



The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER AUGUST 2018 | VOLUME 4 | ISSUE 6

Dear Sweet Briar Alumnae and Friends,

Anticipation is building for the start of what most colleges feel is a normal course of action. Our next semester, however, will be a comprehensive change of course—a turning point in our history! This fall, the new curriculum that President Meredith Woo envisioned and that Sweet Briar's faculty and academic dean constructed will prove to be consequential for hundreds of young women who are thirsty for an academic experience like no other. The academic calendar will also change to offer ten required courses that comprise the leadership core and experiential learning opportunities in our new 3-12-12-3 week course schedule.

The "experiment" in this new academic model harkens back to earlier years in Sweet Briar's history, when we had January term in between our fall and spring semesters, but it stays true to the liberal arts.

Looking ahead...

The senior class that graduates next spring will be one of our most courageous groups of young women, having enrolled at Sweet Briar in the fall of 2015, and having navigated Sweet Briar's amazing rebirth. Some might compare them to the 36 members of the Class of 1910, who enrolled in Sweet Briar in the fall of 1906, not exactly sure what lay ahead for their experience at a new women's college at the turn of the 20th century just before women could vote.

This year, the students in the Class of 2022 are coming from 23 states and boast a grade point average of over 3.5. Of these students, 6.1 percent are legacy students, 16.7 percent self-identified as a minority, and 32.7 percent are student-athletes who have signed on to athletics and/or riding teams.

Looking ahead...

The President also reduced the size of the budget that is with tuition revenue, making up a larger portion of the budget. With gifts and grants at just 39% of the total budget in FY 2019, and the budgeted amount of philanthropic support at 80 percent in FY 2016, the College is decreasing its reliance on fundraising dramatically.

Looking ahead...

The College is also adding faculty members who will support the academic interests and needs of our students, with nationally acclaimed professors of art history and American history, as well as other essential faculty with expertise relevant to the College's new academic vision.

Looking ahead...

The land also continues to instruct our community about sustainability and how fortunate we are to have this magnificent resource to grow our own food—honey, vegetables, and other produce that will be offered in Prothro for meals for students, campus residents, and alumnae and friends from the local communities when they come to visit.

The people, programs, and place all make Sweet Briar an unforgettable and life-changing experience each and every day. The alumnae will continue laying the groundwork for the next class of leaders—the Class of 2022. As Sweet Work Weeks has just begun, I am reminded that the legacy of leadership lives on in each and every one of us who have had the benefit of a Sweet Briar education. Also on the horizon, we will welcome all alumnae classes back to campus from May 31-June 2, 2019 for Reunion, and will honor those ending in 4s and 9s.

As stewards of a unique legacy, what we all must do to make things better than we found them. Over these last few years, you have done this sacrificially to bring Sweet Briar where it is today—poised for excellence throughout every classroom and corridor, laced with the familiar smiles and laughter of a deep love of this college.

Thank you for your continued devotion to a place that is like no other.

With sincere gratitude,

Mary Pope M. Hutson '83
Vice President for Alumnae Relations
and Development

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Sweet Briar announces new faculty hires in visual arts, history

by Janika Carey

Sweet Briar College has announced the hiring of two new faculty members. Annie Labatt will join the College on Aug. 1 as associate professor of visual studies and director of galleries and museums, while Dwana Waugh will assume her post as assistant professor of history.

"The humanities, including the arts, are an important tradition at Sweet Briar College," President Meredith Woo wrote in a letter to the community on Wednesday afternoon. "They are critical components of the liberal arts education and provide an intellectual anchor for the 'leadership core.' Rather than view the humanities and arts as discrete disciplinary realms, we have brought together the scholarships with lived experiences, such that the study of art history is married to working with objects in gallery space, and history, through field research, is made present and relevant."



Annie Labatt will serve as associate professor of visual studies and director of galleries and museums.

Professor Labatt is an expert in Byzantine art history, with an emphasis on artistic and cultural exchanges between the East and the West during the early medieval period. Internationally renowned for her work on Byzantine Rome, her career has straddled the paths of both an art historian and a curator.

Educated in art history at Barnard College (B.A.) and Yale (Ph.D.), she is a recipient of the prestigious American Academy Rome Prize, the Dumbarton Oak-Harvard fellowship and the Chester Dale Fellowship at the Metropolitan Museum of Art in New York. These fellowships — especially the two years spent in American Academy, Rome — enabled

her to conduct research for three important forthcoming books. The first two, "Emerging Iconographies of Medieval Europe" and "Byzantine Rome," are significant monographs on Byzantine art. The third is a collection of essays based on public lectures given at the San Antonio Museum of Art titled "Art History 101: Without the Exams."

Museums have played a formative role in Labatt's training as a medievalist, starting with her work at the Metropolitan Museum. She was involved in the exhibition "Byzantium: Faith and Power" in 2003-2004 and for the 2011-2012 exhibition "Byzantium and Islam: Age of Transition," she wrote multiple catalogue entries and papers while delivering a series of talks. She is currently working with the Hispanic Society of America on an exhibition tentatively titled "Spanish Polyptychs" on the development of late-medieval Spanish altarpieces. Labatt comes to Sweet Briar from the University of Texas, San Antonio.

Professor Waugh is a historian of what is often referred to as the "Long Civil Rights Movement," an extended struggle that covers most of the past century. A native of Lynchburg, she was educated at Randolph-Macon Woman's College in history, education and psychology (B.A.) and later earned her M.A. and Ph.D. in American history at the University of North Carolina.

"Who controls public schools?" is a question that has defined much of her scholarship on desegregation in the South. Comparing different outcomes in the long process of school desegregation in Farmville and Greensboro, N.C., she casts important lights on institutional and cultural variables that account for the different desegregation outcomes in otherwise similar places. The result is a monograph in progress, "Schoolhouses Rocked: Lessons on Race, Politics, and Power in the American South," as well as other articles and oral histories that study different political strategies to desegregation in geographical and chronological areas not far from Sweet Briar.

"Perhaps few are as qualified to speak on the vexing issue of race and education as Professor Waugh," Woo noted in her letter. "She is not only a historian of school desegregation, but an expert teacher with professional license in social studies, both in Virginia and North Carolina. She knows firsthand the inequity around education that is manifested in classrooms, and she has thought long and hard about the kind of learning that must foster independent thinking."



Dwana Waugh has been hired as an assistant professor of history at Sweet Briar.

To make history come to life, Waugh works with students in archives, guides them through interviews with participants of historical movements and urges them to touch and view materials firsthand.

In addition to these two new hires, the College has made several visiting appointments, Woo said. All of them are fully budgeted and will be announced later this summer. ■

Founders' Day Weekend
September 21-23, 2018

Convocation and
Procession
2:00 p.m.

Alumnae Leadership
Training Conference
*for Class Officers, Club Leaders,
and the Alumnae Alliance Council*
Saturday, September 22
through
Sunday, September 23

Find out more by calling
the Alumnae Relations and
Development Office at
(800) 381-6131

Reunion 2018



Reunion 2018

460

alumni & friends

from


33

class years

and

34

states



Sweet Briar College

Reunion app

218

downloads

8,074

interactions

CLASS CHALLENGES

Gifts and pledges totaling \$18.4 million raised!

\$13,077,000 for fiscal year 2018

\$4.5 million in future commitments

Thank you for your support!

Class Year	Giving June 30, 2018	Participation June 30, 2018
1940	\$16,400	33.3%
1941	\$1,050	13.3%
1942	\$1,300	11.8%
1943	\$28,505	29.4%
1944	\$19,755	60.0%
1945	\$2,100	26.1%
1946	\$30,600	16.2%
1947	\$1,365	20.0%
1948	\$16,636	21.3%
1949	\$161,523	50.0%
1950	\$10,900	25.0%
1951	\$14,830	46.3%
1952	\$39,503	41.5%
1953	\$25,869	31.0%
1954	\$3,369,830	40.8%
1955	\$79,725	43.4%
1956	\$45,060	31.3%
1957	\$406,738	37.1%
1958	\$411,326	38.6%
1959	\$439,289	35.0%
1960	\$677,197	43.2%
1961	\$138,459	33.8%
1962	\$386,811	43.4%
1963	\$1,009,436	43.0%
1964	\$664,496	47.7%
1965	\$106,980	39.8%
1966	\$400,143	36.8%
1967	\$90,949	46.9%
1968	\$367,650	56.6%
1969	\$18,802	14.5%
1970	\$130,736	36.0%
1971	\$55,262	22.1%
1972	\$714,600	30.3%
1973	\$47,395	26.2%
1974	\$100,119	28.7%
1975	\$332,299	27.8%
1976	\$70,817	22.4%
1977	\$19,568	17.6%
1978	\$255,536	32.2%
1979	\$98,960	22.4%

Class Year	Giving June 30, 2018	Participation June 30, 2018
1980	\$59,184	23.4%
1981	\$131,349	16.0%
1982	\$168,799	25.7%
1983	\$194,811	29.7%
1984	\$53,631	25.3%
1985	\$556,742	19.5%
1986	\$38,556	23.2%
1987	\$56,777	16.8%
1988	\$43,510	23.6%
1989	\$25,311	21.6%
1990	\$84,316	21.3%
1991	\$9,880	13.4%
1992	\$16,718	16.3%
1993	\$20,272	20.5%
1994	\$8,540	16.0%
1995	\$21,100	27.0%
1996	\$54,145	40.2%
1997	\$15,343	23.6%
1998	\$25,739	29.3%
1999	\$17,398	24.9%
2000	\$8,801	14.5%
2001	\$42,510	17.2%
2002	\$6,900	13.4%
2003	\$22,268	18.9%
2004	\$16,468	16.0%
2005	\$12,231	13.6%
2006	\$10,957	17.0%
2007	\$4,564	10.0%
2008	\$8,415	16.7%
2009	\$4,306	13.0%
2010	\$1,894	9.5%
2011	\$7,346	23.2%
2012	\$6,636	11.2%
2013	\$712	5.4%
2014	\$1,047	8.6%
2015	\$3,180	10.4%
2016	\$2,392	15.4%
2017	\$2,046	7.7%

Update from the Communications Working Group of the Alumnae Alliance

by Co-Chairs Sarah Reidy-Ferguson '96 (Social Media), Eleanor O'Connor '07 (Social Media), and Jane Dure '82 (Traditional Media)

The main purpose of the Communications Working Group is to support social and traditional media communications targeted to reach nine decades of alumnae. Working with campus liaisons Clelie Steckel, director of the Sweet Briar Fund and Annual Giving, and Amy Ostroth, director of Communications, our goal is to keep alumnae informed and engaged in the life of the College, as well as aid in Sweet Briar's marketing efforts where possible. We also are available to help classes and alumnae clubs manage their social media platforms.

Over the past year, we have been working on increasing the reach of the Alumnae Alliance's social media platforms, especially Twitter and Instagram. We recognize that younger alumnae consume information differently, and both of these platforms have shown impressive growth in connecting with a range of class years.

On the Alumnae Alliance's Instagram account, the primary audience is women aged 25-34, followed by 18-24, and 35-44. A bonus has been that the Alliance's Instagram posts are connecting with current students and prospective students.

On Twitter, over the past ten months, the Alumnae Alliance account has averaged about 90,000 Tweet impressions per month—a Tweet impression represents the number of times a tweet is seen on another user's feed. We have added an average of eleven new followers per month and average 2,256 profile visits during the same time period.

Twitter has been a useful tool for not only targeting the Sweet Briar community with the latest news but also reaching directly a variety of media outlets, noted personalities in the higher ed world, and prospective students, effectively increasing a wide-ranging awareness of Sweet Briar College.

Most of you should be familiar with the various Sweet Briar related pages on Facebook, but you may not yet be aware that "Sweet Briar College Alumnae Alliance" is the official page for alumnae, alumnae events, news about alumnae, and is also where we share news from the College. The page is followed by parents, students, prospective parents, prospective parents, and friends of the College in addition to alumnae.

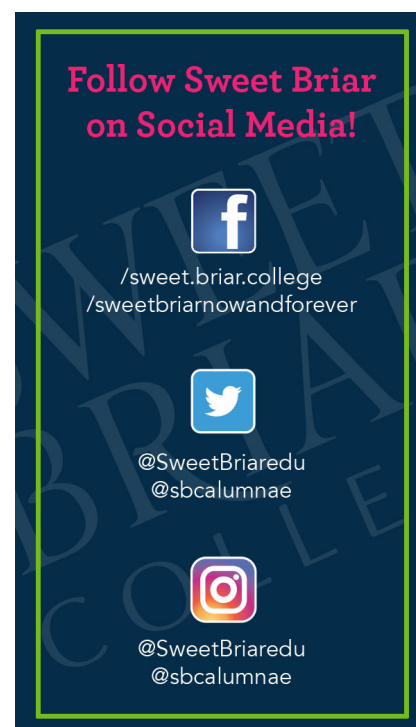
Over the summer, our "likes" for the page have averaged about 2,600, and our reach has averaged about 1,600 persons. The participation on the page has seemed to follow the school year, as our numbers

are more impressive when the students are on campus.

The page has a function that allows private communication with the Alumnae Alliance. If you have a question about a post or the Alumnae Alliance or if you have a private comment, click on the "Send Message" button in the upper right hand corner.

We have taken what we have learned since the spring of 2015 about the pluses and minuses of Facebook usage to begin creating a more interactive, real-time experience on Facebook for alumnae using the Alumnae Alliance page. Stay tuned.

As with all of the Alumnae Alliance working groups, we welcome any alumnae with an interest in media and/or marketing and the time to help us out. If you are interested, sign up to volunteer at sbc.edu/alumnae-development/volunteer. ■



YOU CAN HELP RECRUIT THE NEXT CLASS OF SWEET BRIAR WOMEN WHO WILL LOVE SWEET BRIAR LIKE WE DO!

Sweet Briar is asking alumnae and friends of the College to personally refer prospective students to the Admissions Office through a new referral form that can be found on both the Admissions and Alumnae pages of our website as part of a referral initiative. There is no time commitment or follow-up required, so please keep it in mind as a simple but significant way to help Sweet Briar's growth and renaissance. Visit sbc.edu/admissions/refer-a-student to make your first referral today!

Student Spotlight: Caroline Thomas '19 studies at the Virginia Program at Oxford

Hello from St. Anne's College!

My name is Caroline Thomas and I am studying abroad for six weeks this summer thanks to Sweet Briar! We are a part of the Virginia Program at Oxford, which is a program that takes students from Sweet Briar, Virginia Military Institute, Hampden-Sydney College, Mary Baldwin University, Roanoke College, and Washington and Lee University, and provides them with the chance to study 16th Century Literature and History with outstanding international professors. We have a lecture every morning and each is new and different. At the end of the week we have a tutorial in each subject. Our tutorials are weekly meetings in each subject in which we have prepared a paper in one subject and discussion material for the other. I am in a group with 2 men, an H-SC student and a W&L student, who I had never met before this program. So far, we have studied Doctor Faustus, Elizabethan Parliament, Elizabethan Rule, Utopia, and The Tempest. The other four Sweet Briar Students are studying similar things but our topics are different each week.

While we are here, there are many chances to travel on the weekend! The first weekend we travelled to Hampton Court Palace and London. In London, we saw a performance of the Two Noble Kinsmen at the Globe Theatre. It was such an amazing experience to see a Shakespearean performance where Shakespeare himself and his company would have performed. The following Wednesday, we traveled again as a group but this time to Stratford-upon-Avon. We saw Romeo and Juliet performed by the Shakespeare Royal Company. In a week or so, we will be traveling there again but this time to explore and then see Macbeth.

I have also had the opportunity to travel by myself! I have travelled to Liverpool and Germany so far. In Liverpool, a friend from Roanoke and I traveled to see the Liverpool

stadium and the Beatles Story Museum. We also just strolled around Liverpool and explored. Our interesting taxi driver took us to sites that were dedicated to men who travelled to the United States to assist in the Confederacy in the Civil War, which we had no clue existed!

This past weekend, I travelled to Germany to visit a good friend. We traveled to Berlin the first day and I saw the Holocaust Memorial designed by Peter Eisenman, which was breathtaking. I also saw the Brandenburger Gate and the Reistag Building, which is where their parliament makes laws for the country which consists of 16 states. My friend lives in Hannover so we have explored many buildings, including a church that was built in the 1330s!

I am halfway through the program and I have already learned so much. I can't wait to travel to Paris and Manchester and London in the next few weeks before I leave. I am so thankful for this opportunity and I can't wait to return home to Sweet Briar! ■



Caroline Thomas '19 at Hampton Court, smelling the Sweet Briar roses.