



Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

May 25, 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, Heather Ewing (Admissions Office) '90

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 20.7%; we need 1,173 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 Wednesday with the exact number needed to reach 30% .
- Tennis beat W&L in doubles in ODAC tournament-first time 10+ years-headed to Nationals in Chattanooga
 - Follow & watch live online: <https://vixenathletics.com>
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- 33 students are on campus for the summer; some are doing honors research, other research fellows are working in the greenhouse, apiary & vineyard & working on a project from The James River Association; some students are working in different offices on campus such as financial aid , admissions & student life
- For more campus news: sbc.edu/news
- There are a record Number of Deposited Students- exceeding goal of 180
- Reunion Dates-July 23-25. Registration is June 1 for early bird; regular registration begins June 15
- New Dean of Student Life, Kerry Greenstein will be developing a new orientation program-calling students and parents over the summer to get to know everyone; orientation calls are virtual events starting at the end of June; new students arrive on campus August 14
- There are 4 new positions available in AR&D office; For more information, go to <https://www.paycomonline.net/v4/ats/web.php/jobs?clientkey=0DB1CFB7BAA1AF7EF9E6616BC163C95A>
- 45 Graduates from Class of 2020 are returning to campus June 11-13 to celebrate since they you’d not do so last year due to COVID & VA State restrictions; they will be having a Rose Ceremony & Walk across the graduation stage, Fancy Hat Bruch, Photos with robes & regalia in front of the Bell Tower & a toast at Sweet Briar House
- Claire mentioned she walked down to the Boathouse-the stabilization process is going well-new roof is on; Jane Dure asked a questions about saving some of the boards to use for fundraising purposes later- Claire loved the idea, although the repairs are not at the stage to remove boards-something to think about later

Working Group Updates from the AA Council

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

- #FeatureFriday sign-ups happening now for summer. Please reach out to your classmates and encourage them to sign-up. The sky is the limit!!!
- The second Young Alum Local Liaison event in the DC/NoVA area a few weeks ago. They hosted a Virtual Boathouse. Thanks to our members, Lauré and Arielle, for planning this event.
- We are looking forward to hosting more Young Alum events in the future.
- Contact Info for YAS : sbcyoungalumnae@gmail.com or send a DM through Instagram (@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 Reunion, 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

- Nominations for new AAC Co-Chairs closed April 30; interviews are done & new co-chairs will be announced shortly; Social media posts will begin Thursday announcing new Co-Chairs; co-Chairs should start including new Co-Chairs on working group calls now so new people can have a few weeks of onboarding before their terms begin July 1
- Thank you to the Nominating Committee- El Warner, Kathryn Yunk, Norma Valentine, Jane Dure, Jess Hiveley & Cortney Lewandowski
- Thank you to YAS member Taylor Allen '2020 for helping with social media posts during nominations process

Clubs: Muffy Parsons '78, Catharine Laufer '96

- 27 Spring Club Events have wrapped up

Class Leadership Michelle Badger '06, Courtney Hurt'10

- Decade & Reunion chairs reaching out to class leaders; class leader zoom June 1 with Mary Pope; 2 meetings scheduled with decade leaders for the month of June

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

- 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@sbcb.edu). Please share with your classmates.
- Encourage people to visit campus. Student Referral Form <https://sbc.edu/admissions/refer-a-student/>
- Barn Blitz—If you would like a Sweet Briar Riding poster to take to a barn near you, please contact Heather Ewing (hewing@sbcb.edu) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com) & Katrina Balding Bills '97 (katrina@kbills.com)

- 13 Book Awards were given this year-thank you to Ellen Saunders for your leadership in this project
- 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

- Vikki was on campus last weekend to paint Randolph Parlor; the campus looked beautiful; now there's a great view from Monument Hill of the campus since the trees have been trimmed back; Vikki toured campus with Claire to discuss possible future SWW projects
- Sweet Works Weeks-after Reunion (July 23-25)—for more information, please contact Co-Chairs Vikki Schroeder '87 (redrosevs@gmail.com) & Jessica Hiveley '97 (jessicahiveley@aol.com)- registration out soon
- Sarah Reidy mentioned she has been encouraging her classmates to attend Reunion & stay for SWW
 - Future dates: July 24-August 1

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

- Sarah Clement will be rolling off Operations July 1. Claire thanked Sarah for her service to Sweet Briar, including Saving Sweet Briar, AAC, and countless other Sweet Briar projects
- Co-Chairs-please start inviting new Co-Chairs on your Working Group calls; start work on new 6 month priorities (Jan-June priorities were emailed with the agenda)
- Fundraising-Big push in June- encourage your classmates to donate to the Annual Fund before June 30
- Note New Landing Pages for Alumnae website :<https://sbc.edu/alumnae/>

Notes—Upcoming Calls:

AAC Council-Only Call Tuesday, June 22 @ 12 Noon ET

AAC & Plus Ones Call -Tuesday, June 8 @ 12 Noon ET