



Sweet Briar College Alumnae Alliance Council & Plus Ones Conference Call

August 31, 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, Epiphany Soward '15, 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, including Daisy Ceremony on social media)
Note: There's a longer Orientation period for new students & additional faculty advising for new students
- 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);
 - **Email Rachel Pietsch for registration information: rpietsch@sbc.edu**
- Campus Calendar of events : <https://sbc.edu/calendar-of-events/>
- Class Notes are due for classes ending in odd numbers; new schedule- classes ending in odd numbers will be printed in the Fall magazine; Classes ending in even numbers will be printed in the Spring pub location of the Alumnae magazine
- For more campus news: sbc.edu/news
- The September Briar Wire will be mailed out-features new Faculty hires, profiles & photos; the back page has the schedule of campus events; please post on FB college pages when your copy arrives
- **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

Working Group Updates from the AA Council

Welcome Interim Co-Chair of Admissions Ambassadors Epiphany Soward '15 (soward15@sbc.edu)

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

- Currently working towards a new project initiative with our Local Liaison and Core members.
- 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 (sbcyoungalumnae@gmail.com) or DM (@sbcalumnae).
- 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; DC/NoVA; and Charlottesville, VA

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

- We encourage the AAC to assist us by engaging with our posts
- Still gathering post performance data
- Focused on cascading the news from the College, including announcements of athletics schedules. Claire mentioned new Athletics department is organizing tailgate at various athletic events.
 - 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; reviewing Principles of Governance
- 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

- Co-chairs of the working group are writing notes to all class leaders
- 22 virtual class meetings were held in July and August which were a great success garnering full slates of officers for almost all classes and adding 163 new class leaders
- 360 volunteers serving as class leaders
- ARD developed a comprehensive and detailed calendar of training and responsibilities for the 2020-21 Sweet Briar fund
- Full class leaders working group will meet by zoom on Wednesday Sept. 1
- Position-specific training will be held in Sept and Oct beginning on Sept 7

Admissions Ambassadors: Co-Chairs, Katrina Balding Bills '97 & Charlotte Barbour '16 & **Welcome Interim Co-Chair Epiphany Soward '15** (soward15@sbc.edu)

- **Saturday Admissions Open House Dates (Legacy dinners the Friday before the Open House) September 11(moment of silence observed) , 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.
- Wear your SBC swag everywhere-great marketing & discuss SBC with your family, friends, etc.

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

- Looking at a weekend event in October and another event in the Spring. More details to come.
- Working on documenting things like where we have power washed, what things do we plan for for indoor painting or outdoor painting. Taking knowledge from the past few years and writing it down to help share the information for future working group members.

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- New call number 267-807-9605 Same passcode 424117

September 28
October 26
November 23
December 21

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

September 14
October 12
November 9
December 7