



## Sweet Briar College Alumnae Alliance Council Conference Call

### February 2, 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**

- February is Black History Month & I Love Sweet Briar Month; More details about Black history Month— Facebook's Now & Forever Page : "To honor and celebrate Black History Month, the Black Student Alliance (BSA), alongside various departments on campus, has planned a series of events with the theme "Afrofierce: The Fierce Urgency of the Moment." Afrofierce is the "celebration of Black culture through various mediums such as the arts, media, and literature." BSA is presenting a "cohesive set of programming designed to educate, celebrate, and support the existence and excellence of the Black experience in 2021 and the years to come." Each Monday throughout Black History Month, we will share the week's programming. To kick off this week there will be two events. The first is an open conversation discussing the theme Afrofierce titled "Weaving Together." Then on Friday evening, the "Heal n' Paint" event will focus on collective stress relief and healing through artistic expression. With music, fun conversations, and a blank canvas for each person, we will paint a picture centering around their interpretation, perspective, or expression of Afrofierce. Check in next Monday to see what speakers and events are planned for Black History Month at Sweet Briar!"
  - Facebook Link: <https://www.facebook.com/sweetbriarnowandforever>
- Black Student Alliance Will Be Featured on social media every Monday.
- 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
- Sweet Briar has snow on campus, which delayed classes Monday ; hot chocolate stations were out for students (see attached photos)
- Virtual Scholars Weekend last Saturday, January 30 was a big success ! Scholars Requirements -3.6 GPA required; 140 accepted students registered; 110 attended; great conversations on the zoom chat (over 1,000 messages on the zoom chat); gift packages were mailed to the students, which included cookies & snacks from Meriwether-Godsey, SBC water bottles, SBC notebooks magazine, reusable straw (photo attached); students seemed to love the panels from faculty & student life; event was 2 1/2 hours (included a break). These are accepted students, some have deposited.
- Another Scholars Virtual Weekend is planned for February 20, which is the same weekend as the virtual Winter Open House
- February is I LOVE Sweet Briar month; follow Now & Forever Facebook page for updates, campus selfies, use the FB frame coming out later, etc.
- Class solicitation letters going out soon.; Class Leaders have a meeting tomorrow; please encourage participation
- Class notes due February 5-if you haven't hear from your class secretary, please let Clélie know ([cdsteckel@sbc.edu](mailto:cdsteckel@sbc.edu))
- Reunion Virtual Planning in the works ; dates-memorial Day Weekend May 27-30

- New Briar Wire is out. Link : [https://issuu.com/sweetbriarcollege/docs/the\\_briar\\_wire\\_-\\_vol.\\_7\\_issue\\_2\\_-\\_february\\_2021\\_-](https://issuu.com/sweetbriarcollege/docs/the_briar_wire_-_vol._7_issue_2_-_february_2021_-)
- 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\*

- Student Senior event: Virtual Game Night with YAS-Wednesday, January 27th and was an absolute blast; 6 seniors attended; we had casual conversation and played "Among Us!"
- 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 I Love Sweet Briar Month & Black History Month/Black Student Alliance; 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 & a contact list
- 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 ; each Co-Chair should be year 1 or 2 -please let El know which one on your group will be volunteering on Nominations Committee (need 5 people)
- Need to brainstorm a communications plan & strategy for attracting new volunteers

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

- 2 Club Leader Zooms this week (Tuesday & Wednesday) -Club Leaders are encouraged to host a virtual event during February or March , such as a book reading, cooking segment, museum tour, botanical tour, or painting; More info-Contact Rachel Pietsch ([rpietsch@sbcb.edu](mailto:rpietsch@sbcb.edu)) or Co-Chairs Muffy Parsons '78 ([muffyparsons1@gmail.com](mailto:muffyparsons1@gmail.com)) & Catharine Laufer '96([crklauber@gmail.com](mailto:crklauber@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

**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 (via ext, email & phone calls)
- Need Admission Ambassadors in VA, MD & NC -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))
- Working with YAS on developing more volunteers
- Book Award Details Coming Soon -Check your Email
- 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\*

- Planning a 2 day event o campus in April -tbd based on Governor's restrictions, etc.

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

- Working Group Co-Chairs—Please review 6 month priorities (in your email) & 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
- Brainstorming how to recruit new AAC members
  - Suggestions-personal recruitments-reach out to someone you know-encourage them to join a working group-work on active Plus Ones; ideas from YAS, Decade Chairs & Class Leaders; have some jobs in mind for new working group members; create a leadership path for new volunteers so they can gain working group experience, then possibly move into Co-Chair positions

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, March 2 @ 12 Noon ET

**Future AAC & Plus Ones Calls :**

Feb 16, 2021      Mar 16, 2021