



## Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

### August 3, 2021 Meeting Notes

**Alumnae Alliance Council** : Norma Valentine '93, Kathryn Yunk '91, Jane Dure '82, Sarah Reidy-Ferguson '96, Jessica Hiveley '97, Courtney Hurt '10, Morgan Deal '16, Cortney Lewandowski '12, Keeley Jurgovan '92, Katrina Balding Bills '97, Vikki Schroeder '87, El Warner '85, Catharine Laufer '96, Charlotte Barbour '16, Kelly Collins Lear (KC) '96, Ellen Saunders '75, Abby Anzalone '00, Melaina Macone '11, Jennifer Montfort '01, Martha Tisdale Cordell '82

**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, Heather Ewing (Admissions Office) '90

**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**

- About 300 alumnae & guests attended Reunion
- RAs & Orientation leaders are back on campus ; first year students arrive August 14
- The New August issue of The Briar Wire is out with Reunion Alumnae Awards News & New Board Member updates, as well as news of the students working on campus this summer:  
[https://issuu.com/sweetbriarcollege/docs/the\\_briar\\_wire\\_-\\_vol.\\_7\\_issue\\_6\\_-\\_august\\_2021\\_-\\_w](https://issuu.com/sweetbriarcollege/docs/the_briar_wire_-_vol._7_issue_6_-_august_2021_-_w)
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- There are a record Number of Deposited Students (over 217)- exceeding goal of 180-WOW!
- 3 major videos will be released soon
- For more campus news: [sbc.edu/news](https://sbc.edu/news)

#### **Working Group Updates from the AA Council**

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

- We are currently working towards a new project initiative with our Local Liaison and Core members.
- Many YAS members (9 to be exact) helped write welcome letters to the class of 2022. They will be placed in their PO Box for them to see and pick-up once they are officially back on campus.
- Contact Info for YAS : [sbcyoungalumnae@gmail.com](mailto:sbcyoungalumnae@gmail.com) or send a DM through Instagram (@sbcalumnae)

**Alumnae Communications:** Co-Chairs Jane Dure '82, Melaina Macone '11, & Jennifer Montfort '01

- Working with new co-chairs on updating tech tools for comms
- Focused on cascading the news from the College (of which there has been a lot recently--summer is over).
  - Please share all SBC posts on your social media platforms, your class pages & club pages
  - Promoting Upcoming Events, go to Facebook Alumnae Alliance page for more details. Link : <https://www.facebook.com/sweetbriaralumnae>
- Other Social Media:
  - Facebook-<https://www.facebook.com/sweetbriarnowandforever/>
  - Twitter- <https://twitter.com/sbcalumnae>
  - Instagram- <https://www.instagram.com/sbcalumnae/>

- Youtube- <https://www.youtube.com/user/Sweetbriarcollege>

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

- Finish revising the Nominations handbook next week
- Developing an orientation handbook for new co-chairs and WG members

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

- In September, Clubs will be hosting Zoom calls with information on planning Sweet Briar Days. The deadline for clubs to send in final plans for Sweet Briar Days is October 31, 2021. We are hoping for in-person events, following the COVID protocols that are in place in December and January. The college will confirm faculty involvement in Sweet Briar Days closer to the time.

**Class Leadership** Co-Chairs Courtney Hurt'10, Kelly Collins Lear (KC) '96 & Ellen Saunders '75

- Reunion classes will be voting on new class officers over the next few weeks. If you want to nominate someone, please talk to the person first, then notify Emily Sadler ([esadler@sbc.edu](mailto:esadler@sbc.edu)) & Lee Anne Chaskes ([lachaskes@sbc.edu](mailto:lachaskes@sbc.edu)) at the Alumnae Office.
- Organizing zoom class meetings for the 0's, 1's, 5's & 6's. If you need more info for setting one up, please contact Lee Anne Chaskes or Emily Sadler.
- Working Group Co-Chairs are writing hand-written notes to each newly elected class officer
- Look for an email for September Class Leadership Training zooms (weekly meetings)
- Mentoring 2020 & 2021 graduates- becoming active alumnae

**Admissions Ambassadors:** Co-Chairs Keeley Jurgovan '92, Katrina Balding Bills '97 & Charlotte Barbour '16

- **Saturday Admissions Open House Dates (Legacy dinners the Friday before the Open House)**

**September 11**

**October 23**

**November 6 Email Rachel Pietsch for additional details: [rpietsch@sbc.edu](mailto:rpietsch@sbc.edu)**

- Encourage people to visit campus. Contact contact Heather Ewing ([hewing@sbc.edu](mailto:hewing@sbc.edu)) & Link to the Student Referral Form <https://sbc.edu/admissions/refer-a-student/>
- Private College Week was a big success
- Promote Fly In/Drive in Programs; Sweet Briar's travel reimbursement program covers the cost of travel for a first visit to & from campus for a prospective Vixen and one guest. More Info : <https://sbc.edu/.../visit-sweet-briar-with-our-visit.../>
- 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](mailto:hewing@sbc.edu)). Please share with your classmates.
- Barn Blitz—If you would like a Sweet Briar Riding poster to take to a barn near you, please contact Heather Ewing ([hewing@sbc.edu](mailto:hewing@sbc.edu)) or Co-Chairs Keeley Jurgovan '92 ([keeleyjurgovan@gmail.com](mailto:keeleyjurgovan@gmail.com)) & Katrina Balding Bills '97 ([katrina@kbills.com](mailto:katrina@kbills.com)) or Charlotte Barbour '16 ([barbour16@sbc.edu](mailto:barbour16@sbc.edu))
- New computer portal that AA's can use to update their prospect outreach on admissions platform-coming soon. Volunteers will be able to record their outreach directly on the portal & see any prospective updates. Should be up Y running the end of August / September.

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

- Sweet Works Weeks (SWW) started after Reunion; Volunteers came from 21 different states & Mexico. Class ranges- 60s, 70s, 80s, 90s, 00's & 10s.
- Over 60 volunteers joined in during the 1 week event this year, providing the college with 1,500 hours of labor. Projects they worked on were; painting the lower part of the boat house, cleaning up and freshening up the playground at the preschool for all the little ones now living on campus, moved bulletin boards and painted hallways in Meta Glass, Randolph and Grammer, painted light poles

- & fire hydrants, power washed a lot of areas, and the landscaping team did a wonderful job all over campus wedding, mulching etc. The whole time having fun working together to make it all happen.
- Additional Description: landscaping the roundabouts and other flower beds have been weeded and mulched; benches have been scrubbed;; the outdoor furniture in front of the Vixen Den and down in the Lower Quad have a new coat of paint; the gates have been cleaned; and the fire hydrants repainted.
- The Sweet Work Weeks crew has had wonderful meals from Meriwether Godsey and been hosted for supper by President Woo at Sweet Briar House and for dessert by Dean Garrett at the Deanery (description from SBC AA FB page)

**Council Operations:** Co-Chairs Sarah Reidy-Ferguson '96 , Norma Valentine '93, Kathryn Yunk '91

- Sept 18 Virtual Leadership Conference- times to be confirmed later; please email Operations topics you would like to hear about during this conference
- Co-Chairs-please email Norma your WG reports after this call-whatever you want published in the notes.
- 6 month priorities are being reviewed by AR&D & will be sent out with revisions soon
- Once a month we have AAC Council Only calls & Once a month we have AAC & Plus Ones calls.
- Make sure you have signed the volunteer agreement (Norma emailed out)
- Note Landing Page for Alumnae website :<https://sbc.edu/alumnae/>

### **Notes—Upcoming Calls:**

Future Call Schedule: I also have added a reminder to Google calendar, so if you don't receive those messages, please let me know. Norma

1) Sweet Briar College Alumnae Alliance Council + Plus Ones Call-Tuesdays @ 12 noon EST

August 31  
September 28  
October 26  
November 23  
December 21

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2) Alumnae Alliance Council-Only Teleconference-Tuesdays @ 12 noon EST

August 17  
September 14  
October 12  
November 9  
December 7