



Sweet Briar College Alumnae Alliance Council Conference Call

January 5, 2021 Meeting Notes

Alumnae Alliance Council : Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Jane Dure '82, Sarah Reidy-Ferguson '96, Eleanor O'Connor '07, Jessica Hiveley '97, Katie Robertson '97, Courtney Hurt '10, Morgan Deal '16, Cortney Lewandowski '12, Keeley Jurgovan '92, Muffy Parsons '78, Vikki Schroeder '87, Michelle Badger '06, Stacey Csaplar '88, El Warner '85, Catharine Laufer '96

AR&D Staff : Claire Griffith '80 (AR&D Office), Clelie Steckel, Mary Pope Hutson '83, Rachel Pietsch, Lee Anne Chaskes '83, Emily Dodson Sadler '18

Meeting Purpose: Operations coordination among AA Council Working Groups and with College Alumnae Relations

Council Operations:

As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).

- AA Council will focus efforts toward "Alumnae Engagement, Students, and Money" to support AR&D. Council Co-Chairs will continue weekly teleconfs with AR&D.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- **AA Council** meets biweekly via teleconf, alternating between Open Calls with Plus Ones and AR&D, and Working Calls with Council and AR&D
- After each meeting, minutes are drafted and reviewed by Council members. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

AR&D Updates

- Look For the email describing next alumnae Virtual Sweet Briar Days zoom calls scheduled for January featuring professors discussing different topics. International zoom calls are being scheduled. Here is a link to a page with the previously recorded Virtual Sweet Briar Days videos:

<https://sbc.edu/videos/virtual-sweet-briar-days/>

Upcoming Dates & Links:

Wed., Jan. 6 at 7:00 pm EST - Shawn O'Connor "Ceramics: Alternative Firing" >>> <http://bit.ly/2Kp85Q4>

Thurs., Jan. 7 at 7:00 pm EST - Vice President of Academic Affairs and Dean of the College, Teresa Garrett "Reflections of a Dean During a Pandemic" >>> <http://bit.ly/3nEnWIN>

Fri., Jan. 8 at 2:00 pm EST - Dr. Lynn Rainville, Director of Institutional History and Museums, Washington & Lee University and Sweet Briar's Former Dean "Sweet Briar Founders: Two Centuries of African American Families" >>> <http://bit.ly/38qon35>

Sat., Jan. 9 at 2:00 pm EST - Dr. August Hardy "Dare to Believe in Markets: Trust Among Criminals" >>> <http://bit.ly/3mMZC6B>

Check your inboxes for more event info & to register! More ?s : Contact Rachel Pietsch (rpietsch@sbc.edu)

- Students Back on Campus January 11; students will be required to provide a negative COVID test 5 days prior to arrival on campus; President Woo also asked staff & faculty who have been traveling to take a COVID test prior to returning to campus
- Participation Goal for This Year is 30%; current participation rate is 7.1%, but going up since final year gifts are still being mailed in; participation is so important for the national rankings, such as U.S. News & World Report, as well as grants & endowment requirements; great time to email your class & reconnect
- Reunion reminder cards have been mailed
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>

Working Group Updates from the AA Council

New Co-Chairs (indicated by *)

Young Alumnae Squad: Morgan Deal '16, Cortney Lewandowski '12*

- The first YAS call of 2021 this past Sunday, January 3rd; excited to move forward with our initiatives- especially our local liaisons.
- The student senior event has been postponed until students return to campus

- Sign up for our #featureFriday segment! All members of the SBC community are welcome (see attachment to share across all social media platforms)
- Looking to expand our Local Liaisons group- if you know of a young alumna in your area who's engaged locally or looking to get involved, send them our way!

Alumnae Communications: Jane Dure '82, Sarah Reidy-Ferguson '96, Eleanor O'Connor '07

- Refreshing the social media channels over the next 2 weeks; asking active AA followers to post about why they love following the AA social (hopefully with their photo)
- Please share all SBC posts on your social media platforms
- Promoting Upcoming Events, such as new Class of 2025 announcements & Sweet Briar Virtual Zooms (Next one is December 29.) ; go to Facebook Alumnae Alliance page for more details. Link : <https://www.facebook.com/sweetbriaralumnae>
- Other Social Media:
 - Facebook-<https://www.facebook.com/sweetbriarnowandforever/>
 - Twitter- <https://twitter.com/sbcalumnae>
 - Instagram- <https://www.instagram.com/sbcalumnae/>
 - Youtube- <https://www.youtube.com/user/Sweetbriarcollege>

Governance and Strategic Initiatives Working Group: Katie Robertson '97, El Warner '85*

- Working on different document storage options, so when new co-chairs start or transition from one working group to another they have a handy resource
- FYI...Nominations committee formed usually in February & start soliciting new AAC positions after March Days of Giving, usually April 1; think about people you may know who would like to volunteer

Clubs: Muffy Parsons '78*, Catharine Laufer '96*

- Happy about the great turnout for the Sweet Briar Day zooms; 112 registered for Dr.Jeffrey Key's; if you haven't seen Dr.Fink's , please do (link listed in AR&D section); it's great for Alumnae to see a glimpse of the professors & course work being taught

Class Leadership Michelle Badger '06, Courtney Hurt'10*

- Class Leadership Working Group Leadership Team Meeting or the Class Leaders Working Group Co-Chairs, the Decade Chairs, and the Reunion Co-Chairs; meetings scheduled for this week with Reunion chairs

Admissions Ambassadors: Keeley Jurgovan '92, Stacey Csaplar '88*

- Admissions working on a Legacy List. If you know anyone in your class or alumnae that have daughters, granddaughters, cousins, nieces, etc, please contact Heather Ewing (hewing@sbc.edu). Please share with your classmates.
- Tonight—January 5 at 7 pm ET (NOTE-NEW DATE) zoom for all Admissions Ambassadors to review 2020 & discuss 2021 marketing plans; will be recorded
- 450 Hot List prospects were contacted this fall; do not get discouraged if you do not hear back from a prospect. Your call, email or text may be the encouragement they need to deposit, finish the application, etc.
- Barn Blitz—If you would like a Sweet Briar Riding poster to take to a barn near you, please contact Heather Ewing (hewing@sbc.edu) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com) & Stacey Csaplar '88 (staceycsaplar@gmail.com)

Sweet Works Weeks Vikki Schroeder '87 , Jessica Hiveley '97*

- Spring & Summer plans depend on the COVID situation & the Governor's orders; if Alumnae are allowed to return to campus, SWW will probably be in July, since students return in early August

Council Operations: Sarah Clement '75 , Norma Valentine '93, Kathryn Yunk '91

- Working Group Co-Chairs—Please review 6 month priorities & send any changes to Kathryn Yunk (kathryn.Yunk@med.ge.com); What has been working for your group? What are things we can add to improve? Deadline January 15; we need this info to include in the upcoming Board report
- Please send Kathryn or Operations Co-Chairs any feedback from September 19 Alumnae Forum-anything you would like to see next time.etc.
- Operations has begun working on the next Board report
- Next AAC meeting-work on brainstorming how to recruit new AAC members

Note New Landing Pages for Alumnae website :<https://sbc.edu/alumnae/>

Notes—Upcoming Calls:

AAC Council-Only Call Tuesday, February 2 @ 12 Noon ET

Future AAC& Plus Ones Calls :

Jan 19, 2021 Feb 16, 2021 Mar 16, 2021