



Sweet Briar College Alumnae Alliance Council Only Conference Call

October 13, 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

- Campus News-email going out today about President Woo's cancer surgery. Board renewed another 5 year contract for Woo (her current contract ends 2022)
- Sweet Briar LEGACY Student Weekend & Fall Open House October 9th and 10th went well -25 prospectives attended. They were allowed to bring 1 person with them (50 people total attendance). There will be a new Legacy landing page on the website.
- 94th Annual Horse Show went well-had record attendance.
- Congressman Ben Cline Scheduled to visit campus soon for a tour of the greenhouse.
- Board reached 100% Donation Goal. AAC would like to reach before Dec 1 Days of Giving.

Working Group Updates from the AA Council

New Co-Chairs (indicated by *)

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

- There will be a Senior student representative on YAS. They'll be working on different initiatives, such as building giving & engagement habits; With all the hustle and bustle on campus, we've extended our Senior Representative application deadline to Oct. 9. We're planning on announcing the selected senior on Oct. 15th.

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

- Please share all SBC posts on your social media platforms; please use hashtag #sweetbriarinnovates
- Promoting Upcoming Admissions Events, all shares, comments help!

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. 90 posters have been delivered already. If you have a barn in your area you would like to hang a poster, please contact Heather Ewing (hewing@sbcc.edu); google form https://docs.google.com/forms/d/e/1FAIpQLSf6uY--3xoh_5Sn1H15Hn6mzlGMS-s9roYeOZatBegoSgcCMw/viewform

- 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.

- Admissions is also working on one on one virtual tours.

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

- Working on annual review of The Principles of Governance & Nominations Handbook. To be completed by December if not sooner. Any suggestions, please email Co-Chairs El Warner (elucidator@rcn.com) & Katie Robertson (katie.robertson@wellsfargo.com).
- Principles Of Governance Can Be Found : http://sweetbriar.imodules.com/s/1865/images/gid2/editor_documents/aa_principles_of_governance_v3.0.pdf?sessionId=ec2c7a44-ce6c-4b70-b116-cb36f3d40860&cc=1

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

- Nothing new to report

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

- Recordings of the September 19 Leadership Forum will be out soon; they're broken up into smaller 15-25 minute segments

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

- Working on Sweet Briar Days December & January-trying to get topic specific calls, featuring a professor, for example Lisa Powell and the greenhouse. If your club wants a regular zoom call, let Rachel know (rpietsch@sbc.edu)

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

- Please review 6 month priorities & send any changes to Kathryn Yunk (kathryn.Yunk@med.ge.com)
- AAC -plan to donate by Dec 1 so we can announce 100% giving by December 1- Days of Giving
- Please send Kathryn or Operations Co-Chairs any feedback from September 19 Alumnae Forum-anything you would like to see next time.etc.

Notes—Upcoming Calls:

AAC + Plus Ones Calls Tuesday, Oct 27, 2020 @12:00 Noon ET

AAC Council-Only Call Tuesday, November 10 @ 12 Noon ET

Future AAC& Plus Ones Calls :

Nov 24, 2020

Dec 22, 2020

Jan 19, 2021

Feb 16, 2021

Mar 16, 2021