SBC Alumnae Alliance Council (SBC AA Council) Meeting Minutes January 19, 2016

<u>Present</u>: Michelle Badger '06, Sarah Clement '75, Margaretta Colangelo '87, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, , Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91 <u>Absent</u>:, Amy Leigh Campbell '97, Deirdre "DeDe" Conley '72, Beth Ann Newton '86, Katie Schellhammer '95,

Meeting Purpose: Regular teleconf of the SBC AA Council to coordinate efforts

# **New Business and AA Council Ongoing Operations**

- **Council** will go to a **bi-weekly meeting basis**, as Working Groups continue to evolve. Upcoming Tuesday teleconfs from 12 1 pm ET (2/2/2016; 2/16/2016; 3/1/2016; 3/15/2016; 3/29/2016)
- Council Operations: As appropriate, the Council will identify one priority action item per teleconf, and coordinate with Board of Directors (BOD) or College Alumnae Relations and Development (AR&D) contacts. Status: The AA Council does not need presently need additional assistance from BoD or AR&D contacts.
- Pace WG efforts and prioritize to Board and College Priorities: "Money and Students" (A) fundraising; (B) student recruiting and (C) supporting other BoD and AR&D requests.
- Keep the "4 P's" Passion for our alma mater, <u>Professionalism</u>, <u>Patience</u>, <u>Perseverance</u>
- Continuing **SLACK** <a href="https://sbcaa.slack.com">https://sbcaa.slack.com</a> pilot to support the AA Council. License upgrade moving along, so we can scale the virtual collaboration portal to support Working Groups too.
- Continue publishing meeting minutes. Once the minutes are drafted, and reviewed by Council members, the minutes get shared to BoD Alumnae Alliance liaisons and AR&D staff, then subsequently posted on the web by AR&D staff, and a reminder / update is posted to the AA Facebook official page that the minutes are now on sbc.edu website. See <a href="http://sbc.edu/alumdev/alumnae-alliance-council-minutes">https://sbc.edu/alumdev/alumnae-alliance-council-minutes</a> and <a href="https://www.facebook.com/sweetbriaralumnae/">https://www.facebook.com/sweetbriaralumnae/</a> respectively.

# Ongoing / Old Business

- Announcement of the Distinguished Alumna Award for 2016 on January 21, 2016 via the Office of Alumnae Relations and Development's Briar Wire e-newsletter. The recipients of the 2016 Distinguished Alumna Award are the 7 members of the Saving Sweet Briar, Inc. Board -- Sarah Preston Clement '75, Christine Davis Boulware '77, Sally Mott Freeman '76, Jo Ann Soderquist Kramer '64, Ellen Ober Pitera '93, Tracy Anne Stuart '93, and Brooke Linville '04. These alumnae will be honored during Reunion weekend, June 3-5, 2016.
- Preparing for the BoD report and presentation during the AA Council meetings on Feb 5-6, 2016
  - The BoD has asked the AA Council to prepare its first report for submission to the BoD, in preparation for their in-person meetings on Feb 4-5, 2016 and a brief presentation by the AA Council to the BoD for discussion on Friday, February 5, 2016.
  - The BoD has invited the AA Council to attend and participate in the SBC Town Hall. President Phillip C. Stone and Teresa Tomlinson, chair of the college's Board of Directors, will host members of the SBC and the Amherst County community for a town hall meeting at 4 p.m. Feb. 5 in the Wailes Lounge.

#### Working Group Updates (WGs listed alphabetically)

"Class Acts" / Reunions: Phyllis Jordan '80 and Amy Leigh Campbell '97

- Continuing to **confirm class officers**, especially **class fund agents**. Fund agents are charged with contacting classmates to assist with the Next is NOW campaign. Expected volunteer time requirements for now are about 1-2 hours a week, as the College ramps up its Next is NOW fund raising plan execution.
- Will follow up with Alumnae Relations staff related to **alumnae support for Reunion Planning**, as AR&D staff schedules permit focusing on Reunion, vs. Rolling Stone events / Next is NOW campaign.
- Heidi Trude '07 and Amy Campbell Lamphere '80 to launch **Pinterest** effort in New Year.

### Media, Marketing and Communications: Meg Guegan '92 and Margaretta Colangelo '87

- Edelman contract focusing on admissions needs. Expecting to see admissions / web site relaunch in late January.
- Pulse check feedback from alumnae is that "the college has gone quiet, and is not communicating enough or consistently." MMC to talk with College staff and offer to see where alumnae could further help. MMC

- considering recommending some easy Communications options such as "Ask President Stone" 1 time per month, 5 minute video recording where President Stone answers a few questions from various SBC stakeholders.
- MMC WG recognizes the communications challenges inherent in communicating to 8 decades of alumnae in the forms they want and with the information they want. Will consider how to do a media / communications channels effectiveness assessment / survey to ask alumnae which channels are most useful and impactful to reach them.
- MMC WG is looking for any alumnae who have **stories of how "the SBC Network" helped them** to find an internship, job, apply to graduate school, etc. If anyone has examples, please send names and basics of story to Meg Guegan "92 (meg.guegan@gmail.com).
- Eleanor O'Connor '07 to work on **Instagram**, in partnership with Class Acts, and figure out how to help Classes who want to use Instagram.
- MMC to continue to explore why some alumnae are not getting email distributions from SBC. It may be a limitation of Banner / Constant Contact, Banner data quality, or alumnae-specific email account settings. AA can continue to support to make sure alumnae get connected to the College, help confirm Banner data for College relationship management with alumnae, share Vixen Watch and Alumnifire, and that alumnae have that "personal touch" to reconnect to Sweet Briar.
- AA to continue promoting **Alumnifire** as a way for alumnae to help with career mentoring, and share info related to internships and job opportunities. Barbara Watts (SBC Career Services) is also directing students to the portal to help with spring job and internship placements.
  - See <a href="https://sweetbriar.alumnifire.com">https://sweetbriar.alumnifire.com</a> Sweet Briar reached 1,000 members on December 17th, 2015! Sweet Briar is among elite networks of alumni including: (1) University of Denver; (2) Connecticut College; (3) Princeton University; (4) Vassar College; (5) Sweet Briar College; (6) University of Michigan; (7) Duke University. Note that SBC is the highest ranking all-women's college.
  - Current Statistics (as of 1-18-2016)
    - 632 Vixens offering informational interviews
    - 456 Vixens offering job shadowing
    - 284 active employers
    - 175 Vixens interested in finding interns

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Calling All Sweet Briar Alumnae, Students and Faculty:

Help us make Sweet Briar the #1 ranked College on Alumnifire for alumnae engagement! Of the top 20 colleges on Alumnifire, Sweet Briar is ranked #5. Over 1,000 Sweet Briar alumnae, students and faculty have joined Alumnifire to date. As more of the Sweet Briar community joins Alumnifire, Sweet Briar will move up in the rankings. We would like to be #1 so we need your help! All Sweet Briar alumnae, students and faculty can join. Participation in Alumnifire demonstrates the strong bonds that exist in the Sweet Briar community and is beneficial for recruiting, career development, PR, fundraising and the public perception of Sweet Briar.

### Who should join AlumniFire?

- Current students looking for internships
- Recent graduates just starting their careers
- Vixens job recruiting for their own companies or others
- Vixens applying to graduate school, law school, medical school, etc.
- Vixens interested in research opportunities
- Vixens considering a career change

- Retired alumnae with experience to share
- Experienced vixens who want to mentor young vixens
- Vixens who are seeking vixen intern(s)
- Vixens who want to encourage the next generation of vixens
- Faculty who want to help match students with exciting opportunities offered by alumnae

# More about AlumniFire...

Our AlumniFire ranking is determined by the number of people who are registered on the website. By registering, alumnae offer to assist fellow alumnae and students through the platform. The site lets Vixens choose areas where they can help, such as offering internships or job shadowing, reviewing resumes, informational interviews or general career counseling. Members also select how often they are willing to be contacted for help by others in the network. Please feel free to check out and pass along <a href="https://sweetbriar.alumnifire.com">https://sweetbriar.alumnifire.com</a>

Holla, Holla, Holla, Sweet Briar Alumnae Alliance

Alumnae Demographics Survey <a href="https://sweetbriarcollege.wufoo.com/forms/m1kwqxh203ftnzj/">https://sweetbriarcollege.wufoo.com/forms/m1kwqxh203ftnzj/</a>
Alumnae Alliance will continue to champion alumnae with confirming their data in Banner, and provide their data so we have good alumnae demographics, in preparation for anticipated BoD and College directed strategic planning initiatives.

### "The Network" and Career Development: Katie Schellhammer '95 and Sarah Clement '75

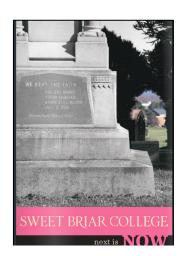
- Mary Holmes Slusser '94 to draft some ideas and options by end of January 2016 for potentially offering online alumnae learning from brown bag lunch and learns, webinars, online courses, etc.
- Beginning to work closely with Barbara Watts (Career Services). Lots to do in Spring 2016!
  - o **Katie Schellhammer '95** and **Debra Elkins '93** will support Barb Watts to do an **in-person live demo of Alumnifire and a hands-on tutorial** on Thursday, February 4<sup>th</sup> to help students become familiar with Alumnifire, and how to sign up. Katie and Debra will talk informally with students on how to use "the Alumnae Network" via Alumnifire for internships, jobs, career mentoring, etc.
  - o Jill Triana '99 to coordinate alumnae support to Student Life (SBC staff Kelly Kraft Myer).
  - Katie Clarkson Robertson '97 liaison for alumnae Career Mentoring (SBC staff Barb Watts)
  - o Caitlin Daniel '15 Senior Class Campaign leader and liaison with the Sr. Class President
  - In late March/early April, Barb would like to do a workshop to help with business etiquette, life after college, understanding job benefits 101, living on a tight budget, etc. Perhaps an alumnae panel of "Things I wish I had known." The Alumnae Alliance / Strategic Initiatives / Stateswomen's Advisory Group (SWAG), consisting of former alumnae BoD and Alumnae Board members, is also willing to provide input and assistance.
  - Each career has a different resume style, so Barb needs alumnae assistance on that. Will call on AA Council for reach back to the "the Alumnae Network" as needed.
- AA Council "Honor Guard" / Vixen 2 Vixen if anyone knows of faculty, staff, alumna, and friends of the college who have recently died, or would benefit from a note from the AA Council, please let us know. Please feel free to contact any Council member, and we will coordinate follow-up on behalf of the Alumnae Alliance. This effort is in partnership with Council Strategic Initiatives.

### Regional / Clubs: Cady Thomas '98 and Kathryn Yunk '91

- Sweet Briar Days helping clubs plan these events for January to bring together alumnae, students, families, etc. Council members discussed the potential to have Clubs hosting events: use College recently released talking points on the status of Sweet Briar, show Alumnifire and the AAR info / video as items to engage alumnae to continue to help SBC.
- Recently released the **updated Clubs Handbook** to assist regional leads and club officers with forming, reforming, etc. If Clubs need a copy of the handbook, please contact Cady and Kathryn!
- Clubs, Class Acts and MMC discussed the potential to have periodic short videos (e.g., "5 Questions with Phil" President Stone answers some questions submitted and records the video every month, and other things to pass along to keep their WG's engaged. Will also pass along Alumnifire "How-To" and "VixenWatch" How to Sign Up as potential follow-ups for Clubs and Classes after Sweet Briar Days.
- Will host next teleconfs / meeting with Regional Leads on January 24<sup>th</sup>.

# **Development Working Group:** Lisa Longino '78 and Beth Ann Newton '86

- Next is NOW Campaign underway with key mailer to announce effort. The campaign has three areas of focus (1) acceleration of pledges; (2) major donors solicitations, (3) Sweet Briar Fund (annual giving).
- This WG is providing critical "surge support" alumnae expertise to augment College staff.
- Working Group preparing a Frequently Asked Questions to support the Next is NOW Campaign. For more information, see http://sbc.edu/alumdev/next-now



## Recruiting and Retention: Julia Schmitz '03 and Michelle Badger '06

- Alumnae Admissions Representatives (AARs) Training on the new software "Admissions Advocate" which matches the zip codes and other profiling criteria of prospective students with AARs.
  - Software looks very promising to assist our network of volunteer AARs 427 registered AARs so far; 235 responded affirmatively regarding name tags in preparation for potential spring College Admissions Fairs, school visits, and student contacts. Goal is to assist Admissions with whatever help they need to convert the 1000+ applications received to students enrolling for Fall 2016.
  - o If you want to **volunteer to be an AAR**, register online to be an AAR at http://sbc.edu/alumdev/volunteers-needed
  - o More info on the AAR program http://makinghistory.sbc.edu/aar.php
  - Online AAR videos and AAR manual <a href="http://makinghistory.sbc.edu/aar-training-video-and-manual.php">http://makinghistory.sbc.edu/aar-training-video-and-manual.php</a>

# Strategic Initiatives Team: Debra Elkins '93, Sarah VonRosenberg '72 and DeDe Conley '72

- Supporting council regular operations, and responding to other college info requests.
- Continue to coordinate and finalize agenda and housing with College AR&D staff, for on-campus meeting in parallel with the BoD meeting on Feb 5-6, 2016
- Sustainability and Land Use Working Group Lisa Hite '79, Sustainability WG leader is continuing to reach out to interested volunteers to build a team. This WG will meet on campus for a tour and discussion with BoD Member and BoD Buildings and Grounds Committee Chair Georgene Vairo '72, and with College administration, faculty and staff working on sustainability / land use issues including Tom Connors (VP of Finance), Linda Fink (Dorys McConnell DuBerg Professor of Ecology), and Steve Bailey (Director of the Physical Plant). The WG will review current status at SBC and develop options and recommendations, at the request / under guidance of the Board and the College. This WG will develop materials and provide Alumnae Alliance recommendations, as requested, to the SBC Board of Directors. Any alumnae who are interested in participating, please volunteer by submitting your name and indicating the Strategic Initiatives Team / Sustainability WG online <a href="http://sbc.edu/alumdev/alumnae-alliance-nomination-form">http://sbc.edu/alumdev/alumnae-alliance-nomination-form</a>
- KP and DJ will need the following to set up Volunteer Software: description of each working group / focus area, and job descriptions. Their goal is to be ready for software rollout in Spring 2016
- Continuing to engage targeted members for an **ad hoc Stateswomen Advisory Group (SWAG)** to permit input and reach back to prior Board of Directors and officers of the old Alumnae Association
- Continuing to coordinate with AR&D to field, collect and direct proposals and ideas from alumnae for AA Council and Working Groups consideration. AR&D does have a webpage to submit ideas at <a href="http://sbc.edu/alumdev/alumnae-alliance">http://sbc.edu/alumdev/alumnae-alliance</a>. DeDe Conley '72 will work with AR&D to continue to get access to those submissions and serve as the inventory organizer of ideas to be ready in anticipation of expected future requests from the BoD and the College related to strategic planning needs.

#### **Other General Action Items**

- 1. Working Group Co-Chairs continue to coordinate with AR&D staff as needed; continue to focus on operationalizing WGs and subgroups. Coordinate and share info across WGs as appropriate.
- 2. WG Co-Chairs are asked to submit 3-5 summary bullet points on WG progress, and any key issues for Council discussion and coordination each Sunday, by 8 pm ET. Debra Elkins to send out reminder / request for bullet points to WG co-chairs on Fridays. Bullet points WG status reports will be consolidated and shared with the Agenda before each Council Tuesday teleconf.
- 3. WG operational leads supporting Co-Chairs are also asked to provide 3-5 bullet points weekly as part of the reporting and coordination cadence.

The meeting was adjourned promptly at 1 pm ET.