



Sweet Briar College Alumnae Alliance

Council Only Zoom Call

Tuesday, May 24, 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

- Emily Sadler '18 shared:

- Sweet Briar graduated 83 seniors on May 14.
- 50 or so SBC students will remain on campus over the summer to participate in internships, jobs, Willits Fellows program.
- The Outdoor Program is moving spaces from Meta Glass to the FAC. Their former space will be a new lounge for students in Glass.
- Construction of the new Student Commons, located in the Lower Quad, is finished.
- The new turf field for SBC Field Hockey and Lacrosse is coming along in its construction.

-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](#)! 340 alumnae & guests are registered to attend. If you are registered, watch for an email with details to "Know Before You Go."
- Rachel will be creating a registration form for alumnae interested in attending the Leadership Weekend – September 16 and 17.

-Lee Ann Chaskes '83 shared:

- 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. Please submit by Wednesday, May 25 at noon.
- 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 17.9% alumnae participation. We need 1518 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](#)! 80.6% of class leaders have made their gift of support – Thank You!!

- Keeley Jurgovan '92 shared:

- Sweet Briar alumnae gathered over the weekend in Dallas, TX and New York, NY for a book club and tour of The Metropolitan Museum of Art, respectively. The group in Dallas shared lunch and discussed Professor Carrie Brown's book "The Stargazer's Sister," while, the group in New York viewed the Met's permanent collection with a personal tour of the museum. Keep an eye out on your email for local events happening across the country over the summer!
- California Alumnae Club is working on scheduling events – please encourage alumnae in the area to attend. San Diego – May 27; Northern CA – June 16, July 14, August, 25; San Francisco – June 5.

-Clelie Steckel shared:

-Excited to be working on Reunion plans.

-The Briar Wire June issue will be published shortly. Keep a lookout for a hardcopy hitting your mailboxes.

-Kelley Manderson Fitzpatrick '85 and her husband, C.T. Fitzpatrick III have been honored for their visionary giving to Sweet Briar College. Read more about the dedication of the Kelley and C. T. Fitzpatrick Center for Creativity, Design and the Arts [here](#).

-[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

-Two successful YA events in Lynchburg/Amherst, VA and DC/NoVA. We are looking forward to what the fall season will bring for more events as well.

-If you know of a young alumna who would make a great local liaison, we'd love to have them join the working group. Send us an email at sbcyoungalumnae@gmail.com

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

-Working on Co-Chair succession planning.

-We have been amplifying messages from the college including – Pearls of Wisdom, Reunion, and Commencement.

-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

-AAC slate for the 2022-2023 term was sent to Co-Chairs for review and confirmed during our call. The nominations committee will now call all candidates.

-The Orientation Guidelines document was sent to all current Co-Chairs to review for on-boarding new Co-Chairs and new Working Group members. The on-boarding process will take place over the month of June.

-Ops will hold a training call for all new Co-Chairs during the month of June to go over the guidelines and any other additional information.

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

-Upcoming CA Alumnae Club events include:

-San Diego – May 27

-San Francisco – June 5

-Northern CA – June 16, July 14, August, 25

-Please encourage alumnae to attend!

-Sweet Briar alumnae gathered over the weekend in Dallas, TX and New York, NY for a book club and tour of The Metropolitan Museum of Art, respectively. The group in Dallas shared lunch and discussed Professor Carrie Brown's book "The Stargazer's Sister," while, the group in New York viewed the Met's permanent collection with a personal tour of the museum. Keep an eye out on your email for local events happening across the country over the summer!

-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). 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 are in the final countdown to the end of the fiscal year and are encouraging all class leaders to help us reach our goal of 30% participation. Currently we are at 17.9%. Our Class Leaders giving rate is currently 80%!!

-Our next Class Leaders call is tonight at 7pm. We will be going over our strategy for this last month of the fiscal year. We will be providing easy steps to increase class participation, we will be discussing ways to manage class leader data to focus our outreach. We are suggesting class giving day challenges, challenging other classes, and class zoom calls as ways to reach classmates. Personal phone calls and texts are also being encouraged. Personal connection and outreach really does make a difference!

-Emily Sadler '18 and Lee Anne Chaskes '83 are available to set up zooms & help class leaders in their efforts to increase participation. Ellen, Courtney, and Kelly are checking in with all Decade Chairs & Reunion Chairs for their feedback on this year and to confirm their positions for next year. Ellen and Kelly would like to say a huge Thank you to Courtney for her work this year. We enjoyed working as a team together.

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

-We're so pleased with our incoming class. It's a strong group with an average high school GPA of about 3.7. More than 70% of the class is eligible for either a Presidential or a Dean's scholarship—our most prestigious—which makes this class one of our strongest in years. The class is also geographically diverse, representing 29 states and several foreign countries including: Bangladesh, Chile, Mexico, Myanmar, Nepal, Saudi Arabia, and Uganda.

-You know all about Sweet Briar's excellence in engineering, sustainability, the arts, athletics, and especially in riding. You also know the college's commitment to teaching young women to harness the power of their voices and to be the leaders the world needs in the 21st century.

-You may know of a young woman who fits the description of a Sweet Briar woman. We do have spaces available for them for Fall 2022. Even better: We still have scholarships. In fact, students may be eligible for renewable scholarships of up to \$15,000 per year! And this is the perfect time of year for students to visit our beautiful campus. Our fly-in program covers the travel cost for students to visit campus whether they fly, drive or take the train. If, while you were reading this, a name or two sprang to mind, we hope you'll encourage them to reach out to us. We'd love to establish a relationship with them and see if Sweet Briar is the right fit.

-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.](#)

-The Virginia Breeze Bus Lines offers service to Amherst, VA. Pickup in DC at 10:05am or Dulles Airport at 10:50am and arrive in Amherst at 2:10pm, with stops in between. [More 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@sbc.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@sbcc.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. We look forward to seeing everyone!

-So far, we have about 30 people registered for our Summer SWW. We'll be sending out some targeted emails this week to people who've participated in the past but whom haven't signed up yet, so hopefully we'll see some additional registrations soon. Some participants may not have registered yet because they're waiting to hear when certain projects will be worked on during our time on campus. We're hoping to get that information settled soon once we meet with AR&D to confirm our project list.

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

-We will begin the process of on-boarding new Co-Chairs, including new members signing the Volunteer Agreement, as outlined in the Orientation Guidelines document.

-Sarah RF encouraged Co-Chairs to update their contact info with AR&D and to add your AA volunteer experience to your LinkedIn profile.

-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

June 21

July 19

August 16

September 13