



## Sweet Briar College Alumnae Alliance Council Conference Call

### July 21, 2020 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, Keeley Jurgovan '92, Muffy Parsons '78, Vikki Schroeder '87, Michelle Badger '06, Stacey Csaplar '88, 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 '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**

- Check out the updated website [sbc.edu](http://sbc.edu). Look at the “Safe & Ready For Fall” tabs & updated Covid information; the plan for fall has been submitted to state of Virginia & approved by The Virginia Higher Education Council ; 56 page detailed plan: [https://sbc.edu/campus-safety/wp-content/uploads/sites/90/SweetBriarCollege\\_ReopeningPlan\\_Web\\_07-17-20.pdf](https://sbc.edu/campus-safety/wp-content/uploads/sites/90/SweetBriarCollege_ReopeningPlan_Web_07-17-20.pdf)
  - If there are questions or concerns about students returning to campus on social media, please list the 56 page plan, then [alumnae@sbc.edu](mailto:alumnae@sbc.edu); urgent matters can be emailed to the President’s office [president@sbc.edu](mailto:president@sbc.edu)
- Virginia Private College Week (July 20-24) — 16 virtual visits so far & 21 visiting campus including a legacy; For More Details: <https://sbc.edu/calendar-of-events/>
- New students returning to campus August 5 & 6 , with some athletes coming to campus sooner , as well as student leaders.
- The Alumnae Directory is in the process of being delivered-check your mailbox.
- New high-tech washers & dryers are being installed. They will work with an app that send students notifications when their laundry is done.
- One wing of the renovated stabled is being finished this week. Next week private horses arrive. The remainder of renovations should be completed by August or September.

#### **Working Group Updates from the AA Council**

Kathryn thanked all Co-Chairs who recently rolled off for the service & welcomed new Co-Chairs (indicated by \*)

**Alumnae Communications:** Jane Dure '82, Sarah Reidy-Ferguson '96, Eleanor O'Connor '07

- Please share all SBC posts on your social media platforms - you’ll be seeing a lot of posts from incoming first years- (Class of 2024) announcements from their high schools-go to original posts & welcome them to SBC
- Working on a relaunch of all Alumnae platforms on social media
- On Monday’s comms call, Dana Poleski '98 mentioned looking at the metrics 2 days before the Washington Post article came out & 2 days after; huge increased social media traffic to WAPO after the SBC article was published

**Admissions Ambassadors:** Keeley Jurgovan '92, Stacey Csaplar '88\*

- Heather Ewing is working on a barn blitz campaign to over 750 barns (that Mimi Wroten targeted as having hunter /jumper riding programs). Volunteers can sign up to deliver SBC posters to area barns. Posters should be delivered to barns in your area by end of July. If you have a barn in your area you would like to hang a poster, please contact Heather Ewing ([hewing@sbc.edu](mailto:hewing@sbc.edu))
- Admissions Ambassador Conference Call July 15 from 6-7 pm went well.

**Governance and Strategic Initiatives Working Group:** Katie Robertson '97, El Warner '85\*

- Winding down the Network working group
- Creating a manual for the nominating procedure
- Thinking about tying in Diversity-possible future SI

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

- 22 new members which are organized in 3 engagement tiers-there are 29 active member (descriptions mailed out to all Council Members-may be a good reference for other groups later)
- Working with Clubs Working Group
- 2 day push on social media featuring Alumnae artists and small business owners; email Morgan Deal if you have suggestions ([deal16@sbc.edu](mailto:deal16@sbc.edu))

**Sweet Works Weeks** Vikki Schroeder '87 , Jessica Hiveley '97\* (driving to SBC for SWW)

- Dates: July 23-August 3. 55 people have volunteered-most are from classes of 2000-2018
  - Projects Include: Outdoor Painting,Landscaping,Outdoor Cleanup, Trail Cleanup
  - 1400 volunteer hours in 10 days

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

- Had a meeting last week; getting organized

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

- Club leaders received an email to request a zoom call with new graduates or people new to their area to welcome them to the area & a club zoom in August

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

- Leadership weekend-put the dates on your calendar September 19-probably morning zoom session
  - Start thinking about topics you would like to go over during that leadership session. Usually, we have a college update, leadership update, split into working groups & regroup later
- Kathryn emailed last two sets of 6 months priorities to Working Group Co-Chairs to review & update as needed

**Notes—Upcoming Calls:**

AAC + Plus Ones Call Tuesday, August 4 @ 12 Noon ET

AAC Council-Only Call Tuesday, August 18 @ 12 Noon ET