



Sweet Briar College Alumnae Alliance

Council + Plus Ones Zoom Call

Tuesday, May 10, 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:

-Highlights from the Alumnae Alliance's visit to campus, including the great job Kathryn Yunk '91 and Courtney Hurt '10 did in presenting the AA's Board Report to members of the SBC Board of Directors.

-Classmates of this year's graduation speaker, Maria Thacker Goethe '02, will be joining Maria on campus for the Class of 2022's graduation on May 14. [Watch live here.](#)

-Emily Sadler '18 shared:

-Campus is excited to be celebrating the Class of 2022, including hosting the annual Fancy Hat Brunch! The Alumnae Office invites the senior class to Hubbard House for the Brunch in the week leading up to graduation. It is an incredible event where the seniors enjoy time together after all their academic responsibilities as Sweet Briar students are completed. We are so grateful for the Sweet Briar College Alumnae Club of Washington, D.C. for providing the bags of goodies for the seniors. We also include postcards written by members from the AA Young Alumnae Support Working Group.

-Let's celebrate the Class of 2022! We invite all alumnae to share "pearls of wisdom" with our graduating seniors as they embark on their next chapter. [Please click this link to submit the form.](#) Over the summer, the staff of the Alumnae Relations & Development Office will compile all submissions into a keepsake booklet for each of the graduating seniors.

-Thursday, June 30, 2022 is the end of the fiscal year. We have set a goal of reaching 30% Alumnae Participation in gift giving. Currently we stand at 17.6% participation. We need 1565 Alumnae to make their gift to reach our 30% participation goal. Please consider reaching out to 5 classmates and encourage them to join you in making their gift of support to Sweet Briar. [Click here to make your gift and Thanks!](#)

-Rachel Pietsch shared:

-Come back to campus for Reunion 2022 - the dell is waiting for you! This celebration is open to all alumnae to attend and we will be highlighting the classes ending in 2s and 7s. Registration closes on Wednesday, May 25. [Please click here to register](#) or call the Alumnae Office at 434-381-6131. [Click here to see who's going!](#) Holla Holla to the Class of 1972 celebrating their 50th and showing a huge turnout of classmates coming to Reunion!

-The Alumnae Office is partnering with the SBC Career Services Office to offer an "adulting" book for Young Alumnae, with tips & suggestions like finding apartments; selecting insurance; and 401(k) info.

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

-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

-YAS members wrote cards to the Senior Class to be distributed at the Fancy Hat Brunch on May 11.

-Upcoming Young Alumnae events happening with the help of our Local Liaisons group include:

-NoVA: May 14 at Bull Run Winery

-Lynchburg/Amherst/Nelson: May 15 at Three Roads Brewing

-If you know of a Young Alumna who would make a great local liaison, we'd love to have them join our working group.

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

-We are working on a post highlighting this year's graduation speaker, Maria Thacker Goethe '02.

-We are promoting the "pearls of wisdom" initiative, sponsored by the Alumnae Office. [Please click this link to submit the form](#).

-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 Nominations Committee is actively interviewing all of the 16 candidates. All interviews are expected to be completed by Sunday, May 15. The committee's next meeting to discuss the candidates and the interviews is Sunday, May 15. We hope to have a slate to present to the Council by next week.

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

-This past Saturday Mary Lane Sullivan '58 hosted the Cleveland Alumnae Club for lunch. Alums came from N. Virginia and Columbus, OH (our own Muffy Parsons '78). The oldest guest was Betty Weiss who is almost 106 years old and sent 3 daughters to SBC.

-Penn Willets Mullin '66 is hosting a lunch for San Francisco and N. California alumnae in her beautiful garden on Sunday, June 5.

-There will be monthly happy hours this summer on outdoor patios around San Francisco. A postcard listing all these CA events was mailed to N. California alums over a week ago.

-Dallas, TX is having a lunch and book club (reading one of SBC Professor Carrie Brown's books) in late May.

-If any Club wants to plan an event this summer or fall, club leaders should contact Keeley Jurgovan. Kjurgovan@sbcsbc.edu

Class Leadership: Co-Chairs Courtney Hurt '10, Kelly Collins Lear '96, and Ellen Saunders '75

-We encourage all class leaders to help in the following ways with the effort to increase participation during the next month and a half of the fiscal year. If your class leader isn't on the call, please contact her and encourage her to help in one of these ways:

1. Select a giving day for your class and make every effort to encourage giving on that day. OR

2. Challenge another class to compete with yours to see which class will have the highest participation AND/OR

3. Plan a zoom call with your class to build relationships within the class and encourage participation. Emily Sadler will be happy to set up the zoom call for you.

-Emily Sadler '18, Lee Ann Chaskes '83, and members of the working group are targeting certain classes to increase reunion participation and to help struggling classes increase their participation.

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

-AA's continued to outreach to inquiries, accepted students, and deposited students. The portal continued to allow us to tailor our messages.

-AAs hosted 2 in person yield events - Virginia Beach and Boston. We attended 9 college fairs (MA, NJ, NY, GA, DE, OR, and AL).

-We promoted the Sweet Briar College Book Award to high schools – 17 are being awarded this year.

-In April we wrote 680 postcards to accepted and deposited students.

-We hosted a Zoom training in March and will host another soon.

-We 3 Co-chairs will soon be splitting up the country into groups of states where we will each work with those states' Admissions Ambassadors, understanding that some states have different needs. We look forward to continuing to help recruit the next generation of kind, amazing, smart Sweet Briar Women.

-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@sbc.edu (or one of us) if you have any questions + [Sign up info here.](#)

-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@sbcb.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. [More info here](#).

-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@sbcb.edu). Please share with your classmates.

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

-[Registration for our Summer event is live on the website](#) - July 22 - August 7 - and we look forward to seeing everyone! Currently, we are working on determining our project list.

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

-Kathryn shared highlights from the AAC's on-campus visit: we attended the Senior Dinner; received college updates from President Woo, Professor Dwana Waugh, Athletics Director Jodi Canfield, and Dean of Student Life Kerry Greenstein; toured the new Multicultural Center located in Reid Pit and met with the Multicultural Student Services Manager, Megan Gladle; toured the Greenhouse with Professor Lisa Powell; and visited the Bird Observation Deck, named in honor of Martha "Ookie" Hays Cooper '76, with SBC senior and president of the Audubon Student Conservation Club, Weatherly Ryder '22.

-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:

-June 3-5: Reunion 2022 at Sweet Briar. [More info + register here.](#)

-July 22-August 7: Sweet Work Weeks. [More info + register here.](#)

-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

June 7

July 5

August 2

August 30

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

May 24

June 21

July 19

August 16