



Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

March 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, 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 \$1.7 million raised so far-great job!
- Sports Teams are now having competitions. Follow & watch live online: <https://vixenathletics.com>
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- There was recently a regional art competition. Artwork being displayed on campus in Benedict. Winners announced this weekend.
- March 27&28- Accepted Students Weekend 80 participants signed up so far- on campus activities planned in compliance with Governor’s orders, which include tours of the Riding Center & Book Shop. Virtual Day planned for Sunday, March 28.
- 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
- Guest Speaker News -Wednesday, March 31 at 7:30 p.m. to engage virtually in a conversation with Patrisse Cullors, a bestselling author, educator, artist, and abolitionist from Los Angeles. She is a co-founder of the Black Lives Matter Global Network Foundation and has been on the frontlines of abolitionist organizing for 20 years. Learn more about Patrisse and register for the event here: http://bit.ly/patrisse_cullors!

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).

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 & SWW-go to Facebook Alumnae Alliance page for more details. Link : <https://www.facebook.com/sweetbriaralumnae>
- New Top College Contest-We have a slight lead ahead of Sewanee. Link:
 - https://www.blueridgeoutdoors.com/top-adventure-college-2021/?fbclid=IwAR1SEebv4GBY2ekf8sD1IWsl0-U-R_PyOIVLPPYKNJx50SOw9mf3DJQXzNI
- 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 another 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@sbcsbc.edu) or Co-Chairs Muffy Parsons '78 (muffyparsons1@gmail.com) & Catharine Laufer '96(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@sbcsbc.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@sbcsbc.edu) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com) & Stacey Csaplar '88 (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) or Co-Chairs Keeley Jurgovan '92 (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

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

Notes—Upcoming Calls:

AAC Council-Only Call Tuesday, March 30 @ 12 Noon ET

Future AAC & Plus Ones Call :

April 13, 2021