

## The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER SEPTEMBER 2017 | VOLUME 3 | ISSUE 7

### Dear Sweet Briar Alumnae and Friends,

**There's nothing that we cannot do!** Recent updates from our amazing Sweet Work Weeks volunteers (alumnae, families, and friends) have demonstrated our commitment to Sweet Briar, with volunteers pruning, weeding, power washing, and painting (including many dorm rooms, hallways and parlors), to get Sweet Briar ready for arriving students. This is a palpable display of our devotion to Sweet Briar and the gratitude we feel for the privilege of being part of the SBC family.

The Alumnae Alliance is made up of the over 14,000 alumnae of the College and is dedicated to serving both Sweet Briar and each other. The Alumnae Alliance uses a collaborative organizational model of "working groups" functioning in a virtual "shared" manner, which permits our alumnae to volunteer with skills and expertise and provides a means for quick deployment and response to the College's immediate needs.

During the past two years, the Alliance has focused on assisting with the operational needs of the College. But now, we are moving to support REVITALIZATION and REINVIGORATION!

The priorities of the Alumnae Alliance are organized in three areas: (1) alumnae engagement, (2) recruiting and retaining students, and (3) fundraising. Please see page 2 for more information on the Alumnae Alliance's priorities.

To enhance alumnae engagement, we will transition replacements of the Alliance Council Leadership Team, strengthen our governance, and expand our Plus Ones participation. Plus Ones listen in on Council bi-weekly teleconferences to learn about Council operations across the various working groups, which enables them to identify areas where they can volunteer their time and talents. Additionally, the Network working group is developing a pilot to support Lifelong Learning for alumnae.

A key part of engagement is communications. We appreciate the feedback we have gotten from alumnae and are committed to better leverage College communications to reach nine decades of alumnae, using traditional communications and social media. In the Class Acts working group, we have begun to augment Class Leadership teams and their own class communications and connections.

Remodeling the Clubs' structure and purpose is a key priority we are working on with AR&D, which will:

- Enhance the home base city of alumnae and students and their families,
- Support President Woo's Tour to roll out the New Vision of Sweet Briar, and
- Build the Sweet Briar brand and support the College family at local levels.

This effort will also heighten awareness and participation through College-sponsored and Club-hosted initiatives, such as Back to School events and Sweet Briar Days.

To help recruit and retain students, the Alumnae Admissions Recruiters (AARs) working group is being refined to implement an effective strategy for recruiting high-quality students. AARs work with Admissions with a goal of utilizing the power of the alumnae and family network to enhance connections in each alumnae club's community. It is expected that alumnae in the "home base" Clubs concept, coupled with enhanced efforts on campus, will encourage and support students, to help with retention. In addition, The Network assists College Career Services by supporting alumnae networking on Alumnifire, a service used by both students and our alumnae for career development.

To energize alumnae for the path ahead, an Alumnae Leadership Training Conference is planned for Inauguration/ Founders' Day Weekend (September 22-24). Class Presidents, Class Fund Agents, Club Presidents, and the Alliance Council members will gather to learn how we can support President Woo's rollout of the new strategic directions of Sweet Briar and continue to support Sweet Briar's revitalization.

Please contact either of us, or any member of the Alumnae Alliance Council, if you are willing to serve as a Plus One or if you're interested in learning more about the Alumnae Alliance and the working groups – we can always use more willing and devoted alumnae volunteering in service to Sweet Briar! You can also find us at [sbc.edu/alumnae-development/alumnae-alliance](http://sbc.edu/alumnae-development/alumnae-alliance).

*Debra Elkins '93 and Sarah Von Rosenberg '72  
Co-Chairs, Alumnae Alliance Council*

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of Sweet Briar College**

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Director of the Sweet Briar Fund and  
Editor of The Briar Wire  
Marcia Thom-Kaley  
Development Associate and  
Parents Council Liaison  
Katie Keogh Weidner '88  
Eastern Major Gifts Officer  
Wanda Vest  
Data Entry Manager

(800) 381-6131  
PO Box 1057  
Sweet Briar, VA 24595

**Alumnae Alliance Council Proposed Priorities  
for Collaborating with the Office  
of Alumnae Relations and Development**

July to December 2017

Making Sweet Briar College the Leading Women's College in America

**SWEET BRIAR COLLEGE**



- Remodel **Alumnae Clubs'** Structure and Purpose: Engagement & Student Recruitment
- Post Summer **Back-to-School Events** & Winter **Sweet Briar Days** to Build the Brand of Sweet Briar and Expand the College Family at the Local Level
- Support **President Woo's Tour** to Roll Out the New Vision to all Alumnae and Friends
- Mobilize **SBC Admissions Ambassadors\*** to Enhance Connections in Each Alumnae Club's Community
- Heighten Awareness and Participation through **College Sponsored Initiatives**

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| <ul style="list-style-type: none"><li>■ Support College Career Services with <b>Alumnae Networking</b> and Alumnae-Identified <b>Jobs &amp; Internships Postings on Alumnifire</b> (for both Students and Alumnae)</li></ul> | <ul style="list-style-type: none"><li>■ Transition <b>Alumnae Alliance Council Leadership Team</b>, Strengthen <b>Governance</b> and Expand <b>"PlusOnes"</b> Participation</li><li>■ Leverage <b>College Communications</b> to Reach Nine Decades of Alumnae</li><li>■ Augment <b>Class Leadership Teams</b>, Class Communications and Connections; Highlight Classmates' Achievements and Increase Participation in Online Contests</li><li>■ Pilot <b>Lifelong Learning Offerings</b> for Alumnae</li></ul> | <ul style="list-style-type: none"><li>■ Sustain the <b>Development Working Group</b></li><li>■ Plan and Execute <b>Sweet Work Weeks</b> (Budget Relieving Efforts)</li><li>■ Increase <b>Volunteerism for In-Kind Operational Services</b></li></ul> |
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\* SBC is transitioning to calling its volunteer admissions representatives "Admissions Ambassadors" instead of "Alumnae Admissions Recruiters."

**Upcoming Days of Giving 2017-2018**

**TUESDAY, NOVEMBER 28, 2017**

**#GivingTuesday**

**THURSDAY, MARCH 1, 2018**

**Sweet Briar Forever Month Kick Off**

**MARCH 2-10, 2018**

**Indiana Fletcher Williams' Birthday**

The deadline to give in the 2017 calendar year is December 31, 2017.  
Checks must be postmarked no later than December 31.

The deadline to give in the 2018 fiscal year is June 30, 2018.  
Checks must be postmarked no later than June 30.

Give online at anytime at **sbc.edu/give**.  
Explore our options to set up recurring gifts!



## Alumnae Alliance Council seeks nominations for volunteer positions

**The Sweet Briar College Alumnae Alliance, formed by the Sweet Briar College Board of Directors on September 26, 2015, as the new paradigm of alumnae engagement to operationalize the "Sweet Briar Effect" by engaging the time, talent, interests and passion of alumnae in service to the College and its alumnae, needs volunteers to serve on its governing Council and on working groups in the roles listed below.** Alumnae Alliance volunteers provide professional expertise in service to the College and thus are recruited for "skills and fit" to increase the impact of their volunteer service (similar to Doctors without Borders, lawyers working pro bono, etc.).

All Sweet Briar College alumnae and holders of honorary degrees, and those who were enrolled for at least one semester of coursework, are members of the Alumnae Alliance and may nominate themselves or any other member of the Alumnae Alliance for these positions.

### **Strategic Initiatives-Governance Working Group**

2 Co-Chairs and 5-6 additional volunteers

*Help shape and refine recommendations for strategy, governance and operations of the Alumnae Alliance Council*

### **Clubs Working Group**

Co-Chair

*Advise on the design, planning and coordination with alumnae clubs related to different College-sponsored initiatives*

### **Admissions Ambassadors Working Group**

Co-Chair

*Help cover 150+ college fairs and contact thousands of prospective students*

### **The Network Working Group**

Co-Chair

*Help plan and execute a program that helps the College bolster its career services offerings to students and alumnae*

### **Media, Marketing and Communications Working Group**

2 Traditional Media Co-Chairs, 2 Social Media Co-Chairs, and 5-6 additional volunteers

*Advise on strategic direction of messaging and support operational execution including moderating alumnae social media channels, developing training materials for alumnae unfamiliar with various forms of social media, drafting communications, editing and writing articles for traditional media published by the College*

Nominations for these positions are being collected through an online form. Please visit [sbc.edu/alumnae-development/alumnae-alliance](http://sbc.edu/alumnae-development/alumnae-alliance) to learn more about the skills and experience needed for these positions and the time commitments. The nomination form is also posted there. ■

## Admissions Strategic Initiative redefines outreach plan for Admissions Ambassadors

**Sweet Briar is in the final stages of developing an enhanced recruitment strategy to expand its approach to welcome students to the Sweet Briar family.** Using the College's strongest ambassadors, including parents, students, faculty and alumnae, the pipeline for prospective students will begin with proactively building relationships at the earliest stages of the college search process. This approach will be strategic, intentional, results driven, and highly personal for each student.

The United States has been divided up into geographic centers for prioritization according to recent data trends in states that yield the highest numbers of students for Sweet Briar. The highest priority is Virginia. Maryland, Washington, DC, North Carolina, Georgia, Florida, Texas, California, New Jersey, Pennsylvania, New York, Tennessee, and South Carolina make up the second priority list, followed by key states in New England and the Midwest.

This new strategy functions on a highly-personalized, state-by-state model, identifying key volunteers in each state and placing them in leadership roles. Volunteers will be given additional responsibilities by the Admissions and Alumnae Relations and Development Offices, with clear targets for engagement and criteria for measurable results, providing a more robust recruitment and retention model. Volunteers will:

- receive training to better understand their roles
- work with Admissions software and a centralized calendar
- have a forum to network with their state team members
- understand communications plans for each state, and
- engage on a weekly basis with targets to attend college fairs, visit high schools, meet and build relationships with guidance counselors, attend community events, call prospective students and their families, and take an active role in club leadership.

The College has also identified individual and institutional targets, including guidance counselors, heads of school, top-ranked public schools, private schools, the Yellow Ribbon Program, and STEM feeder schools. Sweet Briar will use existing events such as Back to School Days (a tactic activated this summer) and Sweet Briar Days as opportunities for prospective students to meet Admissions Ambassadors and volunteers in recruiting leadership roles.

Thanks to the efforts of existing volunteer leaders, the Alumnae Alliance Council, Admissions and Alumnae Relations and Development staff, this initiative to build the pipeline will define strategies for increased engagement among Sweet Briar's stakeholders and provide measurable results for its success. Sweet Briar's family of alumnae, parents and friends of the College as Admissions Ambassadors and their commitment to Sweet Briar will be the foundation for the future enrollment success of Sweet Briar. ■

**The Sweet Briar Fund launches  
September 27!**



## Sweet Work Weeks volunteers make Residence Halls Summer Initiative a success

**Between July 31 and August 18, 167 alumnae, faculty, staff, students, family members, and friends of Sweet Briar volunteered for the 2017 Sweet Work Weeks session.** In total, these amazing people provided more than 3,400 hours of service to the College.

Volunteers, led by team captains Vikki Schroeder '87 and Alexa Schriempf '97, completed more than 2,100 hours just doing painting projects:

- Walls and trim of 210 dorm rooms, 13 hallways, and 2 parlors in Manson, Carson, Grammer, and Meta Glass
- Front lamp posts at Sweet Briar House
- Doors of the Elston Inn
- Window sills and lattice work at the Conference Center
- Residence hall doors and door frames
- Front doors of the Chapel
- Babcock restrooms

Volunteers also completed all of the work requested by the Buildings and Grounds department, including weeding, trimming, pruning, and deadheading flowers throughout main campus and Daisy's Garden, Monument Hill, the Elston Inn, Riding Center, and the butterfly bushes at the train station.

All new and returning students received a handwritten note welcoming them to campus. Volunteers also wrote notes to prospective students.

An estimated 5,000 square feet of walkways, stairs, and balustrades received a powerwashing treatment.



President Meredith Woo powerwashed the steps of the Fitness and Athletics Center.

Sweet Briar thanks all volunteers for lending their time and expertise to this critical effort to maintain Sweet Briar's campus. In particular, thanks to John and Kathy Garcia Pegues '71 and Anne Gateley '70 for their advice on making Sweet Work Weeks as successful as it possibly could be. Tremendous thanks to Alexa and Vikki as team captains for their infinite patience, extreme organization, and complete devotion to the tasks at hand. ■



Nicole Balding Roca, sister of Katrina Balding Bills '97, and Kimberley Dickey Melcher '90 stripped and painted the lampposts in front of Sweet Briar House.



Kate Plevitzky '93 (not pictured), Claire Dennison Griffith '80, and Vikki Schroeder '87 cleaned the cornerstone of Fletcher. The inscription on the stone reads, "Except the Lord build the house they labour in vain that build it."



Lynn Kahler Rogerson '76, Susan Parr Bailey '81, and Olivia Rogerson '21 helped paint Manson during Sweet Work Weeks 2017.



## Founders Day and Inauguration Weekend Schedule of Events

**THURSDAY, SEPTEMBER 21, 2017**

**Outdoor Community Movie**  
8:30 p.m. | Dell

**FRIDAY, SEPTEMBER 22, 2017**

**Registration of Delegates and Special Guests**  
9 a.m. – 1:15 p.m. | Wailes Building  
(Florence Elston Inn & Conference Center)

**Founders' Day Convocation and March to Monument Hill**  
9:30 a.m. | Murchison Lane Auditorium  
(Babcock Fine Arts Center)

**Community Luncheon**  
11:30 a.m. | Student Commons Courtyard — Rain Location:  
Prothro Dining Room

**Procession Members Gather for Robing**  
1 p.m. | Mary Helen Cochran Library \*

**Inauguration of Meredith Jung-En Woo as the 13th President of Sweet Briar College**  
2 p.m. | Quad \*

**Community Reception**  
Immediately following inauguration | In front of the  
Anne Gary Pannell Center \*

**Open Houses**  
5 – 6 p.m. | Sweet Briar Museum, 19-Century Cabin,  
Harriet Howell Rogers Riding Center and Pannell Gallery

**Celebratory Dance**  
8:30 p.m. | Prothro Hall

For more information, visit [sbc.edu/inauguration](http://sbc.edu/inauguration).

*\* In case of rain, these events will take place in the  
Fitness and Athletics Center.*

*Schedule subject to change.*

## President Meredith Woo Traveling to U. S. Cities in Fall 2017



**President Woo will make her tour of cities in the United States this fall to meet alumnae and friends of the College.** The list of cities she will visit is below. To find out more, call Rachel Pietsch at **434-381-6163** or email [rpietsch@sbcb.edu](mailto:rpietsch@sbcb.edu).

Richmond, VA	September 6
Charlottesville, VA	September 7
Lynchburg, VA	September 12
Raleigh, NC	September 14
Charlotte, NC	September 19
Hunt Country, VA	September 26
Washington, DC	September 27
Baltimore, MD	September 28
Philadelphia, PA	TBD
Boston, MA	TBD
Atlanta, GA	October 5
New York, NY	October 11
Denver, CO	TBD
Houston, TX	November 1
Dallas, TX	TBD
Los Angeles, CA	TBD
San Francisco, CA	TBD
Hampton Roads/Norfolk, VA	November 16

## Alumnae games taking place Inauguration Weekend

**SATURDAY, SEPTEMBER 23, 2017**

**Field Hockey**  
10:30 a.m. | Thayer Field

**SUNDAY, SEPTEMBER 24, 2017**

**Soccer**  
1:30 p.m. | Babcock Field

For more information, please contact Megan Behrle '09 at [mbehrle@sbcb.edu](mailto:mbehrle@sbcb.edu) or **434-381-6291**.

## YOU CAN HELP RECRUIT THE NEXT CLASS OF SWEET BRIAR WOMEN!

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](http://sbc.edu/admissions/refer-a-student) to make your first referral today!

Save the date for Reunion!  
June 1-3, 2018

## Move-In Day



Need a large-print version of **The Briar Wire**? Call (800) 381-6131.