



Sweet Briar College Alumnae Alliance

Council Only Zoom Call

Tuesday, January 4, 2022

Meeting Notes

Alumnae Alliance Council: Kathryn Yunk '91, Sarah Reidy-Ferguson '96, Sarah Clement '75, 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 calls, 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 calls with AR&D.

Keep the "4 P's" – Passion for our alma mater, Professionalism, Patience, Perseverance.

AA Council meets biweekly via Zoom, 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 share updates from campus. The day marked Mary Pope's 6 year anniversary of working at Sweet Briar. She shares:

-Alumnae engagement is at the forefront of our ambitious plan for the year. Thank you to Class Leaders, Club Leaders, Admissions Ambassadors, and our alumnae community for your continued help in supporting Sweet Briar.

-Out of an abundance of caution, we have postponed the rest of our Sweet Briar Days until later this spring when it is safe to do so. We are pleased to invite all our alumnae and friends to President Woo's virtual national Sweet Briar Day on Saturday, January 8 at 3pm EST to give an update on the College.

-Students are returning to Sweet Briar for the Spring semester, with precautions in place to live and learn together safely. Thank you to student leadership for their continued support of our safe campus.

-In January, there will be a ground breaking of the new turf field, to be used by the Field Hockey and Lacrosse teams. [Read more here.](#)

-We are focused on enrollment, enrollment, enrollment, with Admissions Open Houses and Scholar events planned for January and February. [Learn more here.](#)

-In the continued partnership and teamwork between the AA and AR&D, Mary Pope has previously participated in calls with Class Leaders and Admissions Ambassadors. She is looking forward to joining additional Working Group calls in 2022.

-Claire Griffith '80 shares that 8-10 new students are starting this semester at Sweet Briar. A group of current students are returning to campus early to help with orientation of the new students.

-Due to Alumnae Club events being postponed, more virtual events are being planned. Stay tuned for more info.

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

-Keep updated with news in The Briar Wire [here.](#)

-Read current and past Sweet Briar Magazine issues [here.](#)

-For more campus news: sbc.edu/news

Working Group Updates from the AA Council

*At the start of the Zoom, Governance WG Co-Chairs, El Warner and Martha Cordell, welcomed and explained the process for appointing Sarah Clement '75 as interim Operations Co-Chair. Sarah will serve for the remaining term, now through June 2022. Welcome Sarah!

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

-We're having a total YAS call and we're in the process of getting timelines prepared for our Young Alumnae spring projects.

-We wish everyone a Happy New Year!

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

-We are supporting the nominations committee with an adhoc/subcommittee to create a communication plan. We will be sharing the game plan with the nominations committee in the next few weeks.

-We onboarded our working group before the holiday - we are quickly getting them up to speed with the nominations communication project.

-We are amplifying the communications regarding Sweet Briar Day cancellations due to the omicron variant. For the Sweet Briar days that have already occurred, we are asking that folks cascade photos/details about the events so we can communicate.

-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 begun preparations for the nominations committee and process, to be held in the spring.

-We have formed a communications subcommittee to support the nominations messaging.

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

-Prior to Sweet Briar Day events being postponed, four Clubs were able to hold their events including – Indianapolis, Aiken, Amherst, and Miami.

-The California Club will be hosting a virtual event on January 15. Please keep a lookout for additional upcoming virtual alumnae events.

-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.

-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). 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

-Individual zoom meetings with decade chairs and reunion chairs will take place.

-Planning to have individual zoom meetings with Reunion class leaders in Jan. We have six months until Reunion and we want to be able to assist engaged class leaders (and guide not-so-engaged class leaders) to successful reunions.

-The next Class Leader Update is January 17 at 7:00pm EST.

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

-All the AAs did their outreach to admitted students to invite them to attend Sweet Briar Days in their areas. AAs will now follow-up due to the postponed events.

-We are actively recruiting new AA volunteers throughout January. 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.](#)

-Claire Griffith shares that there are 2 new Admissions Counselors in the SBC Admissions Office and both are alumnae – Samantha Baker '19 and Jacquelyn Vari '22.

-Please note, 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.](#)

-[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!

-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@sbc.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. Registration will be open later in the year.

Council Operations: Co-Chairs Kathryn Yunk '91, Sarah Reidy-Ferguson '96, and Sarah Clement '75

-We are excited to welcome back Sarah Clement '75 to the AAC as interim Ops Co-Chair!

-Please join President Woo for virtual national Sweet Briar Day on Saturday, January 8 at 3pm EST to hear updates and news from the college.

-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.

-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 RF to be submitted for the call minutes.

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

February 1

March 1

March 29

April 26