

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER SEPTEMBER 2018 | VOLUME 4 | ISSUE 7

Dear Sweet Briar Alumnae and Friends,

I hope you and yours have had a wonderful summer filled with relaxation and renewal. For all of us at Sweet Briar, the brief summer break offered a chance to recharge before welcoming back yet another extraordinary class of young women.

With the arrival of the Class of 2022 one month ago, it's evident that these young women possess the leadership characteristics that Sweet Briar signifies. The class is bold, bright and courageous, and hails from 31 states and the District of Columbia and 9 different countries, with more than 44 receiving the honor of Presidential Scholar.

Early feedback also indicates that the Class of 2022 is embracing the challenge of Sweet Briar's new Leadership Core Curriculum head on! In fact, in this issue of *The Briar Wire*, Dean Rainville shares more about the inaugural experience of the Core, including the creative problem-solving model on which the Core 110: Design Thinking course was built. These proof points echo to the world that Sweet Briar is moving forward with the bold vision shaped by President Woo and our distinguished faculty.

While we are witnessing history in the making and have a buzzing campus full of new opportunities for students, our team is also focused on the importance of studying the needs of the College beyond the annual operations – as well as developing the partnerships necessary to buoy Sweet Briar to the next level. We have always known that “a rising tide lifts all boats” and although Sweet Briar is not on the ocean, it is happening here.

Our partnerships with Google, the Virginia Center for the Creative Arts, National Audubon Society, and the Girl Scouts each offer a glimpse into a future that signals strength and relevance for the College. Foundations are also asking how they can help and other agencies are interested in broader partnerships offering technical assistance to honor the cultural legacy that is Sweet Briar.

While we build the sustainability of the College, we know that your engagement is the most important engine propelling our alma mater

forward. In the coming weeks, we will reveal the results of the alumnae survey and your ideas for building alumnae connections and strengthening the College overall. We are grateful to those of you who have taken the time to respond, as we must remain ever vigilant to ensure Sweet Briar has sound footing for the future.

The exciting progress will be unveiled regularly throughout this fall—in online and printed updates—so that our entire alumnae community will have a clear view of the College's strengths, challenges, and opportunities. As we embark on this discussion, we are grateful for your advice and support.

With deep appreciation,

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



New students begin the procession for the Daisy Ceremony, when President Meredith Woo presents them with a daisy and welcomes them to the Sweet Briar Community on their first day on campus.

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Convocation 2018: "Be the Keeper of the Story" from Caroline Thomas '19, SGA President



The text of Caroline Thomas's Opening Convocation speech is included below. In addition to being Student Government Association President, Caroline, a native of Appomattox, VA, is Chairwoman of the Student Admissions Ambassadors and goalkeeper for Sweet Briar's soccer team.

I am humbled to be standing here in front of you all today and allowed the opportunity to say a few words. I wanted to give a special welcome to all of our first-year students, new faculty, and new staff. We are so excited that you have decided to become a member of the Sweet Briar Community and all that it stands for. I hope that you are all ready to learn and become your own definition of "fierce."

My best advice for our new students is to embrace the new culture that is around you. Don't be afraid to say yes to joining a club or experiencing something new. For all students, I want to ensure you that the SGA Board is here to support the student body as a whole and give each and every one of you a place to voice your concerns and needs. We want to strive to represent you all in the best way that we can and we hope to do this throughout the year. For those who may not know, the elected members of the SGA and club presidents have been training for the past week in order to prepare themselves for the upcoming school year and to have the time to better understand their responsibilities as leaders on this campus.

During one session, the elected members of SGA were posed with a question, "What do we want our legacy to be this year?" The first thing I think about when I hear the word "legacy" is the lyrics sung by a

character who was young, scrappy, and hungry and NOT throwing away his shot. Lin-Manuel Miranda brought back to life the historical figure of Alexander Hamilton in the hit Broadway musical Hamilton and by doing this, brought to light the idea that every action that we make as citizens or leaders may lead to changes in your community, nation, and world that we live in.

So with this being said, I would like to leave you all with two requests. The first, and this is directed to everyone in this room, is to think about what you want your legacy to be. I encourage everyone to think about this from time to time and strive to be the best version of yourself. The second thing is something that has helped shape my experience here at Sweet Briar, and I hope that it may do the same for you. My freshman year, in the fall of 2015, Dean Thom-Kaley stood right where I am now and called me onto the stage, which was a complete shock to me. She gave to me the title, "The Keeper of the Story," the Sweet Briar Story. What that exactly entailed in that moment, I'm not sure she or I knew. But, as I stand here three years later, I believe that there cannot be just one keeper of the story. So ladies, I would like to leave you all with this. I charge each and every one of you with the responsibility to be the Keeper of the Story, your own Sweet Briar Story. The only requirement is that you remember that you are in charge of your own destiny, so take a hold of your life, create and remember your story, and leave your own unique and fierce legacy. Thank you. ■



A Note from Beth Clarke, Senior Executive Director for Admissions Strategy and Counseling



Where do I begin in sharing my sincere enthusiasm for joining the Sweet Briar family? I had the same experience as a staff member that I'm sure all of you had as prospective students; I drove on to campus for the first time and thought "this place is special" and I left campus after my first visit and thought "this place is home."

The reason I even looked at a position at Sweet Briar has much to do with my interactions with alumnae. Several close friends during my time in Norfolk, VA are Sweet Briar alumnae and I would hear "QV," "Holla, holla," and "pink bubble" and was truly impressed by the secret code language they were speaking and by the immense passion and commitment they had developed for their alma mater.

As you well know, there just isn't another place like Sweet Briar in the country. And your story—the story of alumnae dedication, perseverance and support before and after 2015—is one of the best recruitment tools an institution can possess. Any college that would produce alumnae who are savvy enough (through an interconnected sisterhood) to pull together the talent and funding needed to reverse a closing decision is worth saving.

I'll repeat it again: the type of woman who is graduating from Sweet Briar is resourceful, gritty, successful, strong and let's face it...one of a kind.

We can sell that to any young woman who walks past the Sweet Briar table at a college fair and once we get them on campus, we all know that chances are she's a Vixen for life.

The admissions counseling team is moving forward this year with a reinvigorated commitment to accountability for recruiting students from prospective to applicant to enrolled. We are utilizing the latest software and technology partnerships available in higher education recruiting and marketing, and then running with those leads through a multi-pronged outreach approach (including individual counselor expectations for calling, texting, emailing, mailing and good old one-on-one meetings). The staff is energized and inspired to produce strong enrollment growth once again for 2019.

All that to say that Sweet Briar still can't do this without you. Our goals for enrollment growth are lofty and completely obtainable with your help. Get involved with your local club. Call me or email me directly at 434-381-6720 or bclarke@sbc.edu. Talk about your pride with everyone you meet. Encourage just one young woman to apply and visit. It's the best gift you can give. Thank you, thank you, thank you. Holla, holla! ■

Help Recruit the Next Generation of Sweet Briar Women!

Sweet Briar is moving forward. Students around the world are inspired by Sweet Briar's innovative curriculum to graduate women leaders.

You can be part of those efforts by volunteering to be an Admissions Ambassador. Last year, ambassadors visited hundreds of fairs and schools and made it possible for us to recruit a great class. You can help us do even more this year. No matter where you live, you can make a difference. To sign up, visit sbc.edu/alumnae-development and click the Alumnae Admissions Ambassadors link on the right.



Charlotte Barbour '16 at a Sweet Briar College college fair table last year in Havelock, NC. Help recruit Sweet Briar's future students by going to college fairs, writing notes to prospective students, and visiting guidance counselors in your area.

New curriculum early insights: Sweet Briar's Leadership Core Curriculum and 3-week courses make their mark on students

by Lynn Rainville, Dean of the College



In August, over half of our student body joined four of our best faculty and seventeen student-facilitators for a three-week immersion in designing solutions for difficult problems. Finessing an approach that was debuted by IDEO, an international design and consulting firm, and fine-tuned for the academy by Stanford, our Sweet Briar faculty are on the cutting edge of curricular upgrades with their Core 110: Design Thinking. In this course, students are challenged to work in teams to define a problem and come up with creative solutions. And while this is the same approach that we might find in an engineering class, this is the first time that a large percentage of an entire college is working through the same process. Moreover, the five-step strategy that students are learning in this class teaches them empathy (to understand the needs of the audience that they are designing for), ideation (the freedom to brainstorm lots of ideas, even risky ones that are likely to fail), and experimentation (the courage to try again and again). These critical yet often-overlooked skills will serve students in deciding upon the trajectory of their field of

study at Sweet Briar, in creating intellectually compelling projects to spend their \$2,000 Grants for Engaged Learning, and in generating innovative solutions to academic and/or social problems.

All of the first-year students are in the Design Thinking class, alongside several dozen upperclasswomen. The rest of the sophomores, juniors, and seniors are immersed in other three-week classes that range from archaeological laboratories to book-making studios and from off-site classrooms (where future K-12 teachers are working with students in a Loudoun County public school and in nearby Amelon Elementary school) to cemeteries (where students in a photography class are learning to use their smartphones to capture compelling compositions). Other faculty are providing students with a seminar-style immersion that usually doesn't occur until graduate school: President Woo is guiding her students through the historic context for and complexity of global politics, while Professor Key flips the script and discusses the impact of pop artists and samurai films on world-wide events. In the creative and performing arts, students are introduced to artists ranging from Shakespeare to Lin-Manuel Miranda in literature and on the stage (complete with field trips to Staunton's Blackfriar's Theatre) and to poetry and creative writing in Sweet Briar's literary studio. And, finally, our business students are engaged in negotiation tactics and efforts to understand how people use these skills to manage conflict.

Each of these innovative new courses highlights the strength of our faculty as stars in their own disciplines as well as the payoffs for our students as they journey alongside their professors for three weeks of in-depth and exploratory coursework on and off campus. ■

Sweet Briar Athletics New Leadership

by Casey Grogan, Sports Information Director



Jodi Canfield

The summer of 2018 brought exciting change for the Sweet Briar athletics department, highlighted by the announcement of Jodi Canfield as the athletics director. Canfield, who served as assistant athletics director at St. Lawrence University in New York since 2014, brings more than 20 years of combined experience in collegiate



Students in Professor Carrie Brown's three-week course, "The Love Story," traveled to the American Shakespeare Center's Blackfriars Theatre in Staunton, VA for a backstage tour, master class on Shakespeare's verse, and a performance of *As You Like It*. Photo courtesy of Emma Rummell '19.

athletics administration, compliance, coaching, teaching, counseling and development. At Sweet Briar, she will serve on the President's Cabinet and oversee seven NCAA Division III varsity teams as well as the equestrian program.

Canfield has coached both field hockey and lacrosse and taught courses in health and wellness. She holds a Ph.D. from Syracuse University and a Master of Education and Bachelor of Science from St. Lawrence University, where she graduated cum laude and was inducted as a member of the Phi Beta Kappa honor society. Upon her arrival, Canfield helped Sweet Briar bring in new head coaches Jason Capps and Jacob Smith.

Capps was hired as the Vixens' head soccer coach after spending the last nine seasons as an assistant coach at Bridgewater College. Capps started at Bridgewater in 2008, while simultaneously serving as head coach of the varsity girls soccer team at Eastern Mennonite School. Capps received his Master of Science in kinesiology, sport and recreation leadership from James Madison University in 2017 and his Bachelor of Arts in English from Middle Tennessee State in 2008. During his time at Middle Tennessee, Capps served as a volunteer assistant coach and team manager for the Blue Raiders' women's soccer program.

Smith joins Sweet Briar as cross country head coach and as the Vixens' strength and conditioning coach. Smith, a former assistant at Coe College, Christopher Newport University and SUNY-Cortland, also spent four years at the United States Olympic Training Center in Colorado Springs, CO, coaching professional triathletes including 2016 Olympic gold medalist Gwen Jorgensen, and Olympians Sarah Haskins, Katie Zaferes, Sarah True, Hunter Kemper and Greg Billington. Smith received his Master of Science in exercise science in 2009 and his Bachelor of Science in exercise science and psychology from Bowling Green State in 2006. Smith competed as a distance runner at Bowling Green State and also served six years in the United States Air Force, including two tours of active duty.

This past summer also saw Sweet Briar athletics announce a five-year partnership with BSN SPORTS and Under Armour. The agreement is part of the BSN SPORTS Collegiate Select program and will make Under Armour the game-day outfitter for Vixen Athletics. The agreement includes numerous incentives in the form of discounts and rewards, along with incentives for on-field achievements and additional marketing and promotional opportunities. Sweet Briar teams will begin wearing Under Armour uniforms during the 2018-19 athletic season. ■

Cheer on Vixen Athletics this fall at a game near you!

2018 Fall Sports Calendar

Sport	Date	Location
Field Hockey	9/15	Sweet Briar, VA
Golf	9/15	Buena Vista, VA
Soccer	9/15	Sweet Briar, VA
Field Hockey	9/19	Sweet Briar, VA
Soccer	9/19	Washington, DC
Riding - NCEA	9/21	Sweet Briar, VA
Soccer	9/22	Sweet Briar, VA
Cross Country	9/22	Winchester, VA
Golf	9/22-9/23	Harrisonburg, VA
Riding - IHSA	9/23	Toano, VA
Soccer	9/23	Sweet Briar, VA
Field Hockey	9/27	Ferrum, VA
Soccer	9/28	Ferrum, VA
Field Hockey	9/29	Sweet Briar, VA
Riding - IHSA	9/30	Sweet Briar, VA
Soccer	10/3	Sweet Briar, VA
Cross Country	10/6	Pleasant Garden, NC
Soccer	10/6	Ashland, VA
Field Hockey	10/6-10/7	New Haven, CT
Golf	10/6-10/7	Front Royal, VA
Riding - NCEA	10/7	Felton, DE
Soccer	10/10	Virginia Beach, VA
Cross Country	10/12	Kernersville, NC
Riding - NCEA	10/11-10/12	Martin, TN
Field Hockey	10/13	Amherst, VA
Soccer	10/13	Sweet Briar, VA
Soccer	10/17	Lynchburg, VA
Riding - IHSA	10/20	Mechanicsville, VA
Soccer	10/20	Salem, VA
Field Hockey	10/22	Sweet Briar, VA
Soccer	10/24	Sweet Briar, VA
Field Hockey	10/26	Lancaster, PA
Riding - NCEA	10/26	Sweet Briar, VA
Cross Country	10/27	Winchester, VA
Soccer	10/27	Sweet Briar, VA
Riding - IHSA	11/3	Ashland, VA
Cross Country	11/10	Mount Berry, GA
Riding - IHSA	11/17	Toano, VA

For competitors, exact locations
and times, visit vixenathletics.com.

Fourth Annual Sweet Work Weeks: Volunteers help the College thrive

by Norma Valentine '93, Alumnae Alliance Co-Chair

Sweet Works Weeks was again successful, productive, and fun. I wanted to give over the Alumnae Alliance column to thank the alumnae leaders of Sweet Work Weeks and let them share their thanks and thoughts:

Kathy Pegues '71: "Thank you, everyone who participated! We wrote individual notes of welcome to all students, painted Reid and Randolph, weeded the two quads, purchased and planted flowers, pruned, power washed, repaired columns, stuffed admissions packets, pulled cards from library books, and helped new students move in. It was great fun and hard work." Kudos to Kathy's husband, John, who besides painting and weeding, did the dirtiest of jobs—mulching and taking landscaping debris to the dumpsites.



Mary Johnson Campbell '58 and Bunny Williams, Hollins '58

Partnering with some of the Physical Plant staff, the volunteers painted 90 dorm rooms, 3 parlors, 2 entry areas, the stairway in Randolph, and a small bathroom. This puts the SWW room painting total to over 300 from last year and this year. Did you ever hang out in Reid 209? This is the room that opens up to the balcony. The timing worked for three members of the class of 1997, who once lived and hung out in this room, to paint it personally. Imagine the life experiences the walls of that room and all the other rooms on campus have witnessed over the years. Now the next group of stories begin.

"Did you know that wire grass roots go down about six inches and spread out in many directions? The volunteers who worked outside this year spent a lot of time digging up the wire grass roots and other roots help stop the growth of weeds. They pruned bushes that were taking up sidewalk space, trimmed trees to open up the views, and pulled lots of other weeds. Each day, many truckloads of the refuse were hauled off showing just how much was getting done. For those of us painting inside it was fun to emerge at the end of the day and go out and see the results of the outside team.

"Power washing is a task that has immediate results to brighten things up. Each year a few more people give it a try and become addicted. Imagine a



From left: Katie Clarkson Robertson '97, Co-Chair of the Governance Working Group of the Alumnae Alliance Council, President Meredith Woo, and Lelee Frank Hazard '81

Ann Gateley '70: "Sweet Work Weeks is 'Reunion With a Purpose.' You connect intimately with the College and alumnae sisters across generations. Everyone, please come next year!"

And last but not least, Vikki Schroeder '87: "Have you ever noticed the signs on campus? Yield, Stop, One Way, 20 Minute Parking. You may not have noticed whether they were clean or dirty. Along with many other objects, the signs create our conscious and un-conscious impressions of the campus. 'Most beautiful campus' isn't true just because of the College's location but because of the energy that many put into taking care of the buildings and landscape. This year was the fourth year for Sweet Work Weeks. Throughout the year the college staff works to maintain the campus, but for these three weeks, they get extra hands to help get things done before the students arrive for the next year.

"This year, one of our focuses was painting rooms in two more residence halls, Randolph and Reid.



Amy Campbell Lamphere '80

sidewalk or patio that has been darkened by grime. With each pass of the pressure washer, the darkness goes away. Every year we make sure the Senior Stairs are cleaned, and this year we also cleaned behind the gym, the patio next to the Houston Bistro, the stairs to Reid, the walkways and stairs around Randolph, and the patio in front of the Vixen Den (the old hostel.) Volunteers even power washed the curb around the front circle and the nearby sidewalks, helping make this area stand out. Special thanks to the dining hall staff for ignoring how dirty and sweaty some of us were when we came for meals.



Katie Clarkson Robertson '97

"Sweet Work Weeks is not all about messy physical work. Volunteers wrote letters to prospective students, put together kits for college fairs, helped in the library pulling cards out of books to comply with privacy laws, and even reviewed campus photographs to help identify the people in them.

"The projects may vary each year but a constant is the connections we make while doing the work—catching up with friends we met previous years to welcoming SWW newbies. Getting to know alumnae from numerous generations as well as others who join in to help out is wonderful opportunity.

"Although it may sound like a lot of hard work, fun seems to be main memory we come away with. Even cleaning signs can be fun when you go around campus on a golf cart with pink and green lights and a group of energetic volunteers."

Holla, Holla to Ann, Kathy, and Vikki! I participated in SWW for the first time, taking my step-granddaughter, who wanted to visit Sweet Briar. She's 16, and this would be her first college visit. What better time to see our beautiful campus and experience Sweet Briar?

We had a memorable week of meeting new staff, enjoying all the wonderful meals from Meriwether-Godsey, and admiring the gorgeous campus. We volunteered in the Admissions Office, stuffing Vixen Kits for our alumnae volunteers. Two students



Eleanor O'Connor '07

dropped off deposits while we were working, and we saw several prospectives coming in for tours. What a great time to be at Sweet Briar College!

We were housed in Green Village, and the Alumnae Relations & Development Office had put together a nice Hospitality Suite in one of the apartments with snacks and drinks, supplemented by homemade cakes and cookies from our buddies in Physical Plant. We gathered there nightly to discuss our progress that day on campus and to catch up with old friends and make new ones.

I came away from my time at Sweet Work Weeks with such admiration for our amazing alumnae (and the husbands and friends) who rose early every morning, climbed the hill to breakfast and off for another day of making Sweet Briar shine. It renews our dedication to this magical place we call HOME. I am so glad we went. And Grace? Well, she didn't want to leave. She decided Sweet Briar is her home, too. ■



From left: Felecia Bernstein '80, Kris Harris '99, Ann Gateley '70, John Pegues PA '00, and Erin East '00.

Thank you, volunteers!

Save the date for Reunion!
May 31-June 2, 2019



Class of 2022 makes a difference to local Amherst County community

As part of their orientation activities, the Class of 2022 participated in a community service project with Amherst Cares, a local organization that provides food for the weekend for children in Amherst County. They also provide school supplies for these children.

Together with Amherst Cares, these Sweet Briar students filled 465 bags of food and packed backpacks full of school supplies for the local community.

2019 All-Class Reunion May 31-June 2, 2019

All alumnae from all classes (and their families!) are welcome, and we will honor those classes ending in a "4" or a "9." Please mark your calendar now!

Registration will open online at sbc.edu/reunion in early 2019.

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