



Sweet Briar College Alumnae Alliance

Council-Only Conference Call

Tuesday, October 12, 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 '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, 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

-Grammer front porch facade has been refurbished – professionally scraped and repainted.

-Looking forward to welcoming Sweet Work Weeks volunteers for a Weekend of service on campus, October 16-17. Tasks include indoor & outdoor painting and landscaping. SBC alumna and artist, Catherine Peek '01, will be on campus to help refresh her sculpture titled "Uplift" – located behind the Library.

-Members of the Class of 1976 returned to campus on October 9-10 for a mini-Reunion to celebrate the life of their classmate, Martha "Ookie" Hays Cooper. Joined by Congressman Jim Cooper and Ookie's children, the class enjoyed tours of campus and our agricultural enterprises. Ookie was an avid birder both personally and professionally; her early days studying ornithology at Sweet Briar with Professor Ernest "Buck Edwards" launched a career at the Bird Division of the Smithsonian Institution to staff the first and second editions of the National Geographic Field Guide to the Birds of North America. However, the weekend celebration of Ookie's life was more than just a gathering. Ookie's friends and classmates also made contributions to Sweet Briar in order to build a birding observation deck in loving memory of this remarkable woman. Sweet Briar's Audubon Campus Conservation Chapter is delighted to be able to use the deck for spotting the many species of birds at Lower Lake.

- IHSA Riding team was named High Point Team for the second-straight week after accumulating 41 points while competing at Liberty; Tennis welcomed Averett and Methodist to the Van Der Meer Tennis Center for a tournament; Field Hockey traveled to Massachusetts to play against Anna Maria College; Soccer played against Shenandoah University; Swimming headed to Washington and Lee University for the Old Dominion Athletic Conference (ODAC) Relays; Cross Country participated in the Lancer Pink Open, hosted by Longwood University. For more news & updates: <https://vixenathletics.com/>

-Check out the October issue of The Briar Wire, including an update on the Turf Field project and photos of the recent grape harvest. Read more here: https://bit.ly/Oct_Briar_Wire_2021

-Come back to campus! Please see the Fall 2021 Schedule of Events graphic attached below and check out more info here: <https://sbc.edu/calendar-of-events>

-For more campus news: sbc.edu/news

Working Group Updates from the AA Council

-Working Group Co-Chairs were asked to include in their updates 1 or 2 takeaways that impacted them from the virtual Alumnae Leadership Briefing held on September 18. The panel included: President Woo; Mary Pope Hutson, Senior VP of Alumnae Relations, Development and Communications; Kerry Greenstein, Dean of Student Life; Teresa Garrett, VP of Academic Affairs and Dean of the College; Barb Watts, Director of Career Services.

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

-Final planning stages have begun for Fall Events for Young Alums in the following areas: Amherst/Nelson, VA; Lynchburg, VA; Charlottesville, VA; NoVA/DC area. As more information is forthcoming, we will be sure to share more.

-We are starting something new on IG for Fridays. We are calling it "Photo Submission Friday". We are putting a call to action out for all alums to submit their favorite photos of SBC, alumnae getting together, throwbacks, friends, faculty, etc. If you have any photos you'd like for us to share, please send them in a DM to @sbcalumnae or email to sbcyoungalumnae@gmail.com

-Briefing Takeaway: Loved the idea from President Woo about developing the arts within the community to make the surrounding area a "Cultural Corridor" and the thought of continuously challenging the students from the view point of Teresa Garrett.

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

-We continue to cascade the news of the College.

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

-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>

-Briefing Takeaway: Always beneficial to hear from staff and faculty. President Woo's discussion of the arts corridor was interesting.

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

-Principles of Governance (PoG) updates and strategic initiatives are close to completion.

-Briefing Takeaway: Dean of Student Life, Kerry Greenstein, was impressive and longer orientation looks like a terrific idea.

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

-Alumnae Relations & Development emailed club leadership to communicate expectations for Sweet Briar Days. Plans are due to Keeley Jurgovan kjurgovan@sb.edu and Rachael Pietsch rpietsch@sb.edu by Halloween (10/31/2021). Catharine, Abby, Lee Anne Chaskes, and Keeley Jurgovan will be following up with club leadership teams over the next two weeks to collect information on planned events.

-The college is encouraging in-person events, if they are possible. The college will share more information about Zoom programming from the college to supplement local plans.

-Briefing Takeaway: Enjoyed hearing college updates from the panel.

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

-We continue to have great turnout for training, 60 to 70 alumnae trained each week.

-Secretary training, Planned Giving Ambassador and Using Class Leader Data training have all taken place.

-Toolkits for Success for class leaders were mailed so be on the lookout for those. Digital copies were also sent this week. They include tons of great info to help engage with classmates and the SBC community!

-Non reunion class years are asked to set their gift giving goals for the 2021/2022 fiscal year by October 15.

-Briefing Takeaways: Enjoyed hearing the panel share updates from the college - President Woo discussing the Cultural Corridor and Dean of Student Life, Kerry Greenstein, sharing his plans.

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

-100% of our focus right now is student outreach - encouraging students to visit campus - and apply!

-Portal going GREAT.

-Finalizing getting last year's AAs signed up and trained – Heather Ewing continues to host smaller group Portal Training sessions that are really helpful not only for the Portal, but answering questions and having everyone comfortable with their outreach.

-Beginning to recruit AAs in areas that we know we need help: Maryland and Virginia.

-Getting Parents involved as well.

-Please continue to spread all the good news happening at SBC and encourage prospective students to attend the October or November Open House.

-Special email went out on Friday, October 1, 2021 to all Junior/Senior Legacies in our database from Claire Griffith inviting them to the Open Houses and legacy evenings.

-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 Heather Ewing (hewing@sbc.edu) for more info.

-Share the 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@sb.edu). Please share with your classmates.

Briefing Takeaway: Katrina shared that she had a really hard day the day before the Briefing, but hearing all the great things happening at Sweet Briar was the balance she needed and that she never regrets any time shared in the company of the SBC Community.

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

-The fall Sweet Work Weekend is this weekend, October 16-17. 16 volunteers will be on campus helping get some projects checked off the college's list. The main projects are painting some offices in lower Reid, fixing some columns, general landscape cleanup, and refreshing the "Uplift" sculpture behind the library.

-We are excited the "Uplift" artist, Catherine Peek '01, will be on campus to help with the refresh of the piece. We will also have a handful of students volunteering with us. Love getting them hooked on SWW early!

-Meredith Taylor Eads '01 will be the SWW on-site lead for this event, we know she and the volunteers will work hard but also have a great time.

-Briefing Takeaway: Happy to hear the updates from campus and see how far the college has come in six and a half years.

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

-Norma Valentine shared that she is resigning from her Ops Co-Chair position. Tremendous THANKS to Norma for her 5+ years of service to the Alumnae Alliance and we are excited for her next chapter as a SBC Board of Directors member. Read more about Norma being elected to the Board: <https://sbc.edu/news/board-of-directors-welcomes-three-new-members-strong-ties-to-college/>

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

-Briefing Takeaway: Enjoyed hearing Dean Garrett speak about “Global Citizens” and making foreign language available to students; Loved hearing updates from the entire panel; Interesting to hear Barb Watts, Director of Career Services, speak about the LinkedIn platform.

Notes—Upcoming Calls:

*Norma Valentine 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

October 26

November 23

December 21

January 18

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

November 9

December 7

January 4

February 1

Join Us! Fall 2021 Schedule of Events

| KEY | | |
|---------------------|-------------------------------|-----------------|
| ■ Academic Schedule | ■ Athletics and Riding Events | ■ Campus Events |

SEPTEMBER

| Event | Date | Location |
|---|-----------------|--|
| FH vs. Wilson | 9/1, 5 p.m. | Chambersburg, Pa. |
| SOC vs. Mary Baldwin | 9/1, 5 p.m. | Staunton, Va. |
| SOC vs. Christendom | 9/8, noon | Sweet Briar, Va. |
| FH vs. Centenary (N.J.) | 9/8, 3:30 p.m. | Sweet Briar, Va. |
| Sweet Briar Fund Launch | 9/8 | Sweet Briar, Va. |
| Legacy Admissions Open House | 9/10 | Sweet Briar, Va. |
| Golf: Bruins Golf Classic | 9/10-9/11 | Greenville, S.C. |
| Admissions Open House | 9/11 | Sweet Briar, Va. |
| TEN: Battle of the Blue Ridge, Week 1 | 9/11-9/12 | Sweet Briar, Va. |
| FH vs. Oberlin | 9/11, 11 a.m. | Oberlin, Ohio |
| SOC vs. Salem | 9/12, 2 p.m. | Sweet Briar, Va. |
| SOC vs. Trinity (D.C.) | 9/15, 4 p.m. | Sweet Briar, Va. |
| VCCA Salon | 9/15, 7:30 p.m. | Sweet Briar, Va. |
| Founders' Day Weekend | 9/17-9/19 | Sweet Briar, Va. |
| Alumnae Volunteer Leadership Conference | 9/18 | Virtual |
| FH vs. Notre Dame (Md.) | 9/18, 2 p.m. | Amherst, Va. |
| Golf: Bridgewater Invitational | 9/20-9/21 | Harrisonburg, Va. |
| Club Leaders Zoom Session with AR&D | 9/21, 1 p.m. | Virtual |
| SOC vs. Averett | 9/22, 4:30 p.m. | Sweet Briar, Va. |
| Club Leaders Zoom Session with AR&D | 9/22, 7 p.m. | Virtual |
| FH vs. Bridgewater (Va.) | 9/22, 7:30 p.m. | Amherst, Va. |
| SOC vs. Shenandoah | 9/25, noon | Sweet Briar, Va. |
| TEN: ITA Regionals | 9/25-9/27 | Fredericksburg, Va. |
| Riding: IHSA vs. William & Mary | 9/26 | Toano, Va. Willow Pond Farm |
| Golf vs. Stevenson University | 9/27 | Upperco, Md. Piney Branch Golf Club |
| SOC vs. Lynchburg | 9/28, 4:30 p.m. | Lynchburg, Va. |
| FH vs. Southern Virginia | 9/29, 7:30 p.m. | Amherst, Va. |

OCTOBER

| Event | Date | Location |
|--|------------------|---------------------|
| Families Weekend | 10/1-10/3 | Sweet Briar, Va. |
| FH vs. Eastern Mennonite | 10/1, 7 p.m. | Harrisonburg, Va. |
| SOC vs. Bridgewater | 10/2, 1 p.m. | Sweet Briar, Va. |
| Riding: IHSA | 10/3 | Sweet Briar, Va. |
| Daisy's Harp Concert | 10/3, 1 p.m. | Sweet Briar, Va. |
| FH vs. Ferrum | 10/5, 7:30 p.m. | Amherst, Va. |
| SOC vs. Washington & Lee | 10/6, 4:30 p.m. | Sweet Briar, Va. |
| Jia Tolentino, New Yorker staff writer and author of <i>Trick Mirror: Reflections on Self-Delusion</i> | 10/7, 7:30 p.m. | Sweet Briar, Va. |
| FH vs. Anna Maria | 10/9, 10:30 a.m. | Paxton, Mass. |
| TEN: Battle of the Blue Ridge, Week 2 | 10/9-10/10 | Sweet Briar, Va. |
| Riding: IHSA vs. Liberty | 10/9 | Rustburg, Va. |
| SWIM: ODAC Relays | 10/9 | Lexington City, Va. |
| SOC vs. Hollins | 10/9, 2 p.m. | Roanoke, Va. |

OCTOBER (CONTINUED)

| Event | Date | Location |
|---|------------------|---|
| Golf: The Knights Women Fall Invitational | 10/11-10/12 | Buena Vista, Va. Vista Links Golf Course |
| FH vs. Randolph-Macon | 10/12, 7:30 p.m. | Amherst, Va. |
| VCCA Salon | 10/13, 7:30 p.m. | Sweet Briar, Va. |
| Fall Break | 10/15-10/18 | |
| FH vs. Wells | 10/16, 11 a.m. | Aurora, N.Y. |
| SOC vs. Ferrum | 10/16, 2 p.m. | Sweet Briar, Va. |
| SWIM vs. Pfeiffer | 10/16 | Sweet Briar, Va. |
| FH vs. Morrisville State | 10/17, 11 a.m. | Morrisville, N.Y. |
| SOC vs. Randolph | 10/20, 7 p.m. | Lynchburg, Va. |
| SWIM vs. Ferrum | 10/22 | Ferrum, Va. |
| Legacy Admissions Open House | 10/22 | Sweet Briar, Va. |
| Admissions Open House | 10/23 | Sweet Briar, Va. |
| FH vs. Meredith | 10/23, 1 p.m. | Sweet Briar, Va. |
| SOC vs. Roanoke | 10/24, 2 p.m. | Salem, Va. |
| Golf: Lebanon Valley Golf Invitational | 10/25 | Lebanon, Pa. Lebanon Country Club |
| SOC vs. Eastern Mennonite | 10/27, 4 p.m. | Sweet Briar, Va. |
| Fall Theatre Production: "Red Noses" | 10/28-10/31 | Sweet Briar, Va. |
| Riding: NCEA vs. Lynchburg & Delaware St | 10/29 | Dover, Del. Dovington Training Ctr. |
| FH vs. Hood | 10/30, 2 p.m. | Frederick, Md. |
| SOC vs. Guilford | 10/30, 2 p.m. | Greensboro, N.C. |
| SWIM vs. Va. Wesleyan | 10/30 | Hampden Sydney, Va. |
| FH vs. Bryn Athyn | 10/31 | Bryn Athyn, Pa. |
| Riding: IHSA vs. VCU | 10/31 | Mechanicsville, Va. Stillmeadows Farm |

NOVEMBER - DECEMBER

| Event | Date | Location |
|----------------------------------|---------------|--|
| Legacy Admissions Open House | 11/5 | Sweet Briar, Va. |
| Admissions Open House | 11/6 | Sweet Briar, Va. |
| SWIM: Guilford Invite | 11/6 | Greensboro, N.C. |
| Riding: IHSA vs. Richmond | 11/7 | Ashland, Va. |
| Fall Dance Concert | 11/11-11/12 | Sweet Briar, Va. |
| SWIM vs. Randolph-Macon | 11/12 | Ashland, Va. |
| Riding: NCEA vs. Bridgewater | 11/12 | Sweet Briar, Va. |
| Riding: NCEA vs. Sacred Heart | 11/13 | Sweet Briar, Va. |
| VCCA Salon | 11/17 | Sweet Briar, Va. |
| Thanksgiving Break | 11/19 - 11/28 | |
| Riding: IHSA vs. Randolph-Macon | 11/20 | Ashland, Va. |
| Riding: NCEA vs. San Diego State | 11/21 | Sweet Briar, Va. |
| #GivingTuesday | 11/30 | sbc.edu/give |
| SWIM vs. Southern Va. | 12/4 | Sweet Briar, Va. |
| SWIM vs. Hollins | 12/11 | Roanoke, Va. |
| Fall Semester Classes End | 12/14 | |

Schedule is subject to change. Please be sure to check sbc.edu/events and vixenathletics.com for the latest updates on visiting policies and event locations.