



Sweet Briar College Alumnae Alliance Council Only Conference Call

December 8, 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, Cortney Lewandowski '12, 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 Sadler '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

- Look For the email describing next alumnae zoom calls scheduled for December & January featuring professors discuss different topics
- Giving Tuesday-thank you for 100% participation among AA Council & thank you Comms posting broadly
- There is currently a movie being filmed on campus
- Students Back on Campus January 11
- Calendar of events : <https://sbc.edu/calendar-of-events/>

Working Group Updates from the AA Council

New Co-Chairs (indicated by *)

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

- No update; Claire thanked the YAS group for the big push on Giving Tuesday; had quite a few first time donors; Claire also thanked the group for writing notes again to the Class of 2020

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
- New Briar Wire is out. https://issuu.com/sweetbriarcollege/docs/the_briar_wire_-_vol._6_issue_9_-_december_2020
- Promoting Upcoming Events, such as new Class of 2025 announcements ;Remember-All shares& comments help!

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

- 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@sbcc.edu). Please share with your classmates.
- The prospect hot list contacts have been reached-450 prospects. Volunteers have emailed, texted& called prospectives.
- Planning a January zoom for all Admissions Ambassadors to review 2020 & discuss 2021 marketing plans
- Barn Blitz—If you would like a Sweet Briar Riding poster to take to a barn near you, please contact Heather Ewing (hewing@sbcc.edu) or Co-Chairs Keeley Jurgovan '92 (keeleyjurgovan@gmail.com) & Stacey Csaplar '88 (staceycsaplar@gmail.com)

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

- Annual review of The Principles of Governance & Nominations Handbook-revisions have been completed. Any suggestions should be emailed to Co-Chairs El Warner (elucidator@rcn.com) & Katie Robertson (katie.robertson@wellsfargo.com). Copies went out to Co-Chairs two times to review. If there are any edits, just send El & Katie an email today, otherwise, consider the changes as accepted and they will be published to the website.
- 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*

- Class Leadership Working Group Leadership Team Meeting this week for the Class Leaders Working Group Co-Chairs, the Decade Chairs, and the Reunion Co-Chairs; decade chairs have been confirmed for 2010 & working on 80's currently

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

- Emails will be sent out for Sweet Briar Days December & January-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)
- There will be 10 faculty calls during December & January, but not during Hanukkah or Christmas
 - You can join more than one
 - So far, they have received great turn-out- 35-70 participants per call; faculty members have given great feed back as well

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)
- 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:

ACC & Plus Ones Call Tuesday, December 22 @ 12 Noon ET

AAC Council-Only Call Tuesday, January 5 @ 12 Noon ET

Future AAC& Plus Ones Calls :

Jan 19, 2021 Feb 16, 2021 Mar 16, 2021