



Sweet Briar College Alumnae Alliance

Council-Only Conference Call

Tuesday, September 14, 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, 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, Epiphany Soward '15.

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, 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 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

-Update on Athletics: Battle of the Blue Ridge Tennis Tournament; Soccer and Field Hockey games; Riders named to IHSA and NCEA teams.

-Monday, September 13 kicked off the first week of the 12 week semester.

-Update on September 11 Open House: Beautiful weather on campus. President Woo welcomed prospective students and their families.

- Lee Anne Chaskes '83 thanked class leaders for participating in the Class Leaders Training Overview, held during the previous week.

-Campus Calendar of events : <https://sbc.edu/calendar-of-events>

-For more campus news: sbc.edu/news

Working Group Updates from the AA Council

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

-We are excited to being the process of finding a Senior Representative soon with AR&D from the Class of 2022.

-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 (sbcyoungalumnae@gmail.com) or DM (@sbcalumnae).

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

-Received a presentation from Melissa Raymond '12 (Social Media Marketing Manager for Zwift) about AA Instagram and Facebook and we're working with the insights from her findings.

-We encourage the AAC to assist us by engaging with our posts.

-We're 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 and Martha Tisdale Cordell '82

-In process of conducting the annual review of the PoG.

-Ad hoc committees on engagement with the AA and on lifelong learning and alumnae travel are meeting and will report to Council later this fall.

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

-Sweet Briar Day Brainstorming Session – Tuesday, September 21 at 1pm EST and Wednesday, September 22 at 7pm EST.

-Sweet Briar Days are on the radar for December 2021/January 2022 responsive to local COVID needs.

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

-The first week of September began a rigorous training schedule for class leaders as well as the launch of the Sweet Briar Fund. Over 80 alumnae participated on the zoom calls which were offered last Tuesday September 7 at 7pm and Thursday September 9 at noon. The topic was an overview for all class leaders and it was very helpful as well as positive and encouraging.

-Tuesday September 14 at 7pm and Thursday September 16 at noon the training will be offered to stewardship and social media leaders.

-Additional sessions will be held twice a week for the remaining leadership positions through October 7.

-Class leaders have been given the goal of increasing participation by 5% this year and all the classes are encouraged to set a monetary goal as well. Assistance will be offered in writing the class letter, the working group will follow up with the decade chairs monthly and class leader updates will be provided throughout the year until the end of June.

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

-Admissions is attending some in-person college fairs with AA help.

-AAs will be helping at horse show in Leesburg, VA, October 21-24. Katrina Balding Bills '97 is the point person - please reach out to Katrina if you would like to volunteer to help at the show.

-Admissions counselor Taylor Patterson will be at Tryon in North Carolina for a horse show, October 26-31. Norma Valentine '93 is the point person - please reach out to Norma if you would like to volunteer to help at the show.

Saturday Admissions Open House Dates (Legacy dinners the Friday before the Open House) - Email Rachel Pietsch for additional details: rpietsch@sbc.edu

***October 23**

***November 6**

-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.

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

-We will be having a Sweet Work Weekend event October 16/17 - check in starts October 15. This will be some landscaping, indoor & outdoor painting. Limited space available. The registration link is not yet live, we will post it on the Club FB pages that are within about 4 hours of campus.

-Possibly ... maybe ... a week long special project in March.

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

-Looking forward to seeing everyone at the virtual Alumnae Briefing, Saturday, September 18.

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

-Hold February 25/26, 2022 on your calendar for a possible in-person AAC meeting on campus.

Notes—Upcoming Calls:

*Norma has added a reminder to Google calendar, so if you don't receive those messages, please let us know.

*Future Call Schedule:

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

September 28

October 26

November 23

December 21

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

October 12

November 9

December 7