



## Sweet Briar College Alumnae Alliance Council

Meeting Minutes  
September 6, 2016

**Present:** Michelle Badger '06, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Lea Harvey '90, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

**Absent:** Amy Leigh Campbell '97, Sally Mott Freeman '76,

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

### **New Business, Other SBC News Highlights and AA Council Ongoing Operations**

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 9/20/2016; 10/4/2016; 10/18/2016, 11/1/2016; 11/15/2016)
- **Council Operations:** As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Dev. (AR&D).  
**Status:** AA Council will focus on priority efforts for Fall 2016 – Spring 2017, which are aligned with College AR&D priorities (as discussed with the Board). Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of AR&D.
- **Founders Day Weekend Update (Friday-Sunday, September 23-25)**
- **Prioritize efforts to Updated College Priorities:** "Alumnae Engagement, Money and Students"
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to AR&D staff for their operations oversight, in alignment with SACS accreditation principles. See minutes online, posted about a week after each meeting at <http://sbc.edu/alumnae-development/alumnae-alliance/>

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

**Alumnae Admissions Representatives (AARs):** Julia Schmitz '03 and Michelle Badger '06

- Continuing weekly coordination calls with Marcia Thom-Kaley to coordinate AAR directions for cascading out to Regionals. Organizing AAR Regional Leads and City Leads for larger areas
- Coordinated AARs conference call with Bill Allen, VP of Enrollment, Mary Pope Hutson '83, and Marcia Thom-Kaley to launch the Fall AAR season.
- Signing up AARs for fairs. AARs are encouraged to login to Admissions Advocate to manage student contacts and signing up for College Fairs. Any AARs who have trouble logging into Advocate should route issues through their Regional leads and Julia / Michelle if needed for resolution.
- Continuing to work with AR&D and Admissions to identify and recommend software "quick fixes" / improvements for usability of Admissions Advocate.

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

- Continuing to organize to conduct a **Class Officers Audit** and beginning to draft a **Class Officers Handbook** to define the new model of extensive and enduring alumnae engagement with many alumnae per class involved in class leadership. **Class Officers Handbook** will clarify roles and responsibilities and provide tips and leading practices for Class President / co-Presidents, Secretary / Secretaries for class notes, Social Media Secretary (or Secretaries), Fund Agent Team and Class Stewards.
- Will engage **Flo Rowe Barnick '80, Dorsey Tillett Northrup '75, Norma Valentine '93, and Ann Kiley Crenshaw '76** to assist. **Michelle Badger '06** to recommend some names from 00's and 10's to potentially support the Class Officers Audit.
- Also considering how to coordinate with 9 Decade Chairs/Co-Chairs (e.g., 40's, 50's, 60's, 70's, 80's, 90's, 00's, 10's)
- Beginning to plan support for a potential Fall issue of the SBC Magazine including class notes. Class notes inputs can be sent online using the form <http://sbc.edu/alumnae-development/class-notes/>

- Will consider how to coordinate class officers social media tutorial with MMC (e.g., e-newsletters from the College, Facebook, Twitter, Instagram, Pinterest, Alumnifire, LinkedIn, etc. asking for BriarWire and Vixen Watch news items, updating Banner info; finding “lost classmates”, class notes compilations)

**Development Working Group:** Lisa Longino '78 and Lea Harvey '90

- Lea Harvey '90, will replace Beth Ann Newton '86 as Co-Chair of the Development Working Group. Lea received numerous nominations from alumnae, has been working extensively with the College to assist with Foundations outreach planning, and has extensive Development experience, including her current role as VP for Development and Corporate Secretary at Resources for the Future. We are grateful for Beth Ann's service to the Council, and the extensive time and expertise she has provided to the College in enhancing Development's Next is Now campaign.
- Alumnae data analysis underway to provide insights to help with the next annual fund campaign.
- Development Working Group meeting in late August (Aug 22-23) helped plan next steps in fulfilling the challenge of the \$30 million Next is NOW campaign. Key items discussed included messaging how the \$10 million raised has been used, how the next fund raising target will be used, etc.

**Media, Marketing and Communications:** Sally Mott Freeman '76 and Meg Guegan '92

- **New <http://sbc.edu/alumnae-development> website!**
- **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel (AR&D) for consideration. **DeDe Conley '72** submitted a short writeup of the film “Under the Turban” produced by **Harpreet Bedi '93**, which will be shown as part of a United Nations International Film Festival from Oct 20-30 near Stanford University. See “**Under the Turban**” info at <http://www.unaff.org/2016/films.html>
- **Calendar of Featured (Public) Events at SBC** now online -- <http://sbc.edu/featured-events/>
- **AR&D Request for social media tutorial in coordination with Class Acts** – working on **1-pagers** to highlight different social media platforms, tips and tricks
- **Vixen Watch** is published weekly by Monika Kaiser '82. It covers “all things Sweet Briar”!
  - To sign up for the email distribution, go to <https://vixenwatch.wordpress.com/>
  - Click on the small pop-up box in the bottom right corner to “Follow”
  - Submit your email address and subscribe to the free email news feed.
  - **If any alumna has anything you want posted / submitted in the next Vixen Watch for news sharing to other alumnae**, please post your request in the comment section of the web page / block (click the “Leave a Comment” link at the top left part of the page).

**“The Network” and Career Development:** Katie Schellhammer '95 and Sarah Clement '75

- **Career Services** – also assisting Barb Watts to identify / provide some job shadowing opportunities in Washington, DC and possibly other cities during spring break next March. Working with Barb Watts to support a career networking event on Sept 23rd from 12-1 pm in the Johnson Dining Room. Topics: "How to make Networking Connections." (Includes: Alumnifire, Social Media, Internships, How to get your foot-in-the-door) – interested alumnae invited to drop in and participate!
- **Alumnifire** – the team including **Josie Beets '00** and **Eleanor O'Connor '09**, Clelie Steckel (AR&D) and Barb Watts (Career Services) to talk with Alumnifire Developers to hear about new admin features.
- **Lifelong Learning** – **Evangeline Taylor '00** revising **Alumnifire Training** and **Dawn Grobe '98** drafting **Banner Training** aligned with Banner FAQs on sbc.edu website.
- **Student Life** - The College hosted a variety of groups/camps this summer. The campus was hopping. Alumnae should continue to refer other camps, weddings, and opportunities to the college.
- **Sweet Work Weeks** - Was a big help for the college. Alliance will evaluate 2016 to assist in planning 2017.
- **Student Life** – reaching out to **Kelly Kraft-Meyer, Dean of Student Life and Academic Support** to see if she has operational needs for 2016-17 academic year where alumnae could assist. Will also pass along **Tracy Gatewood '83** / “Spiritual Life” proposal to see what Student Life / Chaplain's Office might want for alumnae support.

- **Alumnifire + Twitter + Instagram – Pearls of Wisdom cross postings (Josie Beets '00 and Eleanor O'Connor '09)**  
[TWITTER – see #PearlsOfWisdom]  
<https://twitter.com/search?src=typd&q=%23pearlsofwisdom>  
[INSTAGRAM – see #PearlsOfWisdom]  
<https://www.instagram.com/explore/tags/pearlsofwisdom>  
**Alumnifire** See <https://sweetbriar.alumnifire.com> Sweet Briar is among elite networks of alumnae. SBC is the highest ranking all-women's college with a ratio of 15 alumnae ready to help each student with internships, jobs and career mentoring. **Current Alumnifire Statistics (as of September 4, 2016)** – 755 Vixens offering introductions and networking; 706 Vixens offering resume reviews and feedback; 681 Vixens offering informational interviews, 466 Vixens offering job shadowing, 396 at a company that is hiring, 189 Vixens interested in finding interns.

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

- Resuming monthly Regional Clubs leads teleconfs to coordinate efforts.
- Drafting a 1-page business plan proposal for a Virtual Auction to be held in conjunction with Clubs and Reunion 2017. **Norma Valentine '93** willing to support again.

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

- Assisting with **Outstanding Alumna nominations**, to be awarded at Founders Day on Sept 23rd.
- Alumnae profiles **request from College MMC, Jane Dure '82** assisting. See example alumnae profiles <http://sbc.edu/government-and-international-affairs/alumnae-profiles/> and online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/>
- Council asked to begin thinking about possible **Commencement speakers** and to provide input back to AR&D
- **Gardening Working Group** – no update.
- **Stateswomen Advisory Group (SWAG)** (prior Board of Directors and officers of the old Alumnae Association) – no update, but we could consult them on Life Long Learning pilot testing
- **Land Use & Sustainability (LUS)** – Follow-up work later this academic year, when the College is ready to explore and pursue opportunities. Could ask them to develop LUS Tutorial 101 and key references / topics in the broader theme area for Lifelong Learning.
- **International Team** – to check in with the College Alumnae Relations & Development in later this academic year to see what alumnae support might be needed
- **Request: 5 No Cost Ideas for Nancyellen Keane '78** (after other AR&D / AA Council priority focus areas addressed)

**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 3 pm ET prior to the next teleconfs meeting. 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 bi-monthly teleconf.

**Other news to pass along**

Back brief from the **Aug 18<sup>th</sup> Board / Alumnae Committee Meeting** –see Board Minutes / Highlights  
<http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-report-8-18-20-16.pdf>

**Sweet Briar College Alumnae Alliance Council**  
**Calendar Planning Dates**  
**DRAFT as of September 2, 2016**

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 <sup>th</sup>	Sweet Work Weeks	Jan 18	Classes Begin
Aug 18-20	Board of Directors On Campus	Feb 12-13	Presidential Scholars Visit
Aug 19-20	New Student Orientation	Feb 16-18	Board of Directors On Campus ** AA Council onsite meetings and briefing to the Board
Aug 23	Opening Convocation	Feb 19-20	Presidential Scholars Visit
Aug 25	Classes Begin	Mar 3-12	Spring Break (SBC Staff on Leave)
Sep 18-21	Online Streamathon	Mar 19-20	Accepted Applicants Weekend
Sep 19	Fall Step Singing	Mar 20	Spring Step Singing
Sep 23-24	Founder's Day Weekend	Apr 9-10	Accepted Applicants Weekend
Sep 29 – Oct 2	Fall Break (SBC Staff on Leave)	April 14	Soph./Juniors Open House
Oct 9-10	Admissions Open House	Apr 20-22	Board of Directors On Campus
Oct 16	Board of Directors Teleconf	May 2	Classes end
Oct 22	Amherst County Day Weekend (tbd)	May 4-8	Exams
Nov 10-12	Board of Directors On Campus	May 13	Commencement
Nov 13-14	Admissions Open House	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings?
Nov 18-27	Thanksgiving Break (SBC Staff on Leave)	July 31 – August 18	tentative Sweet Work Weeks dates
Dec 9	Classes End	Aug 24-26	Board of Directors On Campus
Dec 11	Board of Directors Teleconf	Sep 22-23	Founders Day Weekend (our best guess). ** AA Council onsite meetings?
Dec 11-15	Exams	Oct 19-21	Board of Directors On Campus
Dec 16 <sup>th</sup> – Jan 17 <sup>th</sup>	Winter Break (SBC Staff on Leave)		

**Other Selected Calendars to Note:** (See full selection of calendars online at <http://sbc.edu/featured-events/>)  
*Alumnae Events Calendar* -- <http://sbc.edu/alumnae-development/alumnae-events-calendar/>  
 (Alumnae are invited to also submit events (e.g., Club or Class events) for inclusion using the online web form on this page)

*Public Featured Events on Campus* -- <http://sbc.edu/featured-events/>

*Athletics Calendar Only:* <http://vixenathletics.com/composite?y=2016&m=09>

*Riding:* <http://sbc.edu/riding/calendar-of-events>

**The meeting was adjourned promptly at 1 pm ET.**