



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

### February 16, 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. 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>
  - More details on website: <https://sbc.edu/news/black-history-month-afrofierce/>
- 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
- March Days of Giving Goals March 1 \$500,000; then March 2-10 another \$500,000
- Virtual Scholars Weekend Saturday, February 20 @12 Noon EST; Scholars Requirements -3.6 GPA required; 20+ accepted students registered; gift packages were mailed to the students, which included cookies & snacks from Meriwether-Godsey & items from the Book Shop; students will hear panels from faculty & student life, campus safety, Athletics; event was 2 1/2 hours (included a break). These are accepted students, some have deposited. Virtual Winter Open House is also the same weekend-30 prospects have registered. Have someone who wants to attend ? Email Rachel Pietsch at [rpietsch@sbcc.edu](mailto:rpietsch@sbcc.edu) .
- February is I LOVE Sweet Briar month; follow Now & Forever Facebook page for updates, campus selfies, use the FB frame, etc.
- 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\*

- YAS members sent Valentine's and treats to the senior class (see *attached picture taken by Emily Dodson Sadler '18 with what the treats looked like before being placed in their PO Box*)
- Sign up for our #featureFriday segment! All members of the SBC community are welcome. We'd like to have any and ALL council members be a part of this segment. We know we have already done "spotlights" on each working group, but would also like to feature everyone individually.
- We're 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! Email Co-Chairs for more info : Courtney [hibiscus90@icloud.com](mailto:hibiscus90@icloud.com) or Morgan [deal16@sbcc.edu](mailto:deal16@sbcc.edu) .

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

- Please share all SBC posts on your social media platforms, your class pages & club pages
- Promoting Upcoming Events, 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 2 more to volunteer or you may be drafted

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

- Club Leaders are encouraged to host a virtual event during March & April (after March 15 due to March Days of Giving) , such as a book reading, cooking segment, museum tour, botanical tour, or painting. All invites will be emailed. More info-Contact Rachel Pietsch ([rpietsch@sbcc.edu](mailto:rpietsch@sbcc.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 tomorrow.

**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@sbcc.edu](mailto:hewing@sbcc.edu)). Please share with your classmates.
- Starting a new project- alumnae outreach to 1,200 prospective students (via ext, email & phone calls)-they make a big impact- numbers are increasing on website clicks & Apply Now clicks; deposit numbers are up for the Spring
- Need Admission Ambassadors in VA, MD, DC & NC -please contact Heather Ewing ([hewing@sbcc.edu](mailto:hewing@sbcc.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 Awards- email sent out recently; let Co-Chairs know if you need more info or to fill out the paperwork for the Book Award at your school of choice; if you want to mail a book to a school for an award, that's also an option
- Barn Blitz— -If you would like a Sweet Briar Riding poster to take to a barn near you, please contact Heather Ewing ([hewing@sbcsbc.edu](mailto:hewing@sbcsbc.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 Saturday & Sunday 2 day event on campus in April (local alumnae) & late July event -tbd based on Governor's restrictions, etc.

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

- Alumnae Alliance Council Report to The Board of Directors Friday, Feb 26 @3:30 pm ET. Zoom link to be sent out later. This is an open session.
  - Abbreviated report, featuring YAS CO-Chairs as guest speakers to review YAS survey highlights & new projects

Note New Landing Pages for Alumnae website :<https://sbcsbc.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 Call :

Mar 16, 2021