



## Sweet Briar College Alumnae Alliance

### Council Only Zoom Call

Tuesday, March 1, 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:

-Come back to campus! We encourage Alumnae to visit the college, stay at the [Elston Inn](#), cheer on the Vixens at a [home game](#), and view the [latest art exhibits](#). Learn more from the campus events calendar - [check out more info here](#).

-SBC alumna Karen Nickels '86 and her husband, Lance, hosted the Golf team for dinner while the Vixens were competing in the Pfeiffer Invitational, in Ocean Isle Beach, N.C., February 28 – March 1. Also in attendance – Ann Martin Goya '85 and her husband, Jeff, Ingrid Weirick Squires '86, and Brenda Torrey, mom to Sam Schwartz '13 & Torrey Schwartz '16. [Read more about the Invitational here](#).

-Sweet Briar Students are getting ready to depart for Spring Break.

-Valerie Winborne '86 visited campus on February 21-22 as a special Black History Month guest. She taught students in a variety of dance classes and spoke to the SBC community for two "lunch and learn" conversations about her career in the performing arts. Valerie has had an extensive, multi-faceted career as a dancer, choreographer, repetiteur, actor, dance movement therapist, educator, and presenter. She is the founder and director of V2W Experience Dance Theater Company following a successful career in a variety of dance companies, including Urban Bush Women where she toured internationally. Valerie also owned a dance studio in Brooklyn, N.Y., and is now a Creative Dance instructor for Portsmouth Public Schools.

-President Woo shared a video message in preparation for Sweet Briar's 7th annual March Days of Giving, March 1-10, 2022. [Watch here](#).

-Watch LIVE - Tuesday, March 1 at 12:15pm - the Annual Rose Planting in the Quad. This is the SEVENTH year of planting a rose in recognition of our community's Saving Sweet Briar efforts. [Watch on the Sweet Briar College Now and Forever Facebook page](#).

-Clelie Steckel has been working on creating a landing page to view virtual events from the college. [Click here to watch 2022 virtual events and highlights from the 2021 Reunion](#).

-March Days of Giving has kicked off! Lee Anne Chaskes '83 shared that as of 11:17am, we stand at 90 donors having made gifts and so far raised \$30,833. [March Days of Giving](#) Goals: Reach \$500,000 on Tuesday, March 1 and reach an additional \$500,000 March 2-10. Lee Anne encourages alumnae to share March Days of Giving posts & graphics to their social media pages and class & club pages. [Watch the progress by state here](#).

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

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

-[Click here for more campus news from the college's website.](#)

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

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

-Young Alumnae Events for Amherst/Nelson/Lynchburg and NoVA/DC are in the final stages of planning.

-YAS gave the Senior class Valentines with candy, a special card, and information about YAS.

-We're looking to expand our Local Liaison program! If you know of a young alum in your area that's interested in being more involved or interested in setting up young alumnae events, have them contact us! ([sbcyoungalumnae@gmail.com](mailto:sbcyoungalumnae@gmail.com))

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

-We have been developing content/posts to share on social media, highlighting the Alumnae Alliance, Working Groups, and current Council members in support of the nominations process.

-We are focused on sharing March Days of Giving posts, news, and updates.

-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](#)

-[LinkedIn](#)

-[Instagram](#)

[-YouTube](#)

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

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

-The nominations communications committee has been busy putting together marketing pieces to explain the function of the AAC and the various Working Groups. These posts will be shared across AA social media platforms.

-The nominations process is on schedule and we will be ready for the nominations form to go live on April 1.

-Encourage Classmates that might have interest in volunteering for the Alumnae Alliance to join a Working Group or nominate themselves for a Co-Chair position.

-We are reviewing next steps from feedback from our Lifelong Learning & Travel ad hoc committee report.

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

-Cheer on the Vixens at upcoming athletic events! Check out the attached graphic below for the spring schedule.

-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](mailto: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

-Today is the day! Yay March Days of Giving!

-We will defer to our wonderful staff liaisons for the major updates today and they will have the most update info regarding March Days of Giving and what is needed from the council as volunteer leaders.

-As Co-Chairs, we do highly encourage everyone on the call to make a gift today, contact friends and classmates to encourage them to do the same and to change your profile pic once you have given to the graphic included in this email. Also for class leaders be sure to change your FB photo cover to the one also included to market March Days of Giving.

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

-Admissions efforts are doing really well - we continue to trend higher than last year and are working hard to bring in the class of 2026!

-While we know many of you will be, AAs (who many, by the way, are also helping as Class and Club Leaders promote March Days of Giving!) will continue to be a value-add for the Admissions office, by reaching out to students in their local community. Two big pushes for March:

1. YIELD - those students who have been accepted, we are reaching out encouraging them to deposit! We also want to encourage them to come to accepted student day on March 19th!

2. General Inquiries - we know there are students out there who are not happy with their college choices and are still looking for the right place - we know that place could be Sweet Briar. So most of our calls and emails are to them! We are reaching out by phone, text and email, sharing that we are excited they are receiving information about Sweet Briar, encouraging them to visit and apply!

-Know that we still need more AAs in **Virginia, Texas and Maryland!**

-And while students can visit Sweet Briar anytime - including Saturdays and Sundays, we do have a few special days coming up that we want to make sure you are aware of:

-There is a Virtual Scholars Event for our Dean and Presidential Scholars on Saturday March 12 - this event is intended for those who could not come to the in-person event.

-Accepted Student Day is Saturday March 19.

-Spring Open House is Saturday April 2nd - great for Juniors!

-We have a Spring Counselor Event that is full - but that is March 24-25 and if you have a counselor you would like to recommend for a future event - please let Heather Ewing '90 [hewing@sbcsbc.edu](mailto:hewing@sbcsbc.edu) know.

- [More info here.](#)

-**Fly-in Program:** We continue to hear that people don't know about this important program! Please share that SBC will pay for a student (must be junior or senior) to visit Sweet Briar - we can arrange their flight and they'll stay at the Elston Inn. While we know from our

experience that a visit to SBC is life-changing - we track the numbers and it does make a difference!

-Share Sweet Briar with a prospective student! Contact Heather Ewing '90 [hewing@sbcc.edu](mailto:hewing@sbcc.edu) for any help and/or more info. Also check out this [link to the Student Referral form](#).

-Check out SBC Riding's 2022 [Summer Camp schedule](#).

-[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.

-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 '90 ([hewing@sbcc.edu](mailto:hewing@sbcc.edu)). Please share with your classmates.

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

-Our Spring event is coming up at the end of March (March 26 & 27), and it will be focused on some outdoor Spring clean-up on the trails and landscaping, as well as some indoor painting. We've had a handful of people sign up, but there are still some slots available, so we're encouraging people to get registered because we'd like to have as full of a group as possible.

-The dates for our Summer event have been announced, and it will be July 23-August 7. Hopefully everyone has their calendars marked for now, and more will be announced on that event soon.

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

-We encourage alumnae to cheer on the Vixens! Please see the attached graphic below for the spring sports schedule and check to see if the Vixens will be competing in your area.

-Thank you to all Co-Chairs for making your gift of support to Sweet Briar during March Days of Giving.

-We are interested in identifying topics to include on the agenda for our on-campus meeting in May.

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

-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**

March 15

April 12

May 10

June 7

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

March 29

April 26

May 24

June 21

# SPRING ATHLETICS SCHEDULE

## FEBRUARY

Event	Date	Location
NCEA vs. Georgia	2/4	Sweet Briar, Va.
IHSA vs Mary Washington	2/5	TBD
SWIM - ODAC Championship	2/10 - 2/13	Greensboro, N.C.
LAX vs. Brevard	2/19, 10 a.m.	Brevard, N.C.
IHSA vs. Liberty	2/19	Rustburg, Va.
NCEA vs. SUNY New Paltz	2/25	Sweet Briar, Va.
LAX vs. Eastern Mennonite	2/26, 1 p.m.	Harrisonburg, Va.
TEN vs. Meredith	2/26	Sweet Briar, Va.
TEN vs. Ferrum	2/26	Sweet Briar, Va.
IHSA Region 4 Show	2/27	Sweet Briar, Va.
GOLF vs. Pfeiffer	2/28 - 3/1	Ocean Isle Beach, N.C.

## MARCH

Event	Date	Location
LAX vs. Warren Wilson	3/3, 4 p.m.	Sweet Briar, Va.
NCEA vs. Southern Methodist	3/4	Dallas, Texas
NCEA vs. TCU	3/5	Fort Worth, Texas
LAX vs. Cazenovia	3/7	Sweet Briar, Va.
LAX vs. Bethany College	3/10, noon	Sweet Briar, Va.
GOLF vs. Lynchburg	3/14	Lynchburg, Va.
LAX vs. Hollins	3/14, 4 p.m.	Sweet Briar, Va.
TEN vs. Mary Baldwin	3/15, noon	Sweet Briar, Va.
TEN vs. Washington and Lee	3/15, 4 p.m.	Sweet Briar, Va.
TEN vs. Bridgewater	3/18, 2 p.m.	Sweet Briar, Va.
TEN vs. Bluefield	3/18	Sweet Briar, Va.
GOLF vs. Virginia Wesleyan	3/18 - 3/19	Virginia Beach, Va.
NCEA ECAC Championships	3/18 - 3/19	Sweet Briar, Va.
TEN vs. Johns Hopkins	3/19, 4 p.m.	Baltimore, Md.
TEN vs. Randolph-Macon	3/20, 11 a.m.	Sweet Briar, Va.
TEN vs. Averett	3/20, 2 p.m.	Sweet Briar, Va.
TEN vs. Lynchburg	3/22, noon	Lynchburg, Va.
TEN vs. Southern Virginia	3/22, 5 p.m.	Buena Vista, Va.
TEN vs. Trinity	3/23, noon	Sweet Briar, Va.

## MARCH (CONTINUED)

Event	Date	Location
TEN vs. Randolph	3/23, 3 p.m.	Lynchburg, Va.
LAX vs. Randolph	3/23, 5 p.m.	Lynchburg, Va.
TEN vs. Marymouth	3/23, 4 p.m.	Sweet Briar, Va.
TEN vs. Salisbury	3/26, 1 p.m.	Newport News, Va.
TEN vs. Christopher Newport	3/27, 11 a.m.	Sweet Briar, Va.

## APRIL

Event	Date	Location
TEN vs. Virginia Wesleyan	4/1, 2 p.m.	Norfolk, Va.
LAX vs. Keystone	4/2, 10 a.m.	Sweet Briar, Va.
GOLF: Historic Triangle Invitational	4/4 - 4/5	Williamsburg, Va.
LAX vs. Bryn Athyn	4/6, 7 p.m.	Bryn Athyn, Pa.
LAX vs. Centenary (N.J.)	3/10, noon	Sweet Briar, Va.
IHSA Zone 4 Show	4/9	Laurinburg, N.C.
TEN vs. Hollins	4/10	Sweet Briar, Va.
TEN vs. Guilford	4/10, 1 p.m.	Greensboro, N.C.
TEN vs. William Peace	4/10	Sweet Briar, Va.
GOLF vs. Southern Virginia	4/11 - 4/12	White Sulphur Springs, W.Va.
NCEA Championships	4/13 - 4/17	TBD
TEN vs. Pfeiffer	4/16, 2 p.m.	Misenheimer, N.C.
LAX vs. Wilson	4/16, 2 p.m.	Chambersburg, Pa.
TEN vs. Johnson & Wales (Charlotte)	4/16, 3:30 p.m.	Misenheimer, N.C.
TEN vs. Shenandoah	4/20, 4 p.m.	Sweet Briar, Va.
GOLF: ODAC Championships	4/23 - 4/26	Glen Allen, Va.
LAX vs. Notre Dame (Md.)	4/23, 2 p.m.	Sweet Briar, Va.
LAX vs. Montreat	4/24, noon	Sweet Briar, Va.
LAX vs. Cedar Crest	4/30	Allentown, Pa.

## MAY

Event	Date	Location
IHSA National Championships	5/5 - 5/9	Harrisburg, Pa.