



Sweet Briar College Alumnae Alliance Council Conference Call

August 18, 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

- Guest Speaker Elaine Jones webinar tonight. She will be discussing the ratification of the 19th amendment.
 - Recorded link: https://sbc.edu/videos/elaine-jones-speaks-about-ratification-of-the-19th-amendment/?fbclid=IwAR07Th9GwYriSh-1wlcO4zN1-NeNbUxBrHqyhy_3kWRKRFMZdqvcBrGpXmU
- Mary Pope is the first woman chair of the National Advisory Parks System Advisory Board & she has fast-tracked the Hermitage as a national landmark-the celebration is tonight
- The annual fund letter will be going out early this year. Check your mail the week of August 26.
- New tradition on campus-Quad Rocks club fair was held last week in the Quad.
- Alumnae Summer Social zoom club calls have started. Last weekend, Hampton Roads, SC, and Asheville had great calls.
 - 22 clubs signed up so far. If you need more information or want to set one up in your area, please contact Rachel Pietsch Email: rpietsch@sbc.edu
- September 30 as part of Philanthropy week (on campus), four alumnae who work in non-profit will network with students

Working Group Updates from the AA Council

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
- Working on the close Facebook Alumnae Alliance page
- Promoting Alumnae state zoom calls-check your email for invites in your area; If you need more information or want to set one up in your area, please contact Rachel Pietsch Email: rpietsch@sbc.edu

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

- 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); google form https://docs.google.com/forms/d/e/1FAIpQLSf6uY--3xoh_5Sn1H15Hn6mzlGMS-s9roYeOZatBegoSgcCMw/viewform
- Developing the Facebook Admissions Ambassadors page to just include updates for Ambassadors

- Heather Ewing is sorting through a hot list of prospective students for Admissions Ambassadors to reach out to

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

- Working on basic principles-how to attract volunteers to reflect alumnae diversity & reach different audiences;YAS has been very helpful by promoting Alumnae Alliance Council & Working Group descriptions on social media; hopefully this will encourage more nominations for next spring's elections

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

- Pushing for more active volunteers on social media by featuring each working group on AAC
- Developing liaison programs -networking with Class & Club leaders, as well as AAC working groups
- Let Morgan know if you have any ideas for instagram. Email: deal16@sbc.edu

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

- Getting feedback from SWW participants
- Plan on growing their working group to include additional members

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

- Getting organized; expanding the working group & decade leaders/ training options

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

- Organizing club summer social zoom calls with club leaders in August-check your email for one near you
 - Currently 22 are organized;
 - If you want one in your area, please contact Rachel Pietsch rpietsch@sbc.edu Tel #434-381-6163 (office)
 - These calls are a great way to reach out to alumnae who may not attend events, but feel comfortable doing something from their home
 - Emily Dodson will be sending comms a graphic to promote zoom calls on social media
 - Heather Ewing mentioned these calls have already started promoting Admissions & new volunteer leads

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

- September Volunteer Fall Forum (official name tbd)weekend-put the dates on your calendar September 19-probably morning zoom session 10 am-12 pm EST
 - El Warner mentioned this was Rosh Hashanah, so some may not be able to attend
 - Start thinking about topics you would like to go over during that leadership session. Current topics include a college update, leadership update, split into working groups & regroup later

Notes—Upcoming Calls:

ACC & Plus Ones Call Tuesday, September 1 @ 12 Noon ET

AAC Council-Only Call Tuesday, September 15 @ 12 Noon ET

September Volunteer Fall Forum Saturday, September 19 via zoom 10 am-12 pm EST