



The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER JANUARY 2019 | VOLUME 5 | ISSUE 1

Dear fellow alumnae and friends of Sweet Briar,

Happy New Year! This year, we will continue to build on a remarkable foundation made up of a revised curriculum, a new academic calendar and a tuition reset, which have demonstrated in the first semester of their implementation that innovation within the liberal arts IS possible. Since President Meredith Woo shared her vision with alumnae and friends of Sweet Briar and the higher education community in September 2017, confidence and investment in Sweet Briar has only increased.

The Alumnae Survey conducted this summer and fall returned overwhelmingly positive results; alumnae have strong hope for Sweet Briar's future and have high levels of pride and gratitude for their experiences at Sweet Briar. Of the respondents to the survey, 88% agreed or strongly agreed that Sweet Briar is showing bold leadership in the curriculum and tuition reset.

Alumnae and friends are demonstrating this confidence in Sweet Briar's future in two significant ways. First, Admissions Ambassadors are making a difference: Admitted students are up 90% over this time last year! This effort was spurred in large part by the implementation of the early action deadline (non-binding) and Admissions Ambassadors following up with interested students. Thank you to all of you who are making an impact by helping Sweet Briar in this critical way.

Second, alumnae and friends continue to invest financially in Sweet Briar. In fact, we set a goal to raise \$250,000 on Giving Tuesday (Nov. 27), but went above and beyond, raising \$426,000 as a community. But the support of our Sweet Briar family doesn't stop there. The truth is, we've needed your help for the last three years, and each time we've issued a giving day challenge or your classmates have come up with a class giving competition, alumnae and friends of the College have risen to those challenges. From all of us at Sweet Briar, thank you for your past and continued support!

This year, our goal is to raise \$10 million in unrestricted funds to support scholarships, faculty and academic programs, and the stewardship of our built and natural environment. As of Dec. 20, we have raised over \$4 million toward this goal.

We've introduced the vision and have implemented the strategies to make the vision a reality. These strategies are producing real results that show that Sweet Briar is relevant, now more than ever. And now, on the cusp of the four-year anniversary of a dramatic turnaround, Sweet Briar still needs you. Alumnae, your alma mater needs you to make your best gift every year, not just in your anniversary Reunion years. Friends, including current and former parents, retirees, faculty, staff, and students, we need you to invest in Sweet Briar as much as alumnae do. Together, we comprise the Sweet Briar community and together, we will ensure that Sweet Briar thrives—for the next 117 years!

Best wishes for a happy and healthy new year,

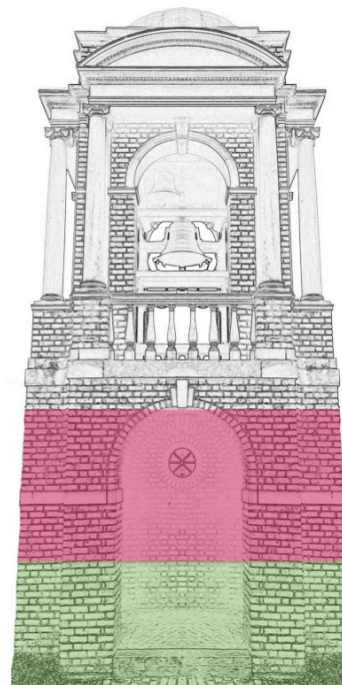
Mary Pope M. Hutson '83
Vice President for Alumnae Relations
and Development

SWEET BRIAR FUND

FY 2019

GOAL: \$10 MILLION

RAISED: \$4,097,429 (40.9% OF GOAL)



Pledges:
\$2,240,598

Received:
\$1,856,831

* Data updated Dec. 19, 2018.

Board of Directors of Sweet Briar College

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Mary Pope M. Hutson '83,
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Lea Sparks Bennett '83, *Alumnae
Relations and Development
Assistant*

Lee Anne MacKenzie Chaskes '83,
*Alumnae Relations and
Development Associate*

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*Senior Director of Alumnae Relations
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Lisa Wray Longino '78, *Director of
Major Gifts*

Beth Ann Trapold Newton '86, *Major
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Julia Paris '99, *Director of
Advancement Services*

Rachel Pietsch, *Alumnae Relations
Associate*

Bonnie L. Seitz '01, *Assistant Director
of Advancement Services*

Clélie D. D. Steckel, *Director of the
Sweet Briar Fund and Editor of
The Briar Wire*

Katie Keogh Weidner '88, *Major
Gifts Officer*

Wanda Vest, *Data Entry Manager*

Keeping the engine oiled, visible and reliable...in perpetuity

by Katie Clarkson Robertson '97 and Jessica Hiveley '97, *Governance Working Group Co-Chairs*

The Governance and Strategic Initiatives Working Group of the Alumnae Alliance (AA) was formed to shape and maintain the operational foundation of the AA – the operational processes and procedures that will enable the AA to thrive for years as the AA leaders and working group members transition in and out of service. The themes of transparency, sustainability, and credibility serve as the driving forces behind all this group does.

In February, the first "Principles of Governance" document was created to document the processes and procedures by which the Alliance would operate. Among other things, the Principles define the membership of the AA, the organizational structure, and provide some detail on Working Group operations. After spending many hours on the phone and in their email inboxes working through the finer points of the Principles, the members of the Governance Working Group, who are spread out across the continental US, have a new appreciation for how difficult it must have been for the drafters of the U.S. Constitution to create that document over 230 years ago, without the technology we have today!

With the operational foundation

laid, 2019 will be a year focused on processes and procedures to identify and recommend strategic initiatives for the AA, including guidelines for individuals and groups to propose their ideas to the AA. The guidelines will not only ensure that opportunities to submit ideas are efficient and effective but will also aid the Alumnae Relations & Development office in ensuring suggestions are submitted with background information and are in alignment with the College's priorities. It is expected that these guidelines will be ready in the late Spring of 2019 and will be communicated to all alumnae once finalized. We look forward to hearing everyone's ideas because we are sure that there are some excellent ones that will help sustain and enrich the Sweet Briar community!

If you haven't done so already, we encourage you to read through the Principles of Governance, which are available on the Alumnae Alliance section of the SBC website under the Alumnae tab. It is an exciting time as the Alumnae Alliance grows and matures – the Governance Working Group encourages each and every alumna to get involved with YOUR Alliance! ■

ARE YOU READY FOR MARCH DAYS OF GIVING?

March 1-10, 2019

March 1 Goal: \$500,000

March 2-10 Goal: \$500,000

Rally your classmates and friends to join us
for this 10-day giving challenge!

Questions or leadership gifts: 800-381-6131.

Sweet Briar riders in top-10 NCEA Event Rankings

by Casey Grogan, Sports Information Director



Sweet Briar's NCEA team with head coach Mimi Wroten (right) and assistant coach Lizzie Fisch.

The National Collegiate Equestrian Association on Wednesday announced the first set of NCEA Event Rankings for the 2018-19 collegiate equestrian season, as determined by the NCEA Selection Committee, with Sweet Briar in the top-10 in equitation on the flat and equitation over fences.

The Vixens are ranked No. 8 in equitation over fences and No. 10 on the flat. Over fences, Sweet Briar has seven individual head-to-head victories on the season and picked up a 3-2 advantage against Southern Methodist University and 4-1 advantage over Delaware State University. SMU is ranked No. 4 over fences, while Delaware State ranks No. 11.

On the flat, the Vixens recorded seven individual head-to-head victories, while earning a 3-2 advantage against South Dakota State and a 3-1 differential over Tennessee-Martin. South Dakota State is ranked No. 13 on the flat, while Tennessee-Martin is No. 8 according to the NCEA.

The National Championship format includes four event titles that will be included in the April 2019 NCEA National Championship. The event titles will be determined through a head-to-head bracket format in each of the four events that comprise a head-to-head in-season meet. The event rankings are determined by the NCEA Selection Committee and are released to the National Championship. The final set of rankings will be used to seed teams for the event title competitions in Waco, Texas.

Event rankings are determined at each head-to-head competition based on a variety of data points (win/loss;

home/away; current rank of opponent). The event rankings may differ from the NCEA Team Rankings that are released every week throughout the season, as they are based solely on the results from the single event in the head-to-head meet.

Sweet Briar will return to NCEA action on Feb. 8, 2019, as Texas Christian University visits the Harriet Howell Rogers Riding Center. The Horned Frogs are ranked No. 7 overall in the FARNAM Top-10 Rankings and are slotted No. 7 on the flat and No. 3 over fences.

Everyone is invited and encouraged to come and support the team! ■

**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 its referral form, found on both the Admissions and Alumnae pages of our website. 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!

CLASS CHALLENGES

You and your classmates can make an impact by helping us reach our \$10 million goal this fiscal year ending June 30, 2019! See your class giving and participation statistics below.

Make your gift now at sbc.edu/give.

Class Year	Giving Dec. 19, 2018	Participation Dec. 19, 2018
1940	\$0	0.0%
1941	\$0	0.0%
1942	\$2,200	23.5%
1943	\$19,296	6.7%
1944	\$4,275	16.0%
1945	\$5,100	9.1%
1946	\$56,800	11.8%
1947	\$875	13.5
1948	\$5,555	11.1%
1949	\$58,187	28.1%
1950	\$1,000	1.5%
1951	\$1,150	10.0%
1952	\$1,300	9.9%
1953	\$9,700	13.3%
1954	\$458,275	9.3%
1955	\$45,000	13.4%
1956	\$9,150	11.8%
1957	\$90,620	13.9%
1958	\$10,975	8.5%
1959	\$3,550	8.1%
1960	\$35,486	13.6
1961	\$4,070	8.4%
1962	\$95,583	13.2%
1963	\$4,115	8.2%
1964	\$76,881	16.2%
1965	\$23,620	12.9%
1966	\$49,625	10.3%
1967	\$11,650	11.2
1968	\$29,139	9.8%
1969	\$9,425	4.9%
1970	\$22,405	11.3%
1971	\$6,945	7.4%
1972	\$173,650	9.7%
1973	\$6,300	5.1%
1974	\$46,498	11.9%
1975	\$36,795	7.7%
1976	\$52,226	8.1%
1977	\$5,725	4.1%
1978	\$24,581	12.6%
1979	\$15,944	5.1%

Class Year	Giving Dec. 19, 2018	Participation Dec. 19, 2018
1980	\$12,610	10.2%
1981	\$16,125	5.0%
1982	\$13,787	7.0%
1983	\$18,190	9.6%
1984	\$25,176	9.1%
1985	\$12,844	6.0%
1986	\$6,325	3.8%
1987	\$9,175	4.1%
1988	\$2,802	6.8%
1989	\$7,977	3.4%
1990	\$6,500	3.2%
1991	\$1,020	5.1%
1992	\$7,425	6.2%
1993	\$12,244	7.7%
1994	\$960	4.6%
1995	\$7,450	7.5%
1996	\$12,077	5.8%
1997	\$2,978	5.7%
1998	\$2,020	5.4%
1999	\$3,515	7.6%
2000	\$1,860	6.4%
2001	\$5,935	3.4%
2002	\$3,025	7.5%
2003	\$1,778	3.4%
2004	\$1,600	3.2%
2005	\$1,243	4.9%
2006	\$1,737	5.7%
2007	\$3,427	7.5%
2008	\$727	2.4%
2009	\$3,525	5.8%
2010	\$1,075	1.8%
2011	\$2,235	5.8%
2012	\$635	2.2%
2013	\$225	2.4%
2014	\$100	1.1%
2015	\$275	1.8%
2016	\$456	3.0%
2017	\$600	1.9%
2018	\$0	0.0%

* Data updated Dec. 19, 2018.

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

2019 Spring Sports Calendar

Sport	Date	Location
Swimming	1/19	Sweet Briar, VA
Swimming	1/23	Sweet Briar, VA
Swimming	1/26	Washington, DC
Riding - NCEA	2/8	Sweet Briar, VA
Riding - IHSA	2/9	Lynchburg, VA
Lacrosse	2/9	Buena Vista, VA
Swimming	2/15	Greensboro, NC
Riding - NCEA	2/15	Sweet Briar, VA
Swimming	2/16	Greensboro, NC
Riding - IHSA	2/16	Fredericksburg, VA
Lacrosse	2/16	Danville, VA
Swimming	2/17	Greensboro, NC
Riding - IHSA	2/17	Fredericksburg, VA
Lacrosse	2/22	Sweet Briar, VA
Riding - IHSA	2/23	Sweet Briar, VA
Lacrosse	2/27	Holly Springs, NC
Lacrosse	3/2	Greensboro, NC
Lacrosse	3/6	Sweet Briar, VA
Lacrosse	3/8	Sweet Briar, VA
Lacrosse	3/12	Lynchburg, VA
Riding - NCEA	3/15	Sweet Briar, VA
Lacrosse	3/16	Hackettstown, NJ
Tennis	3/16	Danville, VA
Lacrosse	3/17	Bryn Athyn, PA
Tennis	3/20	Sweet Briar, VA
Lacrosse	3/20	Ferrum, VA
Tennis	3/22	Bridgewater, VA
Tennis	3/23	Lexington, VA
Lacrosse	3/24	Sweet Briar, VA
Lacrosse	3/27	Sweet Briar, VA
Tennis	3/29	Sweet Briar, VA
Tennis	3/30	Ashland, VA
Tennis	4/3	Emory, VA
Lacrosse	4/3	Sweet Briar, VA
Riding - IHSA	4/6	Winchester, VA
Tennis	4/9	Winchester, VA
Riding - NCEA	4/13-4/20	Waco, TX
Riding	4/13	Weyers Cave, VA
Tennis	4/19	Roanoke, VA
Tennis	4/20	Sweet Briar, VA
Tennis	4/21	Sweet Briar, VA
Tennis	4/27	Virginia Beach, VA
Riding - IHSA	5/2-5/5	Syracuse, NY

Subject to change.

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

Giving Tuesday was a resounding success for Sweet Briar College

Thank you! On Tuesday, Nov. 27, people around the world participated in Giving Tuesday by supporting their favorite charitable and non-profit organizations. In true Sweet Briar fashion, alumnae and friends of the College rose to the occasion, blowing past the stated goal of \$250,000, contributing more than \$426,000 to the College.

The 2018 Giving Tuesday amount bested last year's total by more than 250 percent. "Sweet Briar has a long legacy of giving in many ways and we are delighted to join this global movement," said Mary Pope M. Hutson '83, vice president for alumnae relations and development. "I'm incredibly grateful to our supporters for once again demonstrating confidence in this college

and its mission."

Gifts made to the College on Giving Tuesday will support the students, faculty, staff and academic mission of the College. Donations provide vital support for scholarships and academic programs, but they also support the College's commitment to stewarding its natural landscape and campus buildings, 21 of which are on the National Register of Historic Places.

President Meredith Woo often remarks that Sweet Briar is an icon and a legacy in American higher education. Its continued success is due in no small measure to the support of its alumnae and friends. You make the difference! ■

Save the Date!

Reunion registration goes live
on Feb. 4, 2019.

Visit sbc.edu/reunion and
bookmark the webpage to get
ready for registration.

Questions?
800-381-6131

Let the
celebration begin!

SWEET
BRIAR
COLLEGE