



Sweet Briar College Alumnae Alliance

Council + Plus Ones Conference Call

Tuesday, December 21, 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 that exam time was in full force on campus. She reported the many wonderful ways the college and Student Life supported students during this time including, Midnight breakfast and coffee bar from Meriwether Godsey; End of Procrastination event in Prothro; Scream Night; Trolley service delivering snacks to students in the Library.

-Lee Anne Chaskes '83 shared news about #GivingTuesday, the global day of philanthropy that occurred on November 30. Thank you to the 507 donors that supported Sweet Briar! 54% of Class Leaders participated in supporting the Sweet Briar Fund. The Class of 2015 and the Class of 2016 met the Young Alumnae Challenge of adding 10 new donors to their class giving.

-Happy Holidays from Sweet Briar! Please watch and share a wonderful video capturing the spirit of the season from campus. [Click here for more.](#)

-There is no better time to support Sweet Briar College! With the end of 2021 fast approaching, time is running out to make a tax-deductible gift. Gifts to the Sweet Briar Fund support Sweet Briar's greatest needs for student scholarships, faculty and academic program support, and the stewardship of our beautiful and historic campus. [Make your gift here](#) and thank you!

-Come back to campus! Learn more from the campus events calendar - [check out more info here.](#)

-For more campus news: sbc.edu/news

Working Group Updates from the AA Council

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

-No new updates to share.

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

-Our Working Group is kicking off on December 21, with the first task to develop communication materials for the nominations committee.

-We encourage classmates/folks in your area to send us Sweet Briar Day photos and talking points. It's a great way to highlight these events.

- 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

-We have completed all priorities for the first six months. Our Working Group is now focusing on our second six month priority, the nominations process. We have begun committee selection, and this year we will create a nominations subcommittee that will focus on marketing and communications for the various co-chairs positions that will become available.

-In January, we will contact co-chairs individually to determine who will renominate themselves or who will roll off the AAC. We plan to have both committees in place and working toward launching the official nomination window on April 1.

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

-We had a great virtual call with OR and WA state alums featuring an excellent talk followed by discussion w Sarah Riggs Stapleton '01, a professor at the University of Oregon. There was much talk about environmental education, sustainability and the sustainability issues that equestrians face. Alumnae who connected on the call plan to continue these discussions.

-Norma Valentine '93 hosted a great lunch in Aiken, SC on Sunday, December 19. Two accepted students (one legacy) attended. One of the students found SBC online and it is the only school

she applied to. She brought her family who were very excited about Sweet Briar. Andi Fraley '88 brought her beautiful new SBC scarves ([which are for sale in the bookstore](#)) and her hand painted oyster shells. Norma does an extraordinary job of reaching out to alumnae and prospective students and being an ambassador for Sweet Briar.

-Please encourage your friends and classmates to attend Sweet Briar Days! You are welcome to attend any in person Sweet Briar Days around the country. Think about this if you are traveling. [Click here for a list of upcoming events.](#)

-There is a virtual call for California alumnae on January 15 and recently scheduled events at the end of January in Hattiesburg, MS and Memphis, TN. These will be added to the online list of events next week.

-A handful of clubs are planning to hold events this spring.

-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@sbcsbc.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

-We are thrilled with having the highest participation rate at this point of the year, increasing 3.3% on #GivingTuesday! Ever thankful for the 507 donors who made that increase possible.

-We would love to hit 8% participation by December 31 and encourage anyone who has not given since July 1 to participate in the Sweet Briar Fund by donating at sbcsbc.edu/give

-Also, we are encouraging class leaders to have Zoom calls and engagement outreach to classmates in January. Please contact Emily or Lee Anne to set up Zoom calls.

-We are grateful for our amazing alumnae!!!

-Ellen Saunders shared that connecting with alumnae at Sweet Briar Day events is a great way to encourage classmates to volunteer for the college, including opportunities as class leaders, Admissions Ambassadors, and club support.

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

-We are so thankful for all the AAs providing follow up to prospective students! 400 hotlist prospects are now assigned to AAs. Phone calls, emails, notes etc. are happening all over the country to help encourage interested students to apply.

-We are reaching out to admitted students to invite them to Sweet Briar Day events in their area.

-Heather Ewing '90 adds that we can help in promoting enthusiasm about all the great things happening on campus to prospective Vixens.

-Claire Griffith shared details about Sweet Briar's safe & spacious campus, and highlighted upcoming dates in January to tour the college. Saturday visits are available on January 15 and 29. Admissions Winter Open House is on January 17. Sweet Briar Scholars Event is on January 22. [More info here.](#)

-The deadline to apply Early Decision is January 3. Prospective Vixens that apply Early Decision receive the following benefits: Parking pass for their first year; \$250 book reimbursement; Priority housing consideration; Priority scholarship consideration. [Apply here.](#)

-[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) and [link to the Student Referral form.](#)

-Help bring prospective students to the college through the [Fly-In Program](#) - 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. Prospective students are 51% likely to apply and deposit if they come to visit campus.

-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). Please share with your classmates.

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

-The summer SWW event dates will be announced in the January Briar Wire. Look for them and add to your calendar. Come for a day or many more. Registration will be open later in the year.

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

-Please note 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.

-We have submitted the WG 6 month priorities for January – June 2022 to AR&D.

-New in 2022, we will be shifting from dial-in calls to a Zoom format for our meetings. Also to note, for a 3 month pilot program, we will be holding the Plus Ones meetings in the evening, from 7:15-8pm EST, to provide greater opportunity for alumnae participation.

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

-Happy Holidays and Happy New Year to All! Thank you for everything you do for Sweet Briar!!

Notes—Upcoming Meetings:

*Future Zoom Schedule:

-Sweet Briar College Alumnae Alliance Council + Plus Ones - Tuesdays @ 7:15 EST

January 18

February 15

March 15

April 12

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

January 4

February 1

March 1

March 29