



Sweet Briar College Alumnae Alliance Council Conference Call

August 17, 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

- Students arrived on campus (lots of photos on social media)
- Claire joined the students for an ice cream social
- Save The Date September 18 11-1 ET for the Leadership Briefing -Theme-What is it like Being a Sweet Briar Student Today. Please check your email for the registration & submit questions in advance (on the registration form)
- 2 New hires in AR&D - Kelley Jurgovan '92 & Caroline Chappell Hazarian '09
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- There are a record Number of New Students (over 200)- exceeding goal of 180-WOW!
- For more campus news: sbc.edu/news

Working Group Updates from the AA Council

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

- Currently working towards a new project initiative with our Local Liaison and Core members.
- We are still taking #FeatureFriday signups for Instagram. If you know of an alum that would make a great addition, please free to have them contact us via email (sbccyoungalumnae@gmail.com) or DM (@sbccalumnae). **See attachment for a graphic to share on your personal social media pages or even your SBC class pages.**
- Our Local Liaisons are also currently working on planning a fall virtual event for Sweet Briar young alums in the following areas: Amherst/Nelson, VA; Lynchburg, VA; Richmond, VA; DC/NoVA; and Charlottesville, VA

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

- Team focused on communicating content from Reunion & Sweet Work Weeks. We received good engagement from these posts across the channels
- We encourage the AAC to assist us by engaging with our posts
- Looking forward, we are leveraging consultative assistance from Melissa Raymond (Social Media Marketing Manager for Zwitter); she is reviewing our Social Media Accounts & will provide us with feedback on the next comms call
- 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

- Appointment of Epiphany Soward Class of 2015 to replace Keeley Jurgovan as Admissions Co-Chair
- Reminder that co-chairs will be asked to revise their job descriptions and WG mission statements as needed later this fall
- Working on guidelines for orientation of new co-chairs and WG members
- Three strategic initiatives going on: AA Reunion activity; Lifelong learning; and Alumnae travel

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

- Save the date emails will go out to all club leaders from AR&D for a Sweet Briar Day Brainstorming Session: Tuesday, September 21st at 1PM eastern & Wednesday, September 22nd at 7pm eastern

Sweet Briar Days are on the radar for December 2021/January 2021, responsive to local COVID needs.

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

- Virtual Class Meetings have been well received
- We will be writing personal welcome notes to newly elected class leaders in September
- Training for class leaders will be held throughout September

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

- Appointment of Epiphany Soward (Class of 2015) to replace Keeley Jurgovan as Admissions Co-Chair since Keeley is going the staff of the Alumnae & Development Office at Sweet Briar
- Encourage people to visit campus for a personal tour. Contact contact Heather Ewing (hewing@sbc.edu) & Link to the Student Referral Form <https://sbc.edu/admissions/refer-a-student/>
- 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). Please share with your classmates.
- 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

- Now that the Summer event is over, SWW is beginning the process of documenting notes and best practices for various facets of Sweet Work Weeks. SWW will also be taking a look at the possibility of a potential event for the Fall.
- Sweet Work Week stats from July 2021 Event:
 - 7 days
 - 60 volunteers in total (43 on one day)
 - 1,500 hours of service
 - 18 states + Mexico represented
 - Volunteers had 205 years of prior Sweet Work Week experience
 - The volunteers achieved a lot during a shorter than normal period. Their work makes a big difference to the campus community.
- We are looking at a fall weekend event, no details at this time. Stay tuned.

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

- Sept 18 Virtual Leadership Conference- please email Operations topics you would like to hear about during this conference (there will be a spot for those also on the registration form)
- Co-Chairs-please email Norma your WG reports after this call-whatever you want published in the notes.
- Once a month we have AAC Council Only calls & Once a month we have AAC & Plus Ones calls.
- 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

September 14
October 12
November 9
December 7