



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

### April 13, 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 19.7%; we need 1,293 additional new donors to reach 30% -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; we had a record number of donors for March Days of Giving (approximately 1600 donors)
- Sports Teams are now having competitions. Golf Team was at Greenbrier last week. Doubles Tennis beat W&L. Riding has ODAC & NCEA competitions soon. SBC won ODAC again-Mimi Wroten named Coach of the Year . 3 Riders on All Stars. More info:[https://odac.prestosports.com/sports/equest/2020-21/releases/040321-equest-champrecap?fbclid=IwAR078KvRCic5-HkjKOysvX\\_F8-T4CU5zLZNSp3326GV818gvUcNNE5OiDHI](https://odac.prestosports.com/sports/equest/2020-21/releases/040321-equest-champrecap?fbclid=IwAR078KvRCic5-HkjKOysvX_F8-T4CU5zLZNSp3326GV818gvUcNNE5OiDHI)
  - RIDING—Senior Katie Balding was named a First Team All-American over fences by the NCEA, while also earning honorable mention honors on flat. Junior Britt Larson-Jackson earned honorable mention honors on flat and over fences, while first-year Emmy Longest received honorable mention recognition on flat. Details: <http://ow.ly/qQGP50EeNbj>
  - Follow & watch live online: <https://vixenathletics.com>
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- Open House scheduled for Saturday, April 17; Sweet Works Weeks had local volunteers clean up Daisy’s garden, around the art barn & distribute 5 truckloads of mulch to beautify the campus (see attached photo). Register : <https://admissions.sbc.edu/register/...>
- Emily Sadler at AR&D has been working with the Seniors on a Legacy Project; the students have planted a Cherokee Dogwood tree by Pannell, between Manson & Randolph, which will be the first stop on the Admissions tour; the tree dedication was in March. Senior Class has 40.9% participation in their fundraising efforts. Emily has also been working on “How To Be An Alumna 101” with Seniors transitioning to becoming active alumnae such as Admissions volunteers, club & class leaders, & joining Young Alumnae Support
- Guest Speaker News -<https://sbc.edu/news/>
  - Author [Elizabeth Kolbert](#) for a virtual presentation and Q&A - Monday April 19th at 7:30pm. Register now by going to <http://bit.ly/kolbert-sixth-extinction>.
- The Outing cabin roof has been replaced; boathouse donations still being accepted
- Students recently had Junior Banquet; Spring Step Singing coming up soon
- Get your tickets for the \*Sweet Briar Spring Dance Concert\* Thursday April 15th and Friday April 16th at 7:30pm. This virtual event features student choreography and video work by guest SBC alumnae Marisha Bourgeois '99 and Vanessa Finnegan '17; There will be a Q&A with choreographers after each performance. Tickets : <https://sbc.edu/arts/dance-events/>
- [Second Stage Amherst](#) welcomed Sweet Briar junior Siena Annable '22 for a virtual reading of her personal works - Sunday, April 11th .Siena is "majoring in English & Creative Writing and accepted into the undergraduate Education program. Ms. Annable

currently heads the SGA Diversity and Inclusion Committee on campus and is involved in multiple health and wellness organizations. Originally from Guatemala, Ms. Annable graduated with a high school diploma from the United States and one from Spain. She read a personal essay among other works. Second Stage was founded by Former Board Member Suny Monk. She is the wife of Joe Monk, a retired professor of studio art at Sweet Briar. For more info on future events: <https://www.secondstageamherst.org>

- Lisa Powell, Associate Professor of Environmental Studies & Director of the Center for Human and Environmental Sustainability has started a CSA (Community Supported Agriculture) operation & the students developed a business plan. Members subscribe for food deliveries from the greenhouse. Students also developed the plans for the hydroponic systems.
- There are a record Number of Deposited Students- currently 160. Goal 180-200 incoming students.
- Reunion Dates-July 23-25
- Commencement Speaker News: Sweet Briar's Commencement speaker will be Dr. Jewel H. Bronaugh, a noted expert on agriculture and sustainability, who has just been appointed as the nation's Deputy Secretary of Agriculture. Dr. Bronaugh is the first African American to hold this position. She's a pathbreaker and a leader who previously served as the Commissioner of Virginia's Department of Agriculture and Consumer Services. Details: <https://sbc.edu/commencement/>

### **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, AAC nominations, as well as upcoming speakers & dance concert -go to Facebook Alumnae Alliance page for more details. Link: <https://www.facebook.com/sweetbriaralumnae>
- New Top College Contest-Link:
  - [https://www.blueridgeoutdoors.com/top-adventure-college-2021/?fbclid=IwAR1SEebv4GBY2ekf8sD1IWsl0-U-R\\_PyOIVLPPYKNJx50SOw9mf3DJQXzNI](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. It will be stored on Google docs. The form has been emailed to each Co-Chair. Please fill it out & return to Norma Valentine ([norma\\_v0@yahoo.com](mailto:norma_v0@yahoo.com)) by May 1.
- Nominations open April 1-30; think about people you may know who would like to volunteer; each Co-Chair should be year 1 or 2. If it's your time to reap, nominate yourself-form below. If you have maxed out your term limit, you can nominate to co-chair another working group. The landing page URL is

<http://alumnae.sbc.edu/s/1865/bp18/interior.aspx?sid=1865&gid=2&sitebuilder=1&pgid=699>

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

- 25 Club Events Have Been Planned So Far (14 clubs have already occurred ).Club Leaders have some great ideas , such as a book reading, cooking segment, museum tour, botanical tour, or painting. All invites will be emailed. More info or if you want to organize or join a club event-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([crklauffer@gmail.com](mailto:crklauffer@gmail.com)).

**Class Leadership** Michelle Badger '06, Courtney Hurt'10

- Class Leaders briefings will be held April-May-check your email

**Admissions Ambassadors:** Keeley Jurgovan '92

- Great response from Admissions volunteers- 530 of 577 postcards have been mailed to accepted , but non-deposited students
- President Woo has been making phone calls to accepted students
- Promote Fly In/Drive in Programs; Sweet Briar's travel reimbursement program covers the cost of travel for a first visit to & from campus for a prospective Vixen and one guest. More Info : <https://sbc.edu/.../visit-sweet-briar-with-our-visit.../>
- 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.
- Need Admission Ambassadors in VA, MD, DC & NC -please contact Heather Ewing ([hewing@sbc.edu](mailto:hewing@sbc.edu) ) or Co-Chair Keeley Jurgovan '92 ([keeleyjurgovan@gmail.com](mailto:keeleyjurgovan@gmail.com) ).
- 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) )

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

- Sweet Works Weeks had local volunteers clean up Daisy's garden, around the art barn & distribute 5 truckloads of mulch to beautify the campus (see attached photo).
  - March 27 (Riding Center Clean up) went well & volunteers met 3 deposited students;
  - Future dates: July 24-August 1

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

- Reminder-Co-Chairs turn in your Working Group succession templates before May 1
- Kathryn Yunk '92 was on campus for a college tour last weekend with her husband & daughter. She really enjoyed meeting current students, seeing recent Riding Center renovations, touring the Outing Cabin, apiary & loved the tomatoes & arugula from the greenhouse & of course seeing the beautiful campus!

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

### **Notes—Upcoming Calls:**

AAC Council-Only Call Tuesday, April 27 @ 12 Noon ET

Future AAC & Plus Ones Call :

Tuesday, May 11 @ 12 Noon ET

