



## Sweet Briar College Alumnae Alliance Council

### March 3, 2020 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, Suzanne Ullrich '78, Jessica Hiveley '97, Katie Robertson '97, Courtney Hurt '10, Morgan Deal '16, Kelley Jurgovan '92, Muffy Parsons '78, Vikki Schroeder '87, Kathy Pegues '71, Michelle Badger '06, Louise Geddes '84

**AR&D Staff** : Claire Griffith '80 (AR&D Office), Clelie Steckel, Mary Pope Hutson '83, 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 Step Singing last night
- Claire mentioned recent theatre production where 2 VCCA professors worked with students to create the story & music; Josh Harris was involved
- Admissions deposits up more than this time last year; New this year- prospectives spring break featuring fly-in program April 6-10; April 17 HS Counselor open house
- Claire mentioned Va Garden Club members visited campus
- SBC Spring Break March 9-13
- Currently no plans to cancel Reunion-please spread the news
- Athletic Teams doing really well-Riding won the Collegiate Cup; Tennis had a big win & lacrosse won-please send them a congrats message on social media
- Mary Pope mentioned how far we have come in 5 years; raised \$520,000 + counting for First March Day of Giving; please encourage participation, make calls to your class, to get over 10% participation (goal 30%); 10 year accreditation review coming up in April (do not promote right now); next \$500,000 challenge is March 10; 100% AAC made gifts

#### **Working Group Updates from the AA Council**

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

- Promoting March Days of Giving; Sarah's class is having a Starbucks challenge, donate, then when you're at Starbucks, write Sweet Briar on your cup-photos being used on social media; they're also doing a sweepstakes for Book Shop swag with people who donated; use Face Book Frame for March Days of Giving; streamathon featuring Sarah Clement (Jane Dure is helping); if you need help with ideas for your class, Sarah/Comms is happy to help

**“The Network” and Lifelong Learning:** Suzanne Ullrich '78

- Nothing new

**Admissions Ambassadors:** Keeley Jurgovan '92, Muffy Parsons '78

- Learning her new responsibilities as co-Chair; she will be attending May 1 & 2 meetings on campus

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

- Principles of Governance updates have been approved & will be published on the website shortly
- AAC Co-Chair /Working Group Nominations will be Promoted after March Days of Giving-Every Working Group has people rolling off-think of people in your class who may want to become involved; Kathryn Yunk talked about all the amazing rewards of volunteering at SBC, such as meeting people in other classes, close connections, etc.; new positions start July 1

**Young Alumnae Squad:** Courtney Hurt '10, Morgan Deal '16

- Working On Instagram following -winners announced this week; alumnae survey results will be published after March Days of Giving; focusing on different aspects of giving

**Sweet Works Weeks** Vikki Schroeder '87 , Kathy Pegues '71

- April 17-19 SWW new 25 people have signed up; they'd like to have 50; of the 25, 75% participated last year; they represent classes 1970-2015 from 11 different states
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**Class Leadership** Michelle Badger '06, Louise Geddes '84

- Sent an email out to class leaders; may need help at Reunion to define class officers roles; looking at what worked this year on their Working Group; what to plan for next year

**Clubs:** Kathryn Yunk '91

- Club leader conference calls next week March 9 & 10; one is at night & other during the day to acclimate different time zones

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

- Kathryn reminded everyone we need to know who's planning to come to May 1 & 2 on campus meetings (we will have a Book Shop event & dinner with the Seniors & The Board Friday night); bring appropriate clothing for Friday night dinner
- Need feedback from each Working Group -highlights to use for May Board Report

**Notes—Upcoming Calls:**

**AAC + Plus Ones Call Tuesday, March 17 @ 12 Noon ET**

**AAC Council-Only Call Tuesday, March 31 @ 12 Noon ET**