



Sweet Briar College Alumnae Alliance Council Call

May 12, 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
- Reunion dates May 28-30, 2021, with an added day Thursday, May 27 for milestone class years to celebrate
- Book Shop had successful virtual fashion show May 1; raised over \$4,500
- An Alumnae 101 conference call was held last week for graduating seniors- 15% participation discussed roles of class leaders, YAS, Admissions Ambassadors, AAC members; on campus alumnae events, such as Sweet Works Weeks and Reunion
- Class Leaders please check in with classmates to see how they're doing & mention Annual Fund . Current participation is 16.2 % .Goal is 30% this year.
- New networking tool called Handshake being used by Career Services
- Virtual premed/prevet online zoom discussion held April 15 is on the website <https://sbc.edu/videos/video/pre-vet-pre-med-and-biology-zoom-discussion-april-15-2020/>

Working Group Updates from the AA Council

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

- Please share all SBC posts on your social media platforms - you'll be seeing a lot of posts from incoming first years- (Class of 2024) announcements from their high schools-go to original posts & welcome them to SBC
- Check out Alumnae Alliance LinkedIn Page <https://www.linkedin.com/groups/102313>

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

- Check Out the book club <https://www.goodreads.com/group/show/727910-sweet-briar-book-club>

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

- Started following up 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 being reviewed by the nominating committee (5 people) & positions should be announced by May 31

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. 135 Young Alumnae are interested in being featured on the Instagram Featured Fridays stories
- 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 to students.

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

Class Leadership Michelle Badger '06, Louise Geddes '84

- Hand Written postcards going out to class leaders 1980's + newer to remind them of annual Fund & participation
- Recruiting new class leaders

Clubs: Kathryn Yunk '91, Norma Valentine '93

- Anyone that wants to organize a summer gathering (within virus compliance guidelines), please reach out to Kathryn or Norma

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

- May 1 Board meeting- AAC presentation summary reviewing hub & spokes model, various working groups including 2 new ones , Sweet Works Weeks and Class Leadership; accomplishments of this year, including Admissions Ambassadors had 151 volunteers in 32 states, attending 114 college fairs & sending in over 1,000 prospective cards to the college. Sweet Works Weeks had 109 volunteers, finishing 15 projects; Clubs -35 Sweet Briar Days & 17 Back To School Events. Operations organizes weekly calls & on campus training.

Notes—Upcoming Calls:

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

AAC + Plus Ones Call Tuesday, June 9 @ 12 Noon ET