



## Sweet Briar College Alumnae Alliance

### Council + Plus Ones Conference Call

Tuesday, October 26, 2021

### Meeting Notes

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

-Mary Pope Hutson '83 joined the call and provided updates from campus. She shared reasons for optimism from the college including:

1-President Woo's state of the college video. <https://sbc.edu/multimedia/video/an-update-from-president-woo/>

2-S&P Global increases Sweet Briar's bond rating. <https://sbc.edu/news/sp-global-increases-sweet-briars-bond-rating/>

3-Enrollment. <https://sbc.edu/news/sweet-briar-college-enrollment-surges-with-the-largest-incoming-class-since-2013/>

4-Athletics is going gangbusters! <https://vixenathletics.com/>

-Admissions outreach is in full swing. A goal of 250 new students has been set for fall 2022 – 225 first-years and 25 transfer students. There is an upcoming Fall Open House on Saturday, November 6. The college hosts a legacy dinner on the Friday night before the Open House. A group of high school college counselors are touring Sweet Briar on October 28 and 29. <https://sbc.edu/admissions/>

-Mary Pope has set a challenge to all alumnae:

1-Help get prospective students to Sweet Briar for a campus visit. All students are welcome. Postcards have been mailed to alumnae to encourage family members and friends to visit. Mary Pope suggests handing out SBC info to friends and family as well. The college had one of the most successful Open Houses on October 23 and looking forward to the next Open House on November 6. <https://sbc.edu/admissions/visit-sweet-briar-with-our-visit-reimbursement-program/>

2-Reaching our 30% alumnae participation goal during this 2021/2022 fiscal year. We are part of the effort of the growth of the college. Every year we need to increase alumnae engagement & participation and student enrollment.

-For this call, the Alumnae Alliance Council members were asked to share how they found out about Sweet Briar when they were prospective students. Mary Pope shared that she learned about SBC from her 2 godmothers that attended the college and also from when she was a camper at Camp Glen Arden in Asheville, NC.

-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](https://sbc.edu/news)

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

**\*For this call, the Alumnae Alliance Council members were asked to share how they found out about Sweet Briar when they were prospective students.**

**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](mailto:sbcyoungalumnae@gmail.com)

-How Cortney found out about SBC as a prospective student: Born and raised in the area so SBC always felt like home; She started dancing at the age of 5 and twice a year our recitals were held in Babcock. By the time Cortney was 8, she knew that SBC was where she wanted to go for school; She also knew a few alums as child and loved hearing their stories.

-How Morgan found out about SBC as a prospective student: She chose Sweet Briar because of the scholarship money and Marcia, who was her voice teacher before attending SBC; Morgan also attended camps there as a kid, Kids in College, during the summers and the dance classes; It was just always a part of her life.

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

-With communications, exploring tools to enable us to streamline our workflows and streamline/increase posting.

-Working on developing criteria for a social working group.

-Working with YAS in planning and promotion of the alumnae small business initiative.

-Melaina thought she would be going to college in NYC, but her high school teacher suggested Sweet Briar to her.

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

-We're focused on cascading the news from the College.

-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

-A review of the POG is almost complete.

-Life Long Learning/Travel Ad Hoc Committee is ongoing. We have a Zoom call scheduled for November 1. Hope to have a report to Council by the end of November.

-Jane Dure's ad hoc committee examining how to heighten visibility of the AAC at Reunion is complete. ARD has accepted the committee's recommendation to have a version of the AAC Report to the BOD presented to our alumnae during Convocation.

-Martha's father attended W&L and when it was her time to attend college, she visited the women's colleges in the area.

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

-Rachel, Keeley, Catherine, and Abby continue to follow up about Sweet Briar Days. Remember to submit your club plans to Rachel Pietsch [rpietsch@sbc.edu](mailto:rpietsch@sbc.edu) and Keeley Jurgovan [kjurgovan@sbc.edu](mailto:kjurgovan@sbc.edu) before Halloween, October 31, or plan to be "haunted" down.

-Abby and her 2 sisters all attended Sweet Briar. The trio used a self-created guide when looking at colleges that they called - the Book Shop Theory. Abby and her sisters liked to see a good mix of academic focus and gift shop items/swag available in the Book Shop and SBC offered the right mix.

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

-We continue working with Decade Chairs & Class Leaders to set goals for participation.

-We are looking forward to our first Class Leader Update Zoom on November 9th.

-We are preparing for #GivingTuesday by encouraging Class Leaders to share on their FB pages. We are also encouraging them to post their participation goals on their class page.

-We have had some good feedback about the Toolkits & training that we have done so far. We are working on some strategies to engage with the class leaders that we haven't reached through training yet.

-Kelly was lucky enough to find out about Sweet Briar through her uncle, who is a W&L graduate. She also remembered reading about Sweet Briar in "The Preppy Handbook" by Lisa Birnbach. Of course, when Kelly came for her visit, she fell in love with the beauty of the campus and was sold!

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

-Incredible Open House - over 30 students visited with their families - got to hear from President Woo, attend a breakout based on their area of interest, meet Sweet Briar Counselors, take a tour of campus with student ambassadors and tour the greenhouse and Riding Center. Sweet Briar also hosted 6 legacy families on Friday evening with a legacy dinner and special bonfire with cider and cookies with student ambassadors.

-Katrina organized an esteemed SBC equestrian group to represent SBC at the Washington International Horse Show--Regional Championships, hosted by Morven Park International Equestrian Center. Friday, Saturday and Sunday - many helped including Katrina's sister, Nicole Balding Roca, and Katie Schellhammer, Katherine Cook and Melissa Ramos Jacklin. We saw Jesse Martin competing and Leigh Ann White helping her barnmates and trainer!

-Michelle Badger and Tricia Fallon attended college fairs in MA last week. Tricia had a counselor come up and share how much she loved SBC - she shared she had sent a student who is a current sophomore!

-This weekend Taylor Patterson is headed to Tyron - Catherine Laufer and Jennifer Ballard are headed over to help her out.

-We have college fairs in Georgia coming up - thanks to Kelly Iacobelli and Kim Fella!

-Most important outreach continues to be our follow up to prospective students with a "as an alumna from (home town) I'm so glad to learn you're interested in Sweet Briar!" Over 80 AAs have signed up to make these calls - thanks to those of you who are helping - we have over 400 calls to make!

-Please help us recruit AAs in Maryland, Roanoke, Richmond, Charlotte NC.

-And just FYI ... Heather Ewing meets weekly with the IT dept and is still making tweaks to Portal - thanks to everyone for their feedback!

-Continue to wear your bling and post to Facebook all the great things happening at SBC - it is through your word of mouth and passion for SBC that prospective students, their families and HS counselors learn of SBC.

-Katrina learned about SBC from reading a book that mentioned the college. She was not looking to attend a women's college, but after visiting, applied early decision.

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

**-Fall Admissions Open House on Saturday, November 6 - Legacy dinner the Friday before the Open House - Email Rachel Pietsch for additional details: [rpietsch@sb.edu](mailto:rpietsch@sb.edu)**

-Encourage people to visit campus for a personal tour. Contact Heather Ewing ([hewing@sb.edu](mailto:hewing@sb.edu)) and Link to the Student Referral form: <https://sb.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://sb.edu/admissions/visit-sweet-briar-with-our-visit-reimbursement-program/>

-Admissions is 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](mailto:hewing@sb.edu)). Please share with your classmates.

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

-The first fall Sweet Work Weekend was held October 16 and 17. 15 volunteers were on campus for the weekend. Offices in lower Reid got a fresh coat of paint as well as the Uplift sculpture behind the library had some maintenance done as well as a fresh coat of paint. It was great the artist, Catherine Peek '01, was able to join in helping us with sculpture.

-We are working on a spring event and the summer event. More to come as we are able to nail down dates for these events.

-Vikki shared that her sister and mom put together a list of colleges to visit and Sweet Briar was their last stop. When Vikki drove up the driveway she was sold!

**Council Operations:** Co-Chairs Kathryn Yunk '91 and Sarah Reidy-Ferguson '96

-Kathryn shared that she was a transfer student and that a friend recommended Sweet Briar to her.

-Sarah shared that she learned of Sweet Briar through a dear friend of her parents - SBC alumna, Lorna Christensen Black '67.

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

**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

November 23

December 21

January 18

February 15

-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		
<span style="background-color: black; color: black;">■</span> Academic Schedule	<span style="background-color: green; color: black;">■</span> Athletics and Riding Events	<span style="background-color: red; color: black;">■</span> 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	<a href="https://sb.edu/give">sb.edu/give</a>
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 [sb.edu/events](https://sb.edu/events) and [vixenathletics.com](https://vixenathletics.com) for the latest updates on visiting policies and event locations.