



Sweet Briar College Alumnae Alliance Council Conference Call

June 22, 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/>

Big Thank You to AAC CO-Chairs rolling Off July 1 + Welcome New Co-Chairs:

Thank You for your years of service.

Co-Chairs Rolling Off:

Sarah Clement '75
Eleanor O'Connor '07
Katie Robertson '97
Muffy Parsons '78
Michelle Badger '06

New Co-Chairs:

Charlotte Barbour '16 ADMISSIONS AMBASSADORS Co-Chair
Katrina Bills '97 ADMISSIONS AMBASSADORS Co-Chair
Kelly Collins Lear (KC) '96 CLASS LEADERSHIP Co-Chair
Ellen Saunders '75 CLASS LEADERSHIP Co-Chair
Abby Anzalone '00 CLUBS Co-Chair
Melaina Macone '11 COMMUNICATIONS Co-Chair
Jennifer Montfort '01 COMMUNICATIONS Co-Chair
Martha Tisdale Cordell '82 GOVERNANCE Co-Chair
Sarah Reidy-Ferguson '96 OPERATIONS Co-Chair

AR&D Updates

- Participation Goal for This Year is 30%; current participation rate is 22.6 %; we have 2,859 donors now; we need 927 additional new donors to reach 30% ; we need 245 additional donors to exceed 24.5% participation from last year -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% . There are new decade challenges for friendly competition ; check your email for more details. sbc.edu/give
 - For any problems with the website or additional questions, please contact Clelie Steckel at the ARD office Email: cdsteckel@sbcc.edu
- 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; Van Der Meer Tennis & Volleyball camps on campus this week

- There are a record Number of Deposited Students (over 200)- exceeding goal of 180-WOW!
- Reunion Dates-July 23-25. Currently 200 people have registered for Reunion-There will be a virtual component of Reunion ;Link: sbc.edu/reunion
- Sweet Works Weeks (SWW) will be right after Reunion July 26- August 2; Currently 40 for SWW (from 12 states & 1 international); housing in Green Villages
 - <https://securelb.imodules.com/s/1865/bp18/interior.aspx?sid=1865&gid=2&pgid=986&cid=2685>
- There are new positions available in AR&D office; For more information, go to <https://www.paycomonline.net/v4/ats/web.php/jobs?clientkey=0DB1CFB7BAA1AF7EF9E6616BC163C95A>
- For more campus news: sbc.edu/news

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!!!
- New a LinkTree account and attached it to the @sbcalumnae Instagram page. We use it for Instagram, so we can always give access to things like the Feature Friday sign-up, the donation link, refer students to SBC, etc.
Here is our LinkTree link: <https://linktr.ee/sbcalumnae>
- Next YAS membership push will be happening in July. More information to follow.
- Had a great call with Clubs Co-Chairs the other week in regards to helping our Local Liaisons program grow.
- Contact Info for YAS : sbcyoungalumnae@gmail.com or send a DM through Instagram (@sbcalumnae)
- Be sure to check out the Instagram page (@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, new student posts & featured alumnae posts 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

- New "strategic initiative" is set to get underway with the establishment of an ad hoc committee to review the AA's previous activities at Reunion and propose the best way forward for future Reunions (starting with 2022). Thanks, Jane Dure, for heading up the ad hoc committee! Calls starting in July.
- There was some discussion about whether to encourage more volunteers who are not on Council to join the committee-will be discussed on the next governance call
- The current committee is: Jane Dure, Martha Cordell, Sarah Reidy, Morgan Deal, Cortney Lewandowsky, Caitlin Daniel, '15 a volunteer from the YAS group (caitlin.daniel0@gmail.com)
 - Governance is looking for feedback for the nominations process to incorporate in the Nominations Handbook for next year.
 - Jess will be sending out a revised Missions Statement for review (as part of her ACAC Board Committee)

Clubs: Muffy Parsons '78, Catharine Laufer '96

- 27 Spring Club Events have wrapped up- Clubs such as Dallas would like to continue the Club Zooms over the summer for the Book Club meetings
- ARD is not encouraging summer socials.

Class Leadership Michelle Badger '06, Courtney Hurt '10

- Decade championships announced; encourage class zooms, which the college will help set up ; contact Clelie Steckel at ARD office cdsteckel@sbc.edu for more info
- Onboarding new Co-Chairs- had a good meeting one week ago-still working on 6 month priorities

Admissions Ambassadors: Keeley Jurgovan '92 -**Co-Chair Katrina Balding Bills '97** (katrina@kbills.com) & Charlotte Barbour '16

Thank You New Co-Chair Charlotte Barbour '16 for Today's report!

- Encourage people to visit campus. Student Referral Form <https://sbc.edu/admissions/refer-a-student/>
- Working on in-person college fair schedule
- Private College Week is July 26-31
- 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). Please share with your classmates.
- 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) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com) & Katrina Balding Bills '97 (katrina@kbills.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 (SWW) will be right after Reunion July 26- August 2; Currently 40 volunteers have registered for SWW (from 12 states & 1 international from Mexico); housing will be in Green Villages; accepting more volunteers; approximately 800 work hours generated in SWW; main areas of focus-painting & landscaping -specifically some dorms & Houses 1, 3 & 9- cleaning & painting porches, decks & floors
 - Registration Link <https://securelb.imodules.com/s/1865/bp18/interior.aspx?sid=1865&gid=2&pgid=986&cid=2685>
 - Or email Rachel Pietsch at The Alumnae Office or more information and registration questions (rpietsch@sbc.edu)
- Encourage your classmates to attend Reunion & stay for SWW !

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

- Planning a Meet & Greet casual coffee Saturday July 24 at Reunion approximately around 9 am to meet new Co-Chairs (details to be sent out later)
 - Co-Chairs-please turn in your new 6 month priorities (Jan-June priorities were emailed with the agenda)- due before July 1- think you to those that have already turned theirs in
- Fundraising-Big push in June- encourage your classmates to donate to the Annual Fund before June 30
- Encouraging all AAC to donate- we would love to announce 100 % of Council has donated (please email Norma, Sarah & Kathryn if you've donated this year)
- Note New Landing Pages for Alumnae website :<https://sbc.edu/alumnae/>

Notes—Upcoming Calls:

AAC & Plus Ones Call -Tuesday, July 6 @ 12 Noon ET

AAC Council-Only Call Tuesday, July 20 @ 12 Noon ET