



Alumnae Alliance Council Call
Thursday, December 19, 2024
7:00 PM

Participants: Lola Bailey '95, Sarah Clement '75, Beth Kearns '85, Jessica Hiveley '97, Kelly Collins Lear '96, Michelle Badger '06, Jackie Vari '22, Katrina Bills '97, Meredith Eads '01, Sara Story '22, Lea Harvey '90

College Representative: Claire Griffith '80

Key: Red = Action Item; Blue = Decision Made.

1. Welcome, Reminders, and Agenda Review (7:00-7:05PM)
 - a. Mark your calendar for the April 25-27 Spring Board meeting on campus!
2. AR&D Update (7:05-7:15PM) Claire Griffith as follows:
 - a. Norma Valentine has joined the AR&D office as an Alumnae Relations Associate; one focus will be on coordination with the "Friends Of..." groups. She will also be our Communications liaison for the Council.
 - b. Lee Anne Chaskes and Claire will continue to be the liaisons to the Council as well as for Sweet Work Weeks.
 - c. December events on campus included a dance recital, tree lighting, return of the choir.
 - d. Three Sweet Briar Days have been held thus far: NC, Lynchburg, and Peninsula (aka Tidewater VA) – see below for more details.
 - e. Rachel Pietsch continues to work with the college on a part time basis to bridge gaps; a new Administrative Assistant will begin on Jan 2.
3. Working Group – Key Needs or Questions (7:15-7:25PM)
 - a. Young Alumnae Support (Jackie Vari)
 - i. In November YAS discovered an issue with the online sign up form and it has since been resolved. Membership is now up to 37
 - ii. Charcuterie Board event will be Feb 9; scheduled for all students and will become an annual event

- iii. Working with local clubs to coordinate Sweet Briar Day outreach and add new members.
- b. Governance and Strategic Initiatives (Jess Hiveley)
 - i. Group has not met recently; started to review the Principles of Governance but recommend additional work to be done to review AAC as a whole (see below #4)
- c. Alumnae Clubs (Kelly Collins *stepping in for Catherine Springer*)
 - i. 20 Sweet Briar Day events upcoming in January, the list has recently been posted on the Now and Forever Facebook page
- d. Class Leadership (Kelly Collins)
 - i. Giving Tuesday results included participation from 39 states, with 317 gifts totaling \$227,357
 - ii. There were 467 donors in 2023
- e. Alumnae Communications (Sara Story)
 - i. Holiday post scheduled for Dec 20
 - ii. **Please share additional updates with the group – highlights of Sweet Briar Days are most welcome if you attend a SBC Day.**
- f. Admissions Ambassadors (Katrina Bills)
 - i. Group met with Tricia Fallon this week
 - ii. Recent Scholars Weekend was well attended; there will be admission events every month starting in January
 - iii. As of 12/19, 46 students have sent in deposits (on par with last year)
 - iv. 59 college fairs were attended by AAs this fall
 - v. New Admissions Director has moved to campus and started in his role
 - vi. Targeted marketing (digital media, email) will feature a campaign called “Step Up and Stand Out” – inviting prospective students to apply for one of only 225 spots
 - vii. **Additional note from Epiphany via email: proposed collaboration between AAs and Comms to create an AA “volunteerism” promotion**
- g. Sweet Work Weeks (Meredith Eads)
 - i. No updates at the moment; waiting for AR&D direction
 - ii. Meredith Eads will be joining adjunct faculty in the spring and will be stepping away from SWW and the AAC
 - iii. **Need to consider an interim representative to replace Meredith**
- h. Council Operations (Lea Harvey, Michelle Badger)
 - i. **Please review the questions below as we consider a strategic realignment of the AAC going forward**
 - ii. **Use these questions as an opportunity for reflection and please be prepared to discuss at the next meeting. If you are unable to attend**

in January, please take time to write down your thoughts and send them to the co-chairs.

- iii. Outcomes will include a clear set of goals and priorities for 2025 and going forward

4. Council Work and Collaboration (7:25-8:00PM)

- a. Looking at restructuring of the Council for greater impact and efficiency

Jan-Feb 2025 Questions for Discussion:

- i. What led you to join the Council?
- ii. What are the Council's distinctive capacities and strengths?
- iii. What has worked well in the Council's activities?
- iv. Are there elements of the Council's work that are no longer as relevant or effective as in prior years?
- v. How can the Council pivot or evolve to better align with the College's priorities?
- vi. What does success look like for the Council in the coming year? Over the longer term?
- vii. What do the College and alumnae need from the Council as we approach the 10-year anniversary of 2015?
- viii. *Additional question from Jess:* Who are our partners?

Important Upcoming Dates:

Next Council Call → January 16th

Spring Board Meeting on campus → April 25-27th