



Sweet Briar College Alumnae Alliance Council Call

April 28, 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, Keeley 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

- Incoming First year student deposits are up 20 % from last year
- Student survey complete & Remote learning is going well
- Admissions has updated the website & launched a virtual tour/virtual options
- Please continue on writing letters to legislators regarding financial impact on campus (email & phone calls preferred); out of state legislators are important also since they may be serving on an important committee, such as education, agriculture, or appropriations; samples of letters can be found on <http://sweetbriar.imodules.com/s/1865/bp18/interior.aspx?sid=1865&gid=2&pgid=938>
- President Woo & Claire delivered donuts to Amherst area first responders; photos to follow
- President Woo’s new video is out this week, as well as an Op-ed in Richmond Times-Dispatch. New podcast coming shortly. See sbc.edu for details.
- Commencement is now scheduled for October 17.
- School will be announcing that fall education will be on campus
- SBC has a 100 year history of being involved with Emergency Response System, although there have not been any requests

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 all 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

- Looking for book recommendations to feature on book club

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

- Started follow up with accepted students & high school counselors & juniors-promoting virtual tour (found on website)
- 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

- Received about 150 young alumnae surveys back (12% participation) so far. The survey closes at the end of the month, so please encourage any young alumnae you know to fill it out! This survey is providing information that will be used for multiple offices on campus and the alumnae network
- Starting a liaison program with class officers for young alumnae class years. This will help us to better communicate and serve young alumnae.
- Like last year, YAS is writing cards to graduating seniors welcoming them to the Alumnae Alliance and creating a personal connection with a YAS representative. Normally these would be given at the fancy hat brunch, but AR&D will be sending them out for us.
- Focusing on creating some virtual connection opportunities.

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

Class Leadership Michelle Badger '06, Louise Geddes '84

- Planning new ideas for next year

Clubs: Kathryn Yunk '91, Norma Valentine '93

- Lee Anne Chaskes is working on developing leadership teams in different cities

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

- May 1 Board meeting- AAC presentation time tbd

Notes—Upcoming Calls:

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

AAC Council-Only Call Tuesday, May 26 @ 12 Noon ET