

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

VOLUME 7, ISSUE 3 | MARCH 2021

My fellow alumnae and friends,

As I write to you today, we are bracing for another winter storm laced with ice and freezing rain falling across our landscape. Although beautiful and gracefully adorning our grand trees and magnificent architecture, the perils of power outages and concerns for our students are forefront in our minds. The students worry less and sled more than we do. Many of you have undoubtedly been dealing with similar weather and chilling temperatures that only further exacerbate the prolonged pandemic and its associated impacts and injury. All of us here on campus are keeping you and your families in our thoughts and are reminded that we have all been through greater challenges in our history. Recently, one alumna from a class in the 40's wrote a handwritten letter and it said, "Mary Pope, do not despair. Sweet Briar made it through the great depression, and it can certainly make it through this!" She is right – we certainly did and this will not be an exception.

Resilience is the word that comes to mind as we hear inspiring stories of many women across this country – those who are working sometimes two jobs while also raising a family and taking on additional roles for the older generation to navigate the economic, health and environmental impacts of the pandemic. Community challenges are also often embraced in large part by women. We have been conditioned and taught to do so, no matter how great the challenge.

This spirit is reflected in the heart and soul of Indiana Fletcher Williams when she embraced Sweet Briar as a young woman and protected the land she owned and worked to continue to operate during a time of great challenges. She possessed the innate commitment to the education of young women that was so significant to her that she left everything in her possession to that vision. This month, we honor the perpetuity of that vision and we also celebrate Women's History Month.

When we all search our memory for our special place on this campus, pause for a moment and remember those who have come before us who navigated the Great Depression on campus, WW11 and now a pandemic. Sweet Briar will stand the test—every test—of time and your level of engagement will determine how bright that future will be.

Today and through the month of March, join me in making your commitment to the promise that is uniquely Sweet Briar.

With gratitude,

Mary Pope M. Hutson '83

Vice President for Alumnae Relations, Development, and Communications

Celebrate Sweet Briar Forever MARCH

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13

Goals:

March Days of Giving

March 1-10

March 1 Goal: \$500,000

March 2-10 Goal: \$500,000

Month of March

Increase overall alumnae participation rate to 20%!
(toward our total goal of 30%)

**Make your gift online at
sbc.edu/give or call 800-381-6131!**

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Clélie D. D. Steckel, *Director of the
Sweet Briar Fund and Editor of
The Briar Wire*
Wanda Vest, *Data Entry Manager*

STUDENT LIFE

Introducing Kerry Greenstein, Sweet Briar's New Dean of Student Life

This February, Kerry Greenstein joined the Sweet Briar community as our new dean of student life. Kerry holds a B.A. in communications and American studies from Rider University in New Jersey as well as an M.Ed. in student affairs practice in higher education and an Ed.D. in educational leadership from Georgia Southern University.

Kerry brings many years of student affairs experience with him, most recently serving as dean of student affairs at Beacon College in Florida. He will lead our student life team, advocating on behalf of students and strengthening our diversity and inclusion efforts across campus.

Kerry brings his wife, Robyn, two children—and their miniature schnauzer, Hannah—with him to Sweet Briar. Robyn is particularly excited to rejoin her family in Virginia. Kerry was drawn to Sweet Briar by its small size, because he believes smaller schools foster a



The Greenstein Family

community environment. Kerry was sure to tell us that he is looking forward to becoming acquainted with all of the families, faculty, staff, and students who make up our community.

PODCAST

Sweet Briar's Podcast: Sweet Stories in the Dell

Even if you're not commuting to work these days, you may be looking for something new to listen to. Sweet Briar's podcast is available on the Apple Podcast app or your preferred podcast app. Just search "Sweet Briar College" and download all the latest episodes! From alumnae stories to our women's leadership core curriculum, hear some of the most interesting stories and updates about Sweet Briar.

So go take a walk with the dog, bake a pie, or do the laundry and listen to the podcast! You won't be sorry you did, because you're sure to learn something new about our beloved Sweet Briar.



PLANNED GIVING

Did you know that Sweet Briar has a planned giving website where you can learn about tax-wise gifts from your estate? Visit sbcllegacy.org to learn about bequests, gifts from your IRA,

and many other ways you can make a planned gift!

For more information, please also feel free to contact Claire Dennison Griffith '80 at cgriffith@sbc.edu or 434-381-6131.

ADMISSIONS

Update on Enrollment and Admissions Ambassadors: Challenge Ahead

Sweet Briar's Office of Admissions has been hard at work recruiting the next generation of Sweet Briar women! The number of inquiries, applicants, admissions and deposits are significantly higher than at this time last year.

Thanks to the hard work of our Admissions Ambassadors, led by Heather Colson Ewing '90, admissions ambassador manager, many of these students have already received outreach from alumnae. With the help of these ambassadors, 1,200 more calls to interested students are being made in the coming weeks.

In addition to the outreach to students who have expressed interest or already in the admissions pipeline, Admissions Ambassadors are reaching out to students who have recently visited campus. Talking with alumnae provides these prospective students the opportunity to ask questions and make meaningful connections with alumnae of all ages.

Admissions Ambassadors are now helping to recruit students around the entire country rather than just certain states. If you are in Virginia or North Carolina and you have even just a small window of time to help, please contact Heather at hewing@sbc.edu.

ATHLETICS

Athletics Competitions Continue Despite the Pandemic

After the fall semester, when our athletics teams could only practice rather than competing intercollegiately, the spring semester is off to a great start. Here are some highlights from athletics:

- Sweet Briar Tennis has been predicted to finish second in the Old Dominion Athletic Conference (ODAC), according to a poll of ODAC head coaches after a 6-2 shortened season in 2019-20.
- The lacrosse and swimming teams have begun intercollegiate play, safely, after the 2019-20 seasons were cut short.

- Sweet Briar field hockey will compete in the ODAC during the spring season, marking the first tie the Vixens have played all the teams in the ODAC since the fall of 2016.
- You can watch a live video stream of Sweet Briar home sporting events by visiting vixenathletics.com/live.

Be sure to stay up to date on all the latest news on our Vixen athletics teams by visiting vixenathletics.com.

FOR FAMILIES AND PARENTS

We are delighted to announce that the Families Council has been reestablished thanks to the leadership of two current parents.

Meredith Wrenn is the mother of Emily '22, who came to Sweet Briar from Franklin, VA. Andy McAllister's two daughters, Madeleine '21 and Abigail '24, are also from Virginia, coming to Sweet Briar from Richmond.

While the Families Council is currently meeting virtually due to the pandemic, they are working hard to structure and develop three working groups.

The first working group will focus on recruiting new students and mentoring current students as they are planning their careers and continuing education.

The Families Council will also focus on athletics, creating opportunities to support our Vixen athletic teams at competitions and on the road.

Finally, the Families Council will work to connect families with their local alumnae clubs to get involved

with events, recruiting, and student and alumnae engagement.

If you are interested in getting involved with the Families Council, please reach out to Katie Keogh '88 at kkeogh@sbc.edu. We look forward to sharing more information with you about the Families Council in the coming months!





Alumnae Relations and
Development
P.O. Box 1057
Sweet Briar, VA 24595

RECRUIT A STUDENT

Know a young woman who may be
interested in Sweet Briar? Visit
sbc.edu/admissions/refer-a-student
so she can receive our
admissions materials!



Whether you come to Sweet Briar or Sweet Briar comes to you (virtually)...

Reunion is on!

May 27-30, 2021



Visit sbc.edu/reunion for updates. Pending updated guidance from the Governor of Virginia, we hope to be able to announce more definitive plans in the month of March. No matter what, we will have Reunion events!