



## Sweet Briar College Alumnae Alliance

### Council + Plus Ones Conference Call

Tuesday, November 23, 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 [here](#).

## AR&D Updates

-Claire Griffith '80 shared wonderful news about flying to Atlanta for Thanksgiving and being at the same departure gate with a current SBC first-year student and a prospective student. Claire connected the two students, who got to talking about the first-year student's experience at Sweet Briar – discussing her classes, professors, and being from the West Coast.

-[Sweet Briar Admissions](#) has expanded Saturday and Sunday visits for the rest of the fall season. Prospective students are 51% likely to apply and deposit if they come to visit campus. Help bring prospective students to Sweet Briar through the [Fly-In Program](#). "Tickets" and Admissions info have been mailed to alumnae to share with prospective students.

-Sweet Briar Days are happening – in person and virtual – with the first event scheduled for December 19 in Aiken, SC, and hosted by Norma Valentine '93 and Grace Raymond '24.

-Lee Anne Chaskes '83 shared news about #GivingTuesday, the global day of philanthropy and happening on November 30. A class leaders challenge is on to connect with 5 new donors from your class and encourage them to make their gift to Sweet Briar. The goal for the day is to reach 116 donors to celebrate 116 years of transformational women's education at Sweet Briar. [Make your gift here and thanks.](#)

-Come back to campus! Please see the Fall 2021 Schedule of Events graphic attached below and [check out more info here.](#)

-For more campus news: [sbc.edu/news](http://sbc.edu/news)

## Working Group Updates from the AA Council

**\*There is so much exciting news happening at Sweet Briar! For this call, the Alumnae Alliance Council members were asked to share the news that they were happy to read and learn more about.**

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

-Fall Events for Young Alums happened on Monday, November 15th at 7pm in the following areas: Amherst/Nelson, VA; Lynchburg, VA; Charlottesville, VA; NoVA/DC area.

-Our Small Business Promotion 2021 with Communications is well underway. We have gathered information on many new businesses and received undated information on last year's submissions. We will be sharing those in the coming weeks in light of the holiday season. Be sure to follow us on Instagram (@sbcalumnae) for more details.

-Morgan: The idea of Philanthropy Week and the college being involved with the surrounding communities.

-Cortney: The idea that Admissions has added special Saturday visits to campus. Huge shoutout to all the SBC staff that are helping on those days. Visiting our beautiful campus can hold a special place in someone's heart forever.

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

-We are focused on #GivingTuesday messaging and support.

-We connected with new WG members.

-Please check out the "Flat Indie" in the Sweet Briar Magazine fall issue. Take a photo with it and submit it to us to be shared on AA social media.

-Melaina: Happy to read the news about Admissions connecting with prospective students earlier in the college admissions process.

-We encourage the AAC to assist us by engaging - liking/commenting/sharing - 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.

**Other Social Media:**

-[Facebook](#)

-[Twitter](#)

-[Instagram](#)

-[YouTube](#)

-[Sweet Briar Now and Forever Facebook](#)

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

-Please review your WG co-chair job descriptions and send any changes to EI by December 3.

-Principle of Governance updates will be sent to Council early next week for discussion during our Council only call on December 7.

-Lifelong Learning and Travel ad hoc committee report submitted to Ops to discuss with ARD - all strategic initiatives have now been completed.

-EI: Great to read the news in the latest Sweet Briar Magazine, including the Class Notes and seeing the "Flat Indie" mascot.

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

-Abby: Excited to read all the positive Admissions news.

-We have 30 events planned for December and January. These include 2 virtual events (not including national calls College will plan) and 28 in person events. In addition, 6 clubs expressed interest in planning spring events.

**-Virtual Events:**

California (Lisa Powell will address state wide call 1/15)

Oregon and Washington (Lisa Riggs Stapleton '01 joint OR & WA call 12/18)

The college is working on plans for national Zoom call w lecture by SBC professor

**-In Person Events:**

*Dates Confirmed*

Aiken 12/19

Amherst/Nelson County 12/29

Arizona (Temple)1/2

Asheville, NC 1/8

Atlanta 1/9

Boston 1/8

Charleston 1/22

Charlottesville 1/8

Dallas/Fort Worth 1/15

Hampton Road 1/5

Hattiesburg, MS 1/30

Hunt Country (talk by Caperton Morton) 1/9

Indianapolis

Fredericksburg 1/9

Los Angeles 1/9

Lynchburg 1/8  
Minnesota 1/8  
North Carolina Triangle 1/15  
Palm Beach 1/22  
Peninsula (VA) 1/13  
San Diego 1/8

**-The following Clubs will have events in January and are finalizing plans/dates:**

Columbus, OH  
New York  
Memphis  
Miami  
Richmond  
San Antonio  
San Francisco

**-The 6 following clubs have expressed interest in planning spring events:**

Baltimore  
Cleveland  
DC  
Peninsula & South Bay (CA)  
Nashville  
Wisconsin

-We are grateful to Club leaders for planning a variety of fun events. If you know of alums who would like to plan future events, please encourage them to participate and pass their names to Keeley Jurgovan ([kjurgovan@sbc.edu](mailto:kjurgovan@sbc.edu)). This is a great way to engage with fellow local alumnae. We are always looking for new volunteers to help with club efforts

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

-The class leaders have been busy engaging with their classmates by organizing zoom events, sending postcards, newsletters, e-mails and phone calls.

-#GivingTuesday is November 30. AR&D has asked class leaders to make a post with the graphic and in the post say why they support Sweet Briar. The original comment is most important because the comment distinguishes the post so the social media algorithm pushes the post to the top. Please use the hashtags #GivingTuesday, #SweetBriarCollege, and #FoundationforSuccess.

-Ellen: Happy to read all about the exciting Admissions news and taking a admissions packet to her neighbor, who is a Girl Scout Gold Award recipient.

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

-Katrina: Excited about all the Admissions news on campus.

-We are so thankful for all the AAs providing secondary follow up to prospective students! 399 hotlist prospects are now assigned to AAs. Phone calls, emails, notes etc. are happening all over the country.

-The “next round” of contact are for those students who perhaps have not visited yet, but they’ve inquired, asked for materials, been referred etc. These are still high-echelon students both in their qualifications and where they sit in the likelihood of them applying to Sweet Briar.

-[We have a new AA LinkTree](#) – any Alumna can access it, which is cool because it’s a one stop shop for quick facts about Sweet Briar, the programs of study, dates for admissions, etc. You must be a registered AA to access the actual Portal where you would then see your assigned prospective students and their information. There is a link on that page to become an official AA!

-We need more AAs in Maryland, Colorado, Chicago, Florida and the Danville to Roanoke VA corridor. Please consider reaching out to your classmates or other alumnae you know in those areas. It can be as simple as writing a few notecards, leaving information at local high schools, etc.... or as involved/busy as she might like to be with college fairs, meeting with students, and representing the college at sporting events. [Sign up info here.](#)

-As always, the \*MOST\* important thing we each can do is to find a great new student (or two or more!) for the college. By wearing our SBC swag, sharing about the college via social media, through our own kids and connections, and organizations.

-Encourage people to visit campus for a personal tour. Contact Heather Ewing '90 ([hewing@sbcb.edu](mailto:hewing@sbcb.edu)) and [link to the Student Referral form.](#)

-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 here.](#)

-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@sbcb.edu](mailto:hewing@sbcb.edu)). Please share with your classmates.

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

-Jessica: Happy to read all the news happening on campus.

-SWW is still working on coordinating a potential event in April; we'll announce information about that as soon as it has been finalized.

-SWW summer event dates will be announced in January, which will hopefully provide participants plenty of time to block off their calendars. We look forward to seeing everyone there.

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

-We are encouraging all Council members to join in on #GivingTuesday by making their gift to Sweet Briar and helping to reach the goal of 116 donors.

-Kathryn shared upcoming 2022 dates to mark on your calendars:

-May 6-7: Council will be joining the Sweet Briar Board of Directors for an on-campus meeting.

-June 3-5: Reunion 2022 at Sweet Briar.

-September 16-17: Leadership meeting at Sweet Briar.

-Kathryn: Excited to read about the new turf field for Field Hockey and Lacrosse.

-Sarah: Happy to read about the Class of 1976 contributing funds to Sweet Briar to build a birding observation deck at Lower Lake to honor the memory of their classmate, Martha "Ookie" Hays Cooper.

-Please send your WG 6 month priorities for January – June 2022 to Sarah and Kathryn.

-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**

December 21

January 18

February 15

March 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.