



## Sweet Briar College Alumnae Alliance Council Conference Call

### March 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, 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**

- Participation Goal for This Year is 30%; current participation rate is 8.3%; 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; the first day March 1, 550 gifts were received (double last year) & more than \$530,000 was raised; there are some alumnae matching challenges; please reach out to your classes
- 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\\_3\\_-\\_march\\_2021\\_-\\_fi](https://issuu.com/sweetbriarcollege/docs/the_briar_wire_-_vol._7_issue_3_-_march_2021_-_fi)
- New President Woo video is out. Link: <https://sbc.edu/multimedia/video/a-message-from-president-meredith-woo-growing-at-sweet-briar/>
- Virtual Summer classes are being planned
- Campus Calendar of events: <https://sbc.edu/calendar-of-events/>
- Emily Sadler at AR&D has been working with the Seniors on a Legacy Project; the students have decided to plant a Cherokee Dogwood tree by Pannell, between Manson & Randolph, which will be the first stop on the Admissions tour; there will be a tree dedication later in March. Senior Class has 40.9% participation in their fundraising efforts

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

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

- 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. Send us an [email: sbcyoungalumnae@gmail.com](mailto:sbcyoungalumnae@gmail.com).
- 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 are specially looking to expand into Atlanta, GA, New York, NY, and Dallas, TX.
- Continuing to work on collecting data for one of our Instagram initiatives: Every month we'll be sharing alumna writers, bloggers, & podcasters. If you know of an alum in this field please point them in our direction. They can email us or send us a DM through IG (@sbcalumnae).

- We'd like to give a big "thank you" to AR&D, the entire AAC Council, and the Board of Directors for the opportunity to present our information collected from the survey.

**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, such as March Days of Giving -go to Facebook Alumnae Alliance page for more details. Link : <https://www.facebook.com/sweetbriaralumnae>
- Next Podcast will be out March 6 (Part 2 of The Riding Center)
- 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; each working group should develop a succession plan
- Nominations committee has first meeting today & 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)); there are 22 club events currently planned

**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; working on participation rates, March Days of Giving challenges

**Admissions Ambassadors:** Keeley Jurgovan '92

- 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.
- Alumnae are reaching 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@sbcc.edu](mailto:hewing@sbcc.edu)) or Co-Chairs Keeley Jurgovan '92 ([keeleyjurgovan@gmail.com](mailto:keeleyjurgovan@gmail.com))
- Stacey Csaplar had to step down as Admissions Co-Chair- think about someone who may be the next Co-Chair

**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. ; Tentative Dates March 27 (Riding Center Clean up); April 10+11 (outdoor cleanup) & July 24-August 1

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

- Would love to announce 100% AAC donated during March Days of Giving

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

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 30 @ 12 Noon ET

Future AAC & Plus Ones Call :

Mar 16, 2021