



Sweet Briar College Alumnae Alliance

Council + Plus Ones Zoom Call

Tuesday, March 15, 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

-Lee Anne Chaskes '83 shared updates from March Days of Giving. Thank you to Alumnae and Friends for their dedication to Sweet Briar College! Together we have raised over \$2.8 million from over 1,200 gifts - and we're still counting!

-Upcoming virtual events include:

-Dr. Adriana Zavala, visiting Phi Beta Kappa Scholar, will explore Mexican artist Frida Kahlo's creativity in the context of the cultural revolution that followed the Mexican Revolution - Frida Kahlo's Creativity: Staging Art, Staging Life. Thursday, March 17 at 7:30pm EST. [Read more here.](#)

-Robin Wall Kimmerer, bestselling author of Braiding Sweetgrass, the SBC 2021-2022 Common Read selection, will be on campus for several events, including an evening presentation – in person and virtual. Wednesday, March 23 at 7:30pm EST. [Read more here.](#)

-[Click here to watch 2022 virtual events and highlights from the 2021 Reunion.](#)

-Claire Griffith '80 joined in from Sweet Briar's Van der Meer Tennis Center, as she was watching the Vixens play against Washington & Lee! Claire shared updates from Vixen Athletics including the Lacrosse team's 17 to 4 win over Hollins and news about the upcoming horse show on Friday, March 18 and Saturday, March 19. Sweet Briar hosts the 2022 ECAC NCA Single Discipline Championship for the Southern Region of the ECAC. Invited schools include Lynchburg, Bridgewater, and Sewanee. [Read more here.](#)

-SBC Admissions hosts Accepted Student Day on Saturday, March 19. [More info 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.](#)

-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.](#)

Working Group Updates from the AA Council

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

-We have two Young Alumnae events coming up in mid-May. Advertisements for those events will be happening soon - we hope everyone will help us spread the word! The events will be for (1) NoVA/DC and (2) Lynchburg/Amherst/Nelson.

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.

-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](#)

-[LinkedIn](#)

-[YouTube](#)

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

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

-The Nominating Comms Committee (thank you, Jane) is almost finished with pushing out marketing information for each of the AAC Working Groups.

-The Nominations Committee has been working on the nominations form. There have been some issues with the Google Form, but we have talked to Clelie Steckel in AR&D and believe we can get it corrected and tested soon. We should be ready to go for April 1. Clelie also has information to update the AAC webpage with current Co-Chairs and the newest version of the Principles of Governance (POG). All will be updated for April 1. Here are the positions for which we will be recruiting:

-Co-Chair positions accepting nominations:

Operations: 2

Governance: 1

Admissions: 1
Communications: 2
Young Alumnae Support: 1
Clubs: 1
Class Leadership: 1
Sweet Works Week: 1

-We encourage all the Plus Ones to consider running for a position and encourage all the Co-Chairs to actively seek out good candidates to apply. Please make sure that you get the permission of any potential candidate before nominating.

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

-Alumnae clubs are permitted to host local events this spring.

-We are appreciative of clubs who attended athletic events in their region and supported SBC athletes. We encourage club leaders to view the team schedules and see if any athletic events will be in their area. Check out the attached graphic below for the spring sports 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@sbcc.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

-Thank you everyone again for all of your support and efforts with rousing your classes and fellow alumnae for March Days of Giving!

-Updated class giving lists will be sent out on Friday, March 18. Don't forget to send thank you notes or announce your success to your class.

-Join us for the next Class Leader Update meeting on Monday, March 21 at 7pm EST.

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

-Admissions continues to track ahead of last year but we need to continue to generate applications and deposits!

-It's a perfect time to join our effort and we really do need more AAs in **Virginia, DC, Central North Carolina, Texas, and Maryland** so if you have classmates or live in that area - please let us know! Email Heather Ewing '90 hewing@sbcc.edu (or one of us) if you have any questions + [Sign up info here.](#)

-We will have an all-AA call with AR&D and Admissions on Monday, March 29 at 7pm EST - details will be coming out soon.

-Please keep wearing your **Sweet Briar swag and talking up SBC** - we know students, parents and counselors are seeing it.

-[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 for any help and/or more info. Also check out this [link to the Student Referral form.](#)

-While students can visit campus anytime - we also have Saturday and Sunday visit days...here are some upcoming special dates! [More info here.](#)

-Saturday, March 19 - Accepted Student Day.

-Saturday, April 2 - Spring Open House.

-Thursday, March 24 and Friday, March 25 - Spring Counselor Event that is full, but let us know if you have a counselor you'd like to invite for a future event.

-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!

-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). Please share with your classmates.

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

-SWW has a weekend event coming up on March 26 & 27. There are still a couple of spots available, so if you have any questions about registration please feel free to contact us. The anticipated projects include some indoor painting, trail work and some outdoor Spring clean-up, as there are going to be some events on campus in April and we're eager to help Sweet Briar look its best for the visitors.

-Planning for our Summer event, scheduled for July 23-August 7, is underway. An announcement will be made once registration is open, which will hopefully be within the next couple of weeks. We look forward to seeing some familiar faces, and hopefully some new ones, this year!

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.

-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. [More info + register here.](#)

-July 23-August 7: Sweet Work Weeks.

-September 16-17: Leadership meeting at Sweet Briar.

-Co-Chairs, please submit by Tuesday, March 29, 1-3 Working Group achievements from this year that you would like highlighted in the Board report. Feel free to include visuals - charts, photos, metrics, etc... Thank you!

-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

April 12

May 10

June 7

July 5

-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.