



## Sweet Briar College Alumnae Alliance

### Council Only Conference Call

Tuesday, November 9, 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

-Clelie Steckel shared that the Sweet Briar Magazine fall issue will be arriving in mailboxes by Thanksgiving. The Briar Wire will be published around the December 1. Find past issues here:

[-Alumnae Magazine](#)

[-The Briar Wire](#)

-Rachel Pietsch shared that President Woo welcomed 40 families to Sweet Briar for the Fall Open House on November 6. Schedule of events included:

-Walking tour of campus.

-BBQ Lunch.

-Parents and prospective students were split into groups. Parents attended an event in the Library. Students were split into groups based on their interest, meeting with Professor Lisa Powell at the Train Station; Professor John Morrissey in Guion; Professor Lynn Laufenberg in Benedict; and Professor Laura Pharis at the Art Barn; as well as meeting with athletic coaches, including Softball, Lacrosse, Golf and Cross Country. There were 20 students interested in the equestrian program that toured the barn.

-Rachel also provided updates on upcoming Sweet Briar Days, with the first one scheduled for Sunday, December 19 in Aiken, SC and hosted by Norma Valentine '93 and Grace Raymond '24. Invites will be sent by mail & email and details posted to social media. Current students, prospective students and their parents, local to the area will be invited to events.

-Emily Sadler shared highlights from Philanthropy Week, an on-campus event supporting acts of kindness and generosity, held from Monday, November 1 through Sunday, November 7. Emily had been working with 8 SBC student leaders since June 2021 on organizing the week's activities, including:

-A discussion led by alumnae, Lea Harvey '90 and Renee Flowers '93, titled "What can you do for your community?"

-Unsung Memorial Clean Up at the Plantation Burial Grounds.

-Sign Up to Save Lives with The Meredith Haga Foundation.

-COBRA Self-Defense Class supported by the Debby Willis Fund.

-Stocking shelves at a local food bank in Madison Heights.

-Emily also shared the details for #GivingTuesday. Join the global generosity movement this year on Tuesday, November 30, and support Sweet Briar! The goal is to have 116 alumnae donors make their gifts on [#GivingTuesday](#) to celebrate 116 years of educating women leaders. When you make a gift to the Sweet Briar Fund, your support invests in the future of Sweet Briar, one student at a time. As part of Philanthropy Week, students wrote thank you notes expressing gratitude to donors for supporting Sweet Briar on #GivingTuesday.

-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**

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

-We were looking at doing a special project in March, but due to the potential weather issues during that time, we will move to scheduling a summer date.

-Working on plans for an April weekend, event dates still to be finalized.

-We are also working on plans for a two week event in the summer and plan to announce the dates in January so volunteers can plan far in advance.

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

-We had a recent call with Mary Pope Hutson '83, Claire Griffith '80, and Heather Ewing '90. More than 40 AAs attended.

-AAs are still needed in Maryland and Illinois (Chicago area). Please reach out to Heather Ewing '90 if you're interested in volunteering – [hewing@sbc.edu](mailto:hewing@sbc.edu)

-AAs are doing great and are on-top of the outreach. First rounds of outreach are concluding and AAs are requesting more. Heather is working to assign new prospective students to AAs.

-The focus for the month is to bring as many prospective students to campus before the end of the year and encourage students to apply.

-Statistics show those who visit are the most likely to apply and deposit. More visiting opportunities are coming.

-Encourage people to visit campus for a personal tour. Contact Heather Ewing ([hewing@sbcc.edu](mailto:hewing@sbcc.edu)) and Link to the Student Referral form: <https://sbcc.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://sbcc.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@sbcc.edu](mailto:hewing@sbcc.edu)). Please share with your classmates.

-SBC Admissions has launched special Saturday visit days! Wherever you are in the college search and decision process, nothing compares to a campus visit, especially to Sweet Briar. Book your visit today at <https://sbcc.edu/admissions/admissions-events>

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

-The Class Leaders Zoom on November 9 at 7pm will share a campus update, reiterate goals, and gear up for #GivingTuesday. 51 Class Leaders have signed up to attend the Zoom.

-Still working with decade chairs and class leaders on goals for participation and engagement. We have a great group with lots of good ideas and enthusiasm.

-We're working on our WG's upcoming 6-month priorities.

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

-We are confirming with Clubs any last minute details for their upcoming Sweet Briar Day events. Two sets of invites for Sweet Briar Days are have already been sent out. Contact Rachel Pietsch [rpietsch@sbcc.edu](mailto:rpietsch@sbcc.edu) and/or Keeley Jurgovan [kjurgovan@sbcc.edu](mailto:kjurgovan@sbcc.edu) with any questions.

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

- The Principles of Governance updates are done and will be sent to Council shortly.
- The ad hoc Lifelong Learning and Travel Committee has prepared their report.

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

- Reviewing a scheduling tool with the college during next week's Comms call.
- Holding calls with prospective working group members this week.
- Partnering with YAS on small business promotion.
- Gearing up for #GivingTuesday on November 30.
- 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>

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

- Fall Events for Young Alums will be taking place on Monday, November 15 at 7pm in the following areas: Amherst/Nelson, VA; Lynchburg, VA; Charlottesville, VA; NoVA/DC area. They will consist of a Virtual Happy Hour.

-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)

-We have had our monthly calls with our Local Liaisons and Core members to discuss the past 6 month WG priorities and will be compiling reflections on our measurements as well as creating a new document for our next 6 month priorities.

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

-Please have your WG upcoming 6-month priorities, January-June 2022, submitted to Kathryn and Sarah by November 23.

-Reminder to Co-chairs to please send your WG updates to Sarah 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

December 7

January 4

February 1

March 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	<a href="http://sbc.edu/give">sbc.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 [sbc.edu/events](http://sbc.edu/events) and [vixenathletics.com](http://vixenathletics.com) for the latest updates on visiting policies and event locations.