



## Sweet Briar College Alumnae Alliance

### Council Only Conference Call

Tuesday, December 7, 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

-Mary Pope Hutson '83 joined the call to provide updates on the amazing things happening at Sweet Briar, including:

-Philanthropy Week. An on-campus event supporting acts of kindness and generosity, held from Monday, November 1 through Sunday, November 7. Organized by Emily Sadler '18 with help from SBC student leaders and campus clubs. Emily shared details on some of the week's activities: The community clean-up at the Sweet Briar Plantation Burial Grounds, organized by the SBC Black Student Alliance; A sewing marathon for students to create items to donate to Miriam's House in Lynchburg, organized by The Crafty Vixen; Students signed thank you cards to the awesome alumnae donors who made gifts to Sweet Briar on #GivingTuesday.

-#GivingTuesday. Many thanks to alumnae and friends for helping us exceed two goals this year. Our first goal celebrated 116 years of Sweet Briar by reaching 116 donors. We surpassed our second goal of an additional 116 donors, for a total of 232 donors — and counting! We turned the live tracking map of the United States pink, with SBC supporters in every state making a their gift to Sweet Briar. Final results are still being tallied and will be announced soon.

-The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), Sweet Briar's accrediting body, has reaffirmed the College's accreditation. Every accredited college and university goes through the two-yearlong reaffirmation process every 10 years. This is an outstanding seal of approval for Sweet Briar. [Read more about the process here.](#)

-Mary Pope has put forth a challenge to the SBC Alumnae Community to help in building the stability of the college through alumnae engagement. Ways we can help include:

-Doing our part to recruit new Vixens. Please reach out to Heather Ewing '90 with any questions - [hewing@sbc.edu](mailto:hewing@sbc.edu)

-Getting involved in our local SBC Club activities. Please reach out to Rachel Pietsch with any questions - [rpietsch@sbc.edu](mailto:rpietsch@sbc.edu)

-Supporting alumnae participation goals. Please reach out to Lee Anne Chaskes '83 and Emily Dodson Sadler '18 with any questions - [lachaskes@sbc.edu](mailto:lachaskes@sbc.edu) [esadler@sbc.edu](mailto:esadler@sbc.edu)

-Rachel Pietsch shared that 30 Sweet Briar Day events are scheduled between now and January 2022, both in-person and virtual. Invites are being mailed and emailed.

-[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.

-There will be a SBC Admissions Winter Open House on Monday, January 17. [Click here for more info.](#)

-The December Issue of [The Briar Wire](#) has arrived. In Mary Pope's letter, she relays the joy and excitement from the Audubon Student Conservation Club surrounding the construction of the Martha "Ookie" Hays Cooper '76 bird observation deck. There is also great news about our increased S&P Global Bond Rating, and instructions on how to make your end of calendar year gift to Sweet Briar if you haven't done so already.

-Enjoy past issues of the Alumnae Magazine and The Briar Wire here:

[-Alumnae Magazine](#)

[-The Briar Wire](#)

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

[-Click here for all campus news.](#)

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

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

-Working on plans for a Spring 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 continue to ask our AAs to follow up with students - we've assigned 424 students - and have about 300 that have just been added to our list!

-Thanks to those who have reached out - several of our Council members have signed up to be AAs. Please help us share with others that even if you don't hear back from your student, you have made an impact!

-Just to share a bit of info on those AAs who have been assigned more prospectives than most...our very own Charlotte Barbour has 22 along with Jeanne Dees '88 with Katie Schellhammer '95 running closely behind at 20.

-While we know that the holidays are busy - we will continue to ask our AAs to reach out to students when they are assigned. Many students will be working on their applications over the holidays - so our outreach continues to be important - especially with the Early Decision II deadline of January 3!

-In the new year, we will launch the 2022 Book Award - more on how to join this effort will be covered in our next call.

-[We have a new AA LinkTree](#) – any Alumna can access it, which is great 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@sbcsbc.edu](mailto:hewing@sbcsbc.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@sbcsbc.edu](mailto:hewing@sbcsbc.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. [Click here to schedule your visit.](#)

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

-#GivingTuesday was a terrific success. All are very pleased with the alumnae engagement that many feel was influenced by the great work by the class leadership. The US map was a big success and created lots of excitement online. AR&D is actively assessing their processes and will be working with their providers to correct issues which occurred on the giving day.

-Decade and reunion chairs are following up with class leaders if AR&D hasn't received their draft of a personalized letter that will be mailed to their classmates in February preparing them for the March days of giving. The absolute final deadline for receiving edits to the template letter is December 8. Class leaders are also working on identifying participation and financial goals for their class.

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

-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 (Tempe)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

-SBC Students are invited to Sweet Briar Day events. Students will be receiving a flyer in their campus mailbox before they leave for holiday break with a list of all scheduled events.

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

-All 6 month priorities for Governance have been completed.

-The updated version V of the Principles of Governance (PoG) were submitted to Council prior to the December 7 meeting.

-The nominations process for the 2022-23 AAC election cycle will begin in January.

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

- Strong engagement across the AA social platforms for #GivingTuesday
- We are kicking off our Comms Working Group in the next 1-2 weeks.
- We will be supporting the 2022 AAC election with a nominations communication campaign.
- Clelie Steckel is supporting us by narrowing down a scheduling tool.
- 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](#)

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

- No new updates to share. Follow on Instagram @sbcalumnae to keep up with alumnae and college news.

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

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

-If you haven't done so already, please submit your WG upcoming 6-month priorities, January-June 2022, to Kathryn and Sarah.

-We will be shifting our AA Council Only and Plus Ones calls from dial-in to Zoom starting in the New Year.

-We are considering moving the Plus Ones call to an evening time frame to provide greater opportunity for alumnae to join the call. Please send Kathryn and Sarah feedback on making this adjustment.

-Many thanks to Council for supporting Sweet Briar on #GivingTuesday.

**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

January 4

February 1

March 1

March 29





## 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.