



Sweet Briar College Alumnae Alliance Council & Plus Ones Call

April 14, 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

- Deposits are up from last year
- Student survey complete & Remote learning is going well
- Student outreach- second set of letters to students went out this week & included SBC keyboard stickers
- Hand-written notes mailed out to 500+ accepted students, as well as to older alumnae & faculty/staff-send a personal touch; Major Gift Officers also making calls to Alumnae to see how they’re doing; alumnae can write notes to faculty/staff & Claire will distribute. Mail to: Alumnae House, P.O.Box 1057, Sweet Briar College, Sweet Briar, VA 24595
- Admissions has launched a virtual tour
- Please continue on writing letters to legislators regarding financial impact on campus (email & phone calls preferred); if anyone knows any Virginia female farmers, please let A,R&D know; samples of letters can be found on <http://sweetbriar.imodules.com/s/1865/bp18/interior.aspx?sid=1865&gid=2&pgid=938>
- Wednesday Night April 15 at 7pm, Join Dr. John Morrissey, DaZane Cole '20 & Emily Wandling '20, for a discussion on everything you need to know about studying biology, pre-vet and pre-med at Sweet Briar College!!

Link to join tonight's Zoom event here >>> <https://sbc.libcal.com/event/6645987?hs=a>

Working Group Updates from the AA Council

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

- Please send in videos of Alumnae singing Holla Holla video - example of the SBC AA Facebook page
- Please share anything SBC posts on your social media platforms
- Promoting AAC nominations- every working group has some slots available

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

- Reaching out to her class

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

- Reaching out to accepted students; calls, emails, social media posts & Hand-written cards going out to 500+ accepted students
- In 7-10 days, they will begin follow up with accepted students & high school counselors & juniors-promoting virtual tour

- 27 Legacy students have been accepted; 11-12 deposited. If you know some Alumnae Moms in the 90s classes, please encourage them to get deposits in
- April 24-25 Accepted Student Virtual weekend
- ALL Virtual Events here >>> <https://sbc.edu/admissions/admissions-events/>

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

- AAC Co-Chair /Working Group Nominations are open & usually end April 30-Every Working Group has people rolling off-think of people who may want to become involved; new positions start July 1; detailed descriptions & nomination forms: <http://sweetbriar.imodules.com/s/1865/bp18/interior.aspx?sid=1865&gid=2&sitebuilder=1&pgid=699>

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

- Our Young Alumnae survey has gone out to over 1800 alumnae and we've already seen about 88 responses- and been able to update information for at least 10 of those. We're keeping it open until April 30th. So please encourage any YAs you know to respond! There's an IG post about the survey and it would be greatly appreciated if you could share it.
- We have a new segment starting on IG called #MySixFootPinkBubble that's on Tuesdays to showcase how we as a community are keeping busy, working, and connecting during this crazy time.
- We are working with AR&D to help support YA class officers connect with their classes via virtual meetings. If any class officers/class leaders of young alumnae years need some help with engagement or setting up ways to connect, we're happy to help!

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

Class Leadership Michelle Badger '06, Louise Geddes '84

- Planing new ideas for next year

Clubs: Kathryn Yunk '91, Norma Valentine '93

- Emailed all club leaders regarding legislative letters & heard great feedback so far
- Summer Social tbd; if you hear of any club planning anything, please let Kathryn or Norma know so we can help

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

- Reminder to reach out to legislators & fill out nominations for AAC

Notes—Upcoming Calls:

AAC Council-Only Call Tuesday, April 28 @ 12 Noon ET

AAC + Plus Ones Call Tuesday, May 5 @ 12 Noon ET