



Sweet Briar College Alumnae Alliance

Council + Plus Ones Zoom Call

Tuesday, June 7, 2022

Meeting Notes

Alumnae Alliance Council: Kathryn Yunk '91, Sarah Reidy-Ferguson '96, Sarah Clement '75, Morgan Deal '16, Cortney Lewandowski '12, Vikki Schroeder '87, Jessica Hiveley '97, El Warner '85, Martha Tisdale Cordell '82, Catharine Laufer '96, Abby Anzalone '00, Courtney Hurt '10, Kelly Collins Lear '96, Ellen Saunders '75, Jane Dure '82, Melaina Macone '11, Katrina Balding Bills '97, Charlotte Barbour '16, Epiphany Soward '15.

AR&D Staff: Claire Griffith '80, Clelie Steckel, Mary Pope Hutson '83, Rachel Pietsch, Lee Anne Chaskes '83, Emily Dodson Sadler '18, Heather Ewing (Admissions Office) '90, Keeley Jurgovan '92.

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 calls, 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 calls with AR&D.

Keep the "4 P's" – Passion for our alma mater, Professionalism, Patience, Perseverance.

AA Council meets biweekly via Zoom, 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 [here](#).

AR&D Updates

-Mary Pope Hutson '83 shared:

-Reunion Weekend was a huge success with over 250 alumnae attending, 365 total with family members & friends!

-Joanne Patton '52 didn't let a canceled flight stop her from making her 70th Reunion. She hired an Uber from LGA to Sweet Briar!

-In honor of their 50th Reunion, the Class of 1972 has raised \$9.4 million for Sweet Briar! Their gifts are supporting the refresh of 9 student spaces; Daisy's Café; Reid Pit; and the construction of the Student Commons located in the Lower Quad. 62 Classmates from the Class of 1972 attended Reunion. 1972 is happy to help other classes rally their classmates!

-Ways we can help Sweet Briar: recruit a student; find an internship for a current student and send the details to AR&D; promote the college; [make your gift to SBC](#).

-The Alumnae Alliance is leading the way in demonstrating a model of engagement for alumnae. Information on ways to volunteer for the AA was included in the Reunion packet.

-[Check out the video highlighting Reunion](#) and please share to your social media, class, and club pages!

-[Click here to watch 2022 virtual events and highlights from the 2021 Reunion.](#)

-Keep updated with news in The Briar Wire [here](#).

-Read current and past Sweet Briar Magazine issues [here](#).

-[Click here for more campus news from the college's website.](#)

-Come back to campus! We encourage Alumnae to visit the college, stay at the [Elston Inn](#), cheer on the Vixens at a [home game](#), and view the [latest art exhibits](#). Learn more from the campus events calendar - [check out more info here](#).

Working Group Updates from the AA Council

Young Alumnae Support: Morgan Deal '16 and Cortney Lewandowski '12

-We will be working on some onboarding for our 2 new Co-Chairs as Cortney will be aging out (sad day, but happy to be moving over to Clubs).

-We have our quarterly call with all of our YAS members later this week to discuss end of fiscal year reflections and how to proceed into 2022-2023.

-We are also looking forward to beginning planning for Fall YA events.

Alumnae Communications: Co-Chairs Jane Dure '82 and Melaina Macone '11

- We are in the process on onboarding our new Co-Chairs, Gregor Lee Pickral '00 and Alexis Meares '14.
- We are sharing posts supporting gift giving as we approach the end of the fiscal year on June 30.
- We are sharing the wonderful posts & photos from Reunion.
- We encourage the AAC to assist us by engaging - liking/commenting/sharing - with our posts.
- We're focused on cascading the news from the College.
- Please share all SBC posts on your social media platforms, your class pages & club pages.

Other Social Media:

-[Facebook](#)

-[Twitter](#)

-[Instagram](#)

-[LinkedIn](#)

-[YouTube](#)

-[Sweet Briar Now and Forever Facebook](#)

Governance and Strategic Initiatives Working Group: Co-Chairs El Warner '85 and Martha Tisdale Cordell '82

- We are pleased to announce the new Co-Chairs joining the AA Council:
 - Admissions Ambassadors: Epiphany Soward '15
 - Class Leadership: Eleanor O'Connor '07
 - Clubs: Caroline Overstreet '12 and Cortney Lewandowski '12
 - Communications: Gregor Lee Pickral '00 and Alexis Meares '14
 - Governance and Strategic Initiatives: Jenn Smith Rucker '96

- Operations: El Warner '85 and Michelle Badger '06
- Young Alumnae Support: Arielle Morgan '15 and Jackie Vari '22

-We are working on standing up a new Working Group – Life Long Learning.

Clubs: Co-Chairs Catharine Laufer '96 and Abby Anzalone '00

-Penn Willets Mullin '66 is hosted a lunch for San Francisco and N. California alumnae in her beautiful garden on Sunday, June 5. The gathering enjoyed a special treat - a college update from recent SBC grad, Reesa Artz '22.

-There will be monthly happy hours this summer on outdoor patios around San Francisco. A postcard listing all these CA events was mailed to N. California alumnae.

-If any Club wants to plan an event this summer or fall, club leaders should contact Keeley Jurgovan. Kjurgovan@sbcc.edu

Class Leadership: Co-Chairs Courtney Hurt '10, Kelly Collins Lear '96, and Ellen Saunders '75

-Class Leader Co-Chairs are in the process of contacting class leaders to thank them for their service this year and encourage them to make their gifts before the end of the fiscal year.

-We had a great Class Leaders update last week where Lee Anne and Emily provided everyone with quick tips for success and also some handy tricks for navigating Google spreadsheets.

Admissions Ambassadors: Co-Chairs Katrina Balding Bills '97, Charlotte Barbour '16, and Epiphany Soward '15

-We 3 Co-chairs will soon be splitting up the country into groups of states where we will each work with those states' Admissions Ambassadors, understanding that some states have different needs. We look forward to continuing to help recruit the next generation of kind, amazing, smart Sweet Briar Women.

-Opportunities to Sweet Briar this summer:

- Summer visits – [more info here.](#)
- [Virginia Private College Week](#) – July 25-July 30.

-College Fairs are starting up again.

-It's a perfect time to join our effort and we really do need more AAs in **Virginia, DC, Central North Carolina, Texas, and Maryland** so if you have classmates or live in that area - please let us know! Email Heather Ewing '90 hewing@sbcc.edu (or one of us) if you have any questions + [Sign up info here.](#)

-Please keep wearing your **Sweet Briar swag and talking up SBC** - we know students, parents and counselors are seeing it.

-[Fly-in Program](#): We continue to hear that people don't know about this important program! Please share that SBC will pay for a student (must be junior or senior) to visit Sweet Briar - we can arrange their flight and they'll stay at the Elston Inn. While we know from our experience that a visit to SBC is life-changing - we track the numbers and it does make a difference!

-Share Sweet Briar with a prospective student! Contact Heather Ewing '90 hewing@sbcc.edu for any help and/or more info. Also check out this [link to the Student Referral form.](#)

-While students can visit campus anytime - we also have Saturday and Sunday visit days. [More info here.](#)

-Check out SBC Riding's 2022 [Summer Camp schedule.](#)

-[We have a new AA LinkTree](#) – any Alumna can access it, which is cool because it's a one stop shop for quick facts about Sweet Briar, the programs of study, dates for admissions, etc. You must be a registered AA to access the actual Portal where you would then see your assigned prospective students and their information. There is a link on that page to become an official AA!

-Admissions is 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 '90 (hewing@sbcc.edu). Please share with your classmates.

Sweet Work Weeks: Co-Chairs Vikki Schroeder '87 and Jessica Hiveley '97

-[Registration for our Summer event is live on the website](#) - July 22 - August 7 - and we look forward to seeing everyone!

-We've asked the Communications Working Group to help us in advertising that registration is open and encourage people to sign up. A meeting with AR&D is being scheduled to discuss the project list, and we're anxious to get started on that.

-We have some ideas as to larger projects, including potentially painting Glass starting the first weekend. We're hopeful that we can get enough people registered for that first weekend so that we can tackle Glass in just a few days.

Council Operations: Co-Chairs Kathryn Yunk '91, Sarah Reidy-Ferguson '96, and Sarah Clement '75

-Kathryn has asked Co-Chairs to start putting together their WGs 6 month priorities, July – December.

-Congrats to the new Co-Chairs and thank you to the Co-Chairs that are rolling off for their service to the AA.

-We're here to help in the onboarding process of new Co-Chairs and will be hosting a training session.

-Please send to Kathryn, Sarah and Sarah your feedback about the new Zoom format for AA calls.

-Please note upcoming 2022 dates to mark on your calendars:

-July 22-August 7: Sweet Work Weeks. [More info + register here.](#)

-September 16-17: Leadership meeting at Sweet Briar.

-Reminder to Co-Chairs to please send your WG updates to Sarah RF to be submitted for the call minutes.

Notes—Upcoming Meetings:

*Future Zoom Schedule:

-Sweet Briar College Alumnae Alliance Council + Plus Ones - Tuesdays @ 7:15 EST

July 5

August 2

August 30

September 27

-Alumnae Alliance Council-Only - Tuesdays @ 12 noon EST

June 21

July 19

August 16

September 13