



Alumnae Alliance Council Call  
Thursday, January 18, 2023  
7 PM

Join Zoom Meeting

<https://sweetbriarcollege.zoom.us/j/99359409055?pwd=ejZNYmFmTHZTZlJBeVpFUVJnemR3Zz09>

Council Attendance: Courtney Hurt '10, Cortney Lewandowski '12, Vikki Schroeder '87, Kelly Lear '97, Meredith Eads '00, Jackie Vari '22, Jess Hiveley '97, Arielle Morgan '15, and Natalie Carroll '21

Staff: Margaret Driscoll

1. AR&D Update (**7:00-7:10PM**)

- a. Margaret gave an update on Admissions and answered questions:
  - i. The 2023-2024 academic year started with just under 500 students. This includes 53 legacies, 120 riders, and 110 athletes.
  - ii. New admissions counselors (SBC alumnae!) have been traveling across the country, visiting college fairs, high schools, guidance counselors, etc
  - iii. Emily Sadler has moved to Admissions as Assistant Director and we know she will be an important part of that team as she was in the Alumnae Relations Office
  - iv. Submitted applications and admitted applications are up over 20% from last year at this time. And inquiries are also up.
  - v. Delay in the new FAFSA system has caused lower deposits from this time of year but the College expects this to quickly right itself now that the system is up and running and families will know the financial picture for attending Sweet Briar.
  - vi. The college feels very positive about our final outcome and reaching the goal 225 incoming class goal

2. Working Group Updates

- a. Sweet Work Weeks
  - i. No dates at this time but the window that they are looking at is July 27-August 10
  - ii. Not sure if we will have a spring event this year due to coverage and projects that can be completed

- b. Alumnae Communications
  - i. Ramping up for March Days of Giving and I love Sweet Briar.
- c. Alumnae Clubs
  - i. In the middle of all the Sweet Briar days at this point. Great turnouts all over the country.
  - ii. They have been working with Alexis getting photos up on social media of Sweet Briar Days
  - iii. After this they are going to turn their attention to clubs that need help organizing or reinvigorating.
- d. Young Alumnae Support
  - i. Assisting with Sweet Briar Day outreach and asking those they reach out to to contact at least three people to encourage them to attend
  - ii. Overall more engagement and turn out this year over last year. Exciting!
  - iii. Introducing a group chat to send reminders about things to do within the working group to continue building their community
  - iv. Planning a wine event in partnership with CEO
  - v. Finalize date for Valentine's date 2/2 with CEO. They are also planning on doing additional Valentines.
    - 1. Would like help to pay for candy. If you are able to do so please venmo Arielle
- e. Class Leadership
  - i. Call on Tuesday with the Decade Chairs and had good attendance with shifting date and times.
    - 1. Gave updates on where the numbers are, SBC is slightly ahead of last year on both non-degreed and degreed alumni
  - ii. I love SBC week coming up and the College will have social media posts to share with class leaders.
  - iii. Next stop March Days of Giving
- f. Admissions Ambassadors
  - i. No one was able to make it; so no update was given
- g. Governance and Strategic Initiatives
  - i. Send out principles of governance
  - ii. Election next step
    - 1. Talked with Katie Clarkson Robertson and she is was willing to run the process this year
    - 2. An announcement for nominations needs to go out in March
    - 3. Open Nominations from April 1-30
    - 4. Email coming out soon to know who is up for election and plans to stay on the Council
- h. Council Operations

- i. Trying to nail down everything for the April meeting
  - ii. Shared with us that they will not be covering the hotel room for the Alliance and so they are looking at putting us up in Patterson House
  - iii. Working on topic and date for the next community call
  - iv. Teresa Gerrett and Luther resigned and interims are in place for both.
- 3. Council Work and Collaboration
  - a. Class Leader Engagement/Volunteers (Eleanor and Kelly)
    - i. Evolution of working with new leaders and the younger class leaders in order to start good habits
      - 1. Separate meeting for young alumnae. Make the meeting quicker
        - a. Around 7PM
        - b. Geared towards younger alumnae
      - 2. Reunion help (mentor) and pre-reunion meeting about what to expect
      - 3. Communicate that you do all that you can, that not all duties can or will be followed by every class in the same way.
    - ii. Encourage class leaders to step down when too busy and allow others to step in
      - 1. Maybe focus on a committee instead of officers with YA
      - 2. Better communication for positions; join the leadership team instead of class leaders
    - iii. No monetary goal first 5 or 10 years out; concentration on engagement and percent participation
    - iv. Matching gifts with another class interested in challenging younger classes
  - b. YAS
    - i. If have any ideas on topics to talk about with YAS would be interested in learning about and you would be interested in presenting they would love to welcome anyone to speak
- 4. New Business for next meetings
  - a. Club Leaders

Important Upcoming Dates:

Next Council Call → January 15, 2024  
 April Campus Meeting – April 25-28