



Sweet Briar College Alumnae Alliance

Council Only Zoom Call

Tuesday, June 21, 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, 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

-Claire Griffith '80 shared:

-8 Sweet Briar students are participating in the Willits Food Systems Fellows Summer Program. The students are living in Patteson House and are working in the Greenhouse and other areas around campus, including the Vineyard. [Learn more about the program here.](#)

-The grapes in the Vineyard are being pruned based on location to morning and afternoon sun.

-Honey will be harvested in the Apiary this week or next.

-Meeting with Sweet Work Weeks Co-Chairs, Jess Hiveley '97 and Vikki Schroeder '87 tomorrow, June 22, to finalize projects and details for the SWW Summer event, July 22-August 7.

-We are trending towards 200 Class of 2026 Vixens, with currently 186 deposited students for the incoming class.

-Lee Ann Chaskes '83 shared:

-Tremendous thanks to all alumnae for supporting Sweet Briar and creating excitement on their social media over making gifts to the college before the end of the fiscal year, Thursday, June 30.

-Currently, our alumnae participation in gift giving for the 2021-2022 fiscal year is 20.1%. We need 644 new donor gifts to reach last year's participation – 25.2%; and we need 1246 new donor gifts to meet our goal of 30% alumnae participation. Please reach out to classmates to encourage them to join you in making a gift to Sweet Briar and share social media posts to your personal pages and class & club pages to help us reach our 30% goal. [Make your gift here and thank you!](#)

-Clelie Steckel shared:

-The Review Board of the Virginia Department of Historic Resources met on campus for a series of discussions that included college architect, Ralph Adams Cram. In attendance was DHR Director & State Historic Preservation Officer, Julie Langan, who is also a member of the SBC Historic Preservation Task Force.

-Emily Dodson Sadler '18 shared:

-The Admissions Office is hosting Summer at Sweet Briar. 13 rising high school juniors and seniors from around the country participated in the most recent event, which included a tour of campus; a visit with Dean Garrett; dinner at the Boathouse. Friday, July 15 is the next Summer event. [More info here.](#)

-Tour Sweet Briar during Virginia Private College Week – July 25-July 30. [More info here.](#)

[-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

-Excited for two new co-chairs Arielle Morgan '15 '16 and Jacquelyn Vari '22 to be joining Morgan Deal '16 '17. Huge shoutout to Cortney Lewandowski '12 for all her hard work and dedication to YAS the past 2 years.

-Check the SBC Alumnae Alliance [Instagram account](#) for the announcement of the winner for the Swag Giveaway for our 1000th post.

-We're working on our Working Group's next 6 month priorities.

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

-We're working on new Co-Chair onboarding process.

-We have been amplifying messages from the college including – Sweet Work Weeks and end of the year gift giving.

-New Co-Chairs, please send us your headshot and bio.

-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-Chair El Warner '85

-We have begun our annual review of our Nominations Handbook, including reviewing feedback from the committee and candidates. Please email any additional feedback to El.

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

-Co-Chair Martha Cordell '82 has resigned from her position. Per the AA bylaws an interim Co-Chair can be appointed to serve the remaining term. Happy to announce that Jane Dure '82 will be the interim Co-Chair effective July 1. Jane is the longest serving member of the Governance Working Group and helped write the AA bylaws.

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

-Upcoming Alumnae Club events include:

- Northern CA – July 14 and August 25
- Fredericksburg – July 10
- Boston – July 30
- Hunt Country – July 30
- Please encourage alumnae to attend!

-We're working on the onboarding process of new Co-Chairs. Thank you to Catharine Laufer '96 for her service to the AA!

-We are grateful to Club leaders for planning a variety of fun events. If you know of alums who would like to plan future events, please encourage them to participate and pass their names to Keeley Jurgovan (kjurgovan@sbc.edu). This is a great way to engage with fellow local alumnae. We are always looking for new volunteers to help with club efforts.

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

-The Class Leaders Working Group is following up with class leaders, decade chairs, as well as our own classes offering help and support during the next 2 weeks.

-Reunion classes will be having their elections in July so classes will receive their notifications soon. We believe this is a much improved process because attendance is higher than when they met at reunion and job descriptions are provided in advance for each class leader position which informs the alums making the nominations and elections process more intentional.

-We'll be adopting a new meeting schedule for the working group but will provide more information in July.

-We are so grateful to Courtney Hurt '10 for her thoughtful leadership and great work. We'll miss her! We welcome Eleanor O'Connor '07 and look forward to her participation.

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

-We are working on splitting up the geographic markets and working with our designated 1/3 (each) of alumnae admissions ambassadors. This will help identify who can do what in the coming months, as activities increase with college fairs, high school visits and contacts.

-We're excited about [Virginia Private College Week](#) – July 25-July 30, as well as the Summer Explore Engineering program for high school school girls, July 24-29. [More info here.](#)

-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@sbc.edu (or one of us) if you have any questions + [Sign up info here.](#)

-The Virginia Breeze Bus Lines offers service to Amherst, VA. Pickup in DC at 10:05am or Dulles Airport at 10:50am and arrive in Amherst at 2:10pm, with stops in between. [More 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](#).

-[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. We look forward to seeing everyone!

-SWW has a meeting with AR&D on June 22 to discuss the projects we'll be working on during our upcoming Summer event.

-We've had close to 50 people register for the event so far, and we're anticipating that more people will register in the upcoming weeks. We're excited to be back on campus next month!

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

-The end of the fiscal year is Thursday, June 30. We encourage you to reach out to your classmates and ask them to join you in making their gift of commitment to Sweet Briar. [Make your gift here and thanks!](#)

-Co-Chairs, please submit your Working Group's 6 month priorities, July to December, to the new Ops Co-Chairs, El Warner and Michelle Badger by Friday, July 1.

-Co-Chairs, as our Leadership Weekend in September approaches, please think about topics and/or speakers you would like to see highlighted as part of the event agenda.

-We extend our sincere thanks and gratitude to the Co-Chairs rolling off of the AAC for their service. We share a warm welcome to the new Co-Chairs joining the AA. Thank you to all for your continued commitment and passion to Sweet Briar and the Alumnae Community!

-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

July 19

August 16

September 13

October 11