have people lined up for the next one. Send any names of people “who would like to take over Instagram for a day” eg a day in your life. Taking pics throughout the day as you go through your day. You would take the pics about a week before the day you are being posted and send to Yona and she will create a post. Trying to feature interesting or different jobs or hobbies or interests.

Network Working Group

People are starting to post openings on Alumnifire.

We are trying to organize a library of on-campus lectures. SBC podcast channel possible? We could drop somebody's lecture in that, or Alison Lifka's talk on the Iditarod. Clelie doesn't know if that discussion has happened but will check. Is there an alum who is skilled in podcasts? Let's start with her. Alex G is the iModules guru which is the ARD part of the website. So Clelie, Alex, Suzanne and Katie S will talk—include YAS in that call as well.

Suzanne would like to follow up on how the trip to DC went, thinks one internship and one job resulted from that trip, so far. Great result out of 22 students on the trip and not all were seniors.

Alumnae Communications Working Group

Call last night with Clelie and Alex, Jane is going to be in Waco next couple of days for NCEA team competition. Early bird registration for Reunion ends April 22. Earth Day is next week—April 22 is official Earth Day but SBC events will be on April 23, farm to table dinner, invites out to Amherst Co. Devon Horse Show on May 28—invite sent to alumnae in the area because Pres Woo will be there. SWW Aug 3-17—we will be promoting that with different graphics.

Soccer coach has been posting a lot about recruits on Twitter—please share these with classmates and followers.

Admissions Working Group

Staff Admissions Counselors are out there, they have had 7 yield events, 2 involved alumnae. These are when we have a conglomerate of accepted students in one area, we try to do small group events with them, usually just the SBC counselor and students, but for one in TN and one in MA they have asked for alumnae help as well. Admissions gave us a list of accepted students and we “farmed out” their contact info to Admissions Ambassadors for notes and/or calls which has yielded results in at least a dozen cases (which is a high result!) such as one student who heard from the Admissions Ambassador went to an accepted student event. Last year the college used Admissions Ambassadors only with Legacies so this year demonstrates a lot of progress. Book awards—Sweet Briar book award for HS juniors and seniors who get recognized by their HS for diff awards, we are working on this mailing NOW.

If alum has a connection at a HS you go to the counselor there and offer a book that will be given to a student with stated criteria (typically grades, leadership). Alumna picks out the book and attends the award ceremony but the HS creates and gives the award. Kelly Fitzpatrick started this in Birmingham at her HS, Ellen Saunders has done it with her HS in VA. In years past the book has been a book authored by SBC alumna or significant to women's leadership.

We are encouraging parents to join the Admissions Ambassador effort—it is not just alumnae but friends, parents etc.

May 1 is the deadline for deposits but we admit students through August.

Operations Working Group

Reunion festival—several WGs can combine for one table, please let us know by end of April what activity you are planning, who will staff it, what other WG will you share with, any reqts like a table, chairs, electricity, etc. We have to give ARD these reqts by early May. Idea of the festival is to recruit more volunteers, spark engagement, our opportunity to let our sisters know what's going on in your WG, the Plus Ones call. Point is to be fun and have a good time.

Clubs Working Group

Continuing to work on list of key contacts in each region.