



## Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

### January 19, 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**

- Students are back on campus More ?s : Contact Rachel Pietsch ([rpietsch@sbc.edu](mailto:rpietsch@sbc.edu))
- Students participated in a Day of Service Monday, January 18; projects included New footing, cleaning and clearing the trail to the Plantation Burial Grounds, Card writing for Cardz for Kidz, Making care packages for women in our communities, Hygiene kits for the homeless, and Cleaning up the community garden. Facebook photos: <https://www.facebook.com/sweetbriaralumnae>
- The Swim team will be competing at Hampden-Sydney College next week; The Riding team will be traveling to University of Georgia to compete February 19.
- Participation Goal for This Year is 30%; current participation rate is 8.3%, 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
- 6 prospective students stayed I campus last week
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- Virtual Scholars Weekend planned for January 30; 3.6 GPA required; 102 accepted students planning to attend; gift packages being mailed to the students; Rachel Pietsch is planning the event
- February is I LOVE Sweet Briar month
- Class notes due February 5-if you haven't hear deform your class secretary, please let Clélie know ([cdsteckel@sbc.edu](mailto:cdsteckel@sbc.edu))

#### **Working Group Updates from the AA Council**

New Co-Chairs (indicated by \*)

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

- Student Senior event: Virtual Game Night with YAS is happening Wednesday, January 27th. We will be having casual conversation to get to know the girls on a more personal level while playing Among Us! Thanks to AR&D and Student Life for helping to get this set-up
- Sign up for our #featureFriday segment! All members of the SBC community are welcome
- We're still 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!

- We will be looking to feature alums that are writers, bloggers, and/or podcasters once a month on the AA Instagram page. If you know of anyone, please have them send us a DM through Instagram (@sbcalumnae) and we will send them a form to fill out to create our content.

**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 International Alumnae Zoom January 21 & 28 The Sweet Briar College Office of Alumnae Relations & Development invites you to a Zoom call with Mary Pope Hutson '83, Vice President of Alumnae Relations, Development and Communications, to hear updates from the college. Check your inbox for more info and to register! Please contact Rachel Pietsch with any questions: 434-381-6163 | [rpietsch@sbc.edu](mailto:rpietsch@sbc.edu) ; 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>
- New Riding Center podcast got 18 shares on Facebook= 3,000 reached-sharing makes a difference !

**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\*

- Following up on recent Sweet Briar Day zooms
- Club Leaders are encouraged to host a virtual event during February or March , such as a book reading, cooking segment, museum tour, or painting; More info-Contact Rachel Pietsch ([rpietsch@sbc.edu](mailto:rpietsch@sbc.edu)) or Co-Chairs Muffy Parsons '78 ([muffyparsons1@gmail.com](mailto:muffyparsons1@gmail.com)) & Catharine Laufer '96([crklauger@gmail.com](mailto:crklauger@gmail.com))

**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; following up on phone calls to class leaders
- Class letters should be going out by January 31

**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](mailto:hewing@sbc.edu)). Please share with your classmates.
- Starting a new project- alumnae outreach to 1,200 prospective students
- Working with YAS on developing more volunteers
- 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](mailto:hewing@sbc.edu) ) or Co-Chairs Keeley Jurgovan '92 ([keeleyjurgovan@gmail.com](mailto:keeleyjurgovan@gmail.com) ) & Stacey Csaplar '88 ([staceycsaplar@gmail.com](mailto:staceycsaplar@gmail.com))

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

- Please join the working group

**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](mailto:kathryn.Yunk@med.ge.com)); What has been working for your group? What are things we can add to improve?; we need this info to include in the upcoming Board report, which is required by our bylaws ; start working on the metrics for the 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.
- Brainstorming how to recruit new AAC members

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

New Podcast “Stories From The Dell” about The Riding Program : <http://alumnae.sbc.edu/s/1865/bp18/interior.aspx?sid=1865&gid=2&pgid=933>

**Notes—Upcoming Calls:**

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

Future AAC& Plus Ones Calls :

Feb 16, 2021      Mar 16, 2021