



Sweet Briar College Alumnae Alliance

Council + Plus Ones Zoom Call

Tuesday, January 18, 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, 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

-Claire Griffith '80 shared:

-Students have returned to campus, with precautions in place to live and learn together safely. Thank you to student leadership for their continued support of our safe campus.

-The college was blanketed with snow from a recent winter storm. Instagram accounts from SBC athletic teams shared fun sledding posts. Check out more from [@sbc_golf](#) [@sbc_fh](#) [@sbc_tennis](#)

-Sweet Briar Scholars Event for prospective students – happening on Saturday, January 22. Learn more from [SBC Admissions](#).

-Be sure to check out SBC Sustainability Center's Instagram post – “Even on a Snow Day, Sweet Briar students enjoy freshly picked veggies from our Greenhouse!” [@sweetbriarsust](#)

-Rachel Pietsch thanked Club Leaders for being so gracious in postponing planned Sweet Briar Day events. She also shared how an in-person Admissions Open House had to pivot to a virtual format due to an impending snowstorm. The shift allowed 25 more people to register for the event. President Woo welcomed prospective students and their families. Participants also heard from Dean of the College, Teresa Garrett; Director of Athletics, Jodi Canfield; Director of Student Engagement, Jess Austin; Assistant Dean of Student Success, Tony Ryals; Director of Career Services, Barb Watts; Professor of Environmental Studies, Lisa Powell; Professor of English and Creative Writing, John Gregory Brown; Professor of Political Science, Jeff Key.

-Emily Sadler '18 shared details on SBC seniors participating in the Scroll Game and Key Game. Similar in style to the Ring Game, the Scroll Game celebrates a senior who has been accepted into graduate school and the Key Game celebrates a senior who has been offered a job opportunity.

-Please save the date for our next virtual event with SBC Assistant Professor of History, Dr. Dwana Waugh – Sunday, January 30. Keep a lookout for additional details on upcoming virtual events.

-The Briar Wire February issue will be featuring Black History Month events on campus.

-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

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

-Local Liaisons are in the processing of planning spring events both as an in-person option and virtual.

-Local Guides are being wrapped up and hoping to have them finalized this summer.

-Our members wrote cards to all YA Class Leaders as a thank you for all they have been doing.

Alumnae Communications: Co-Chairs Jane Dure '82 and Melaina Macone '11

-We are supporting the nominations committee with an adhoc/subcommittee. We have been developing content/posts to share on social media, highlighting the Alumnae Alliance, Working Groups, and current Council members.

-Council members, please send the following to be used in upcoming social media posts:

- A photo of yourself.

- Top 3 accomplishments from your Working Group.

-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

-Governance and Strategic Initiatives reported on the progress of the nominations process for 2022. The Chair of Nominations has contacted each co-chair to determine intentions for the next AAC cycle. We will have ten positions open, at least one position open from each of the eight Working Groups. Five of the ten open positions are currently held by incumbents eligible to seek a second term. Three of the Working Groups have no incumbents - OPS, Comms, and YAS - so we will be marketing these positions aggressively.

-The Ad Hoc Committee for Nominations, charged with marketing, will begin sending information on various social media platforms about the mission of each Working Group next week. Jane Dure has asked each co-chair to send a picture of themselves as soon as possible to accompany the Working Group profiles.

-The Chair of Nominations has also contacted Clelie Steckel regarding the nomination form previously used. We have decided to move the form to a Google platform. Clelie has sent the current form and position description links to the Nominations Committee for revision before creating a new form in Google docs. As soon as the form is updated, we will be testing the new platform to ensure that submissions are received.

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

-A big thank you to all club leaders who volunteered to host a Sweet Briar Day event. Hopefully we can meet safely in the spring.

-The virtual CA event (which was open to all alumnae) had about 60 participants who enjoyed hearing from Lisa Powell. President Woo's virtual event had over 90 participants.

-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@sbcb.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 held our January Class Leader Update & had over 50 participants. Our next Update will be February 15.

-We are asking Class Leaders to focus on engagement during January and February. This can include personal outreach, zoom calls, postcards, Valentine's, etc.

-All of our Reunion Chairs have AR&D staff liaisons and they will be meeting to discuss prep for Reunion.

-We are gearing up for March Days of Giving and will have more info to share for the next update.

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

-We have 86 AAs representing 26 states. We are interested in recruiting more AAs particularly in:

- North Carolina
- Texas
- Illinois
- Massachusetts
- Virginia

-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.](#)

-Thank you to the AAs that reached out to over 800 prospective students this fall by email, text or phone call.

-Are you interested in presenting the SBC Book Award at your local high school? Contact Heather Ewing '90 - hewing@sbcc.edu for more info.

-Please note, Saturday visit is available on January 29 and Sunday visits are available on January 30 and February 6. Admissions Winter Open House is on February 5. [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@sbcc.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

-We were excited to see that the dates for the Summer SWW event – July 22-August 7 – were announced in the January edition of the Briar Wire. Registration won't be open for a while yet, but please email Vikki (redrosevs@gmail.com) or Jess (jessicahiveley@aol.com) if you would like to be put onto a list to hear about registration as soon as it is open.

-We're also working towards a Spring weekend event that would be focused on landscaping/outside work to help prepare the campus for the events at the end of the school year. Details will be announced once they've been finalized.

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

-Please note, due to a Class Leaders Zoom scheduled for the same date/time as our next AAC + Plus Ones Zoom on February 15, will we shift back to noon EST to provide alumnae the opportunity to join both Zooms. Our next ACC + Plus Ones Zoom will be on March 15 and will return to our new time at 7:15pm EST.

-Please send to Kathryn, Sarah and Sarah your feedback about the new Zoom format for AA calls.

-Save the date for our next virtual event with SBC Assistant Professor of History, Dr. Dwana Waugh – Sunday, January 30.

-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.

-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

February 15 – please note, due to a Class Leaders Zoom scheduled for the same date/time, we will shift to noon EST (on this day only) for the AAC + Plus Ones Zoom.

March 15

April 12

May 10

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

February 1

March 1

March 29

April 26