



Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

April 27, 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, Katrina Balding Bills '97 , 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 20%; we need 1,769 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); some classes have reached more than 30% participation. Updated class giving lists will be sent to class leaders with the exact number needed to reach 30% .
- Sports Teams are now having competitions & doing really well; Riding Team won NCEA National in WACO, Texas; Tennis is currently ranked #3 & hosting the ODAC tournament-first time since 2003
 - Follow & watch live online: <https://vixenathletics.com>
- 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 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. Several students have already volunteered to be Admissions volunteers.
- Students recently had Junior Banquet; Spring Step Singing & Lantern Bearing. Fancy Hat will be held before graduation. Students have been cleaning up boathouse& campus as part of Earth Day. There was also a community garden tea party, Chung Mung Boat Float, Women of Vineyard Speaker discussions with 2 local women vintners . For more campus news: sbc.edu/news
- There are a record Number of Deposited Students- currently 172. 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/>
- Hunt Country/Northern VA Alumnae Clubs recently dropped off goodies for students
- There have been 27 virtual Alumnae Club events held recently (details in Club report)

Working Group Updates from the AA Council

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

- Local Liaisons have planned their first events for Amherst/Nelson, Charlottesville, Richmond, and NoVA/DC areas. These events will be happening over the next month- if you know any young alumnae who are apart of these clubs, encourage them to attend! They are also welcome to contact us by email: sbcyoungalumnae@gmail.com
- The first event took place on Sunday, April 18th for young alums from Lynchburg to Charlottesville. They participated in a Virtual Murder Mystery Party entitled "Wine, Dine, and Die".
- The LLs for Richmond will be hosting a Virtual Terrarium Workshop and the LLs for DC/NoVA will be hosting a Virtual Boathouse.

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 AAC nominations (end April 30) -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 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) by May 1.
- Governance recently approved adding an additional Co-Chair for Admissions WG & Class Leaders WG- Council approved; new Co-Chairs will be added in this nominations cycle
- 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

- 27 Club Events Have Been Planned So Far (3 happened this weekend in Boston, NY & MD). Muffy discussed the Ohio/Pennsylvania club event featuring Dean Garrett. More info or if you want to organize or join a club event-Contact Rachel Pietsch (rpietsch@sbcsbc.edu) or Co-Chairs Muffy Parsons '78 (muffyparsons1@gmail.com) & Catharine Laufer '96(crklaufer@gmail.com).

Class Leadership Michelle Badger '06, Courtney Hurt'10

- Decade & Reunion chairs reaching out to class leaders

Admissions Ambassadors: Keeley Jurgovan '92 -**Warm Welcome To Interim Co-Chair Katrina Balding Bills '97**
(katrina@kbills.com)

- Great response from Admissions volunteers- 530 of 577 postcards have been mailed to accepted , but non-deposited students-new message "Don't Make Your Decision Until You've Visited Sweet Briar"

- 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@sbcsbc.edu). Please share with your classmates.
- Need Admission Ambassadors in VA, MD, DC & NC -please contact Heather Ewing (hewing@sbcsbc.edu) or Co-Chair Keeley Jurgovan '92 (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@sbcsbc.edu) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com)
- Announcing a new computer portal that AA's can use to update their prospect outreach on admissions platform-coming soon. Volunteers will be able to record their outreach directly on the portal & see any prospective updates.

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

- Sweet Works Weeks-volunteers will be helping before, during & after Reunion (July 23-25)—for more information, please contact Co-Chairs Vikki Schroeder '87 (redrosevs@gmail.com) & Jessica Hiveley '97 (jessicahiveley@aol.com)
 - 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

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

Notes—Upcoming Calls:

AAC Council-Only Call Tuesday, May 25 @ 12 Noon ET

Future AAC & Plus Ones Call :

Tuesday, May 11 @ 12 Noon ET