Sweet Briar College Alumnae Alliance Council

Meeting Minutes January 17, 2017

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91, Priscilla Carroll '87 (Director of Alumnae Relations), Ann Kiley Crenshaw '76 (At Large Member of the alumnae Committee of the Board of Directors),

Absent: Sally Mott Freeman '76, Lea Harvey '90, Lisa Longino '78, Katie Schellhammer '95,

<u>PlusOnes Pilot Participants</u>: Flo Barnick '80, Jean Bryan '82, Kim Butterfield '09, Dianne Doss '93, Jane Dure '82, Heather Ewing '90, Cathy Foose '78, Brendy Hantzes '81, Sarah Ince '99, Cyndi McCabe '74, Eleanor O'Connor '07, Jill Triana '99, Norma Valentine '93, Katie Weidener '88,

<u>Meeting Purpose</u>: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. The PlusOnes pilot, where alumnae listen in on standing AA Council teleconfs, and participate as appropriate, includes alumnae participants who are active in a number of Alumnae Alliance related activities and were nominated by other alumnae to participate in a pilot to improve overall alumnae engagement and timeliness of communications.

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

- AA Council to meet with AR&D and the Board during the Feb 23-25, 2017 on campus Board meetings.
- AA Council Members and PlusOnes are encouraged to "Save-the-Date" for both Reunion (June 2-4) and Founder's Day (tentatively Sept 22-24). Both are likely to include strategy working sessions and training.
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 1 pm ET (1/31/2017, 2/14/2017, on-campus 2/23-25/2017, tentatively 2/28/2017, 3/14/2017, 3/28/2017, 4/11/2017, 4/25/2017)
- AA Council and PlusOnes are asked to help with several areas of communications on an ongoing basis
 - o Sharing key news articles posted on the SBC Alumnae Alliance Facebook page to additional FB pages
 - o If you see someone posting something about a job or internship or career networking on FB, to point them also to our Alumnifire site (https://sweetbriar.alumnifire.com)
- News Roundup (in case you want to forward on in an alumnae newsletter)
 - Lynchburg News & Advance (Jan 18, 2017): Announcement of next Sweet Briar President to be made
 in the coming weeks http://www.newsadvance.com/news/local/announcement-of-next-sweet-briar-president-to-be-made-in/article_20b56134-ddf1-11e6-b574-97e03834fe84.html
 - SBC News (Jan 19, 2017): Sweet Briar ranks among best schools for student loan repayment success http://sbc.edu/news/sweet-briar-ranks-among-best-schools-in-u-s-for-student-loan-repayment-success-according-to-report/
 - o **Spring 2017 Explore Engineering Weekend** (March 24-25, \$35 to attend) is accepting registrations for high school students. http://sbc.edu/engineering/explore-engineering-for-high-school-girls/
- Council Operations: As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).
 Status: AA Council will focus efforts toward "Alumnae Engagement, Money and Students," to support AR&D (see priorities list included in these minutes for wide sharing to all alumnae). Council Co-Chairs will continue weekly
- teleconfs with Mary Pope Hutson '83, VP of AR&D and Priscilla Carroll '87, Director of Alumnae Relations.

 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

Working Group Updates (listed alphabetically, priorities from the AA Council and AR&D indicated)

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

week after each meeting at http://sbc.edu/alumnae-development/alumnae-alliance/

• [Priority 2] 66+ AARs are asked to **report back on the status of contacting 30 prospective students each** to Bill Allen (<u>ballen@sbc.edu</u>). Fall campaign of 250+ AARs covering 140+ fairs yielding 1500+ prospective students.

- [Priority 2] New SBC Admissions Counselor working with AARs program **Savannah Oxner '05.** Savannah asked for help finding an AAR to cover a fair in FL on Jan 26th Council and PlusOnes have responded and found an AAR!
- [Priority 2] Julia and Michelle working with Regional AARs to update AARs contact info for Spring campaign.
- [Priority 2] Spring AARS to help this January through June with recruiting prospective students. We need your immediate participation in two ways:
 - First, please join an **AAR Regionals organizing / overview webinar this coming Wednesday, January 25 at 5:30 pm EST**. Admissions and Alumnae Relations and Development will discuss this initiative with AAR Regional Leads and will tell them how they can help. We encourage AA Council Members and PlusOnes to also join if you can! Please register for this webinar by clicking the link https://sweetbriarcollege.zoom.us/meeting/register/aed4d659144e13537c24e00bf0acd2b8
 - Second, be on the lookout for a follow-up email detailing two AAR training webinars (Thurs. 1/26/17 and Tues. 1/31/17) that we need the AARs to join to learn about this same initiative. We need AA Council Members and PlusOnes to make sure AARs get that second email notice re. these webinars ASAP. The email invite for the webinars will be cascaded by AAR Regional Leads out to AARs in the different regions.
 - o If AARs need a **quick 1-page highlights of SBC**, the latest info is always available online at http://sbc.edu/about/highlights/

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

- [Priority 1] Class Notes: next batch submissions from Class Secretaries are due by February 1, 2017 for the Spring Edition of the SBC Magazine. Class notes can be submitted to Class Secretaries or online at http://sbc.edu/alumnae-development/class-notes/
- [Priority 1] Class Acts is also requesting volunteers to help with editing class notes. Please contact Phyllis Jordan (PhyllisWJordan@gmail.com) if you can help with editing and shaping narratives.
- [Priority 1] SBC Magazine on target for a Spring edition. Alumnae Clubs holding Sweet Briar Day events this spring are asked to take photos of alumnae attending the events.
- [Priority 1] Class Acts will be asked to comment on initial **Reunion planning schedule**. Reunion is scheduled for June 2-4, 2017 and will honor 2's and 7's. All classes are invited to attend. **Jean Bryan '82** is helping with initial "Engagement Fair" planning during Reunion, including games, booths, etc. Initial ideas included inviting the AA Council working groups, Friends of {Athletics, Riding, Art, Library}, and others to "host booths" or games. AA Council working groups asked to identify games / events they will offer and coordinate with Class Acts team.

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

- [Priority 1] **Sweet Briar Fund** annual giving on-going effort working with Classes. Class participation challenges are forthcoming soon. Every gift matters participation numbers count for grants and foundations funding opportunities.
- [Priority 4] Other ongoing support to AR&D for **Major Donors Task Force** and **Foundations**; New http://plannedgiving.sbc.edu is now live! Visit the site to check out becoming a **Williams Associate**.

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

- [Priority 1] If an alumna is not getting email updates from the College, please have them update their online contact info using the online form http://sbc.edu/alumnae-development/update-your-information/ or have them email Bonnie Seitz '01 (seitz@sbc.edu) in the Office of Alumnae Relations and Development. Alumnae can also use the online alumnae directory on Banner to confirm contact information and to find other alumnae http://sbc.edu/alumnae-development/banner-self-service/
- [Priority 7] MMC Working Group is developing some "social media cheat sheets" for alumnae to help navigate Sweet Briar's connections on Facebook, Twitter, Instagram, Alumnifire, etc. Hopefully the Alumnae Alliance can offer these at Reunion and Founder's Day, and for future Club events as "how-to's" for alumnae engagement.
- [Priority 5] Alumnae Bios / Profiles request from College MMC, Jane Dure '82 assisting. PlusOnes asked to help with soliciting inputs from young alumnae in the Classes of 2000 -2016. See example alumnae profiles http://sbc.edu/government-and-international-affairs/alumnae-profiles/ and online submission form http://sbc.edu/alumnae-development/alumnae-profiles/
- [Supports multiple priorities] **The Briar Wire e-Newsletter for January 2017** is now available online at http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/the-briar-wire-january-2017.pdf. AA Council and PlusOnes asked to cascade and post to social media forums, etc.

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

- [Priority 3] Career Services will meet with Barb Watts on Jan 23rd to coordinate efforts including potentially identifying some job shadowing opportunities in Washington, DC and other cities during Spring 2017.
- [Priority 3] **Alumnifire** have offered alumnae hosted webinar training session for interested students to support spring internships and job searches. Have shared Alumnifire 1-page advertising flyer to Barb Watts for College use. This flyer was shared with Alumnae Clubs during Sweet Briar Days to encourage alumnae to join and assist students with finding internships and jobs. **Alumnae have posted 15 new internships to Alumnifire in the last week.**
- [Priority 7] **Atlanta Club Lecture Series** "Marching through 20th Century History: The Post-War World 1945-1950" from Jan 11 to Feb 22 at the Atlanta Center's McElreath Hall in Buckhead. The Atlanta Club noted they have 300+ people attending the first session!
- [Priority 6] "The Network" will also help AR&D with planning this year's **Sweet Work Weeks** sessions tentatively scheduled for **July 31-August 18**th.

Geographic Regions / Clubs: Cady Thomas '98 and Kathryn Yunk '91

- [Priority 8] **Clubs Virtual Auction** with **Norma Valentine '93** (<u>norma_v0@yahoo.com</u>) Kathryn, Cady and Amy Leigh working with Norma on Auction; business plan with calendar of auction planning has been generated. Auction site will go live in Spring, 2017. Auction Flyer will be shared during Clubs Sweet Briar Day Events. If someone wants to donate to the auction, contact Kathryn, Cady, or Norma.
- [Priority 8] Alumnae Clubs organizing over 21 different January Sweet Briar Day Events
 - o Goals of Sweet Briar Days Events are to build engagement of alums and let prospective students meet current students and alumnae.
 - O Clubs are asked to send in photos from Clubs Sweet Briar Days (with names and class years) for use in the Briar Wire or the spring SBC Magazine. Please contact Phyllis Jordan (PhyllisWJordan@gmail.com)
 - Flyers and info shared included an update on the college, 5 ways for alumnae to engage, how to support the Auction, and how to participate in Alumnifire.

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

- [Addressing Multiple Priorities] Support Council operations, assist AR&D with overseeing alumnae activities
- [Addressing Multiple Priorities] Drafting AA Council and AR&D revised priorities for January July 2017
- [Addressing Multiple Priorities] Council updating **annual calendar cycle of events for Alumnae Alliance activities** (ongoing mapping)
- [Priority 4] **Priscilla Carroll '87** to connect with Land Use and Sustainability (LUS) Lead **Lisa Hite '79** for next steps by the LUS Group to help support on the \$500,000 matching environmental grant challenge that SBC has received.

The meeting was adjourned at 12:50 pm ET.

ALUMNAE ENGAGEMENT AUGUST – DECEMBER 2016

College AR&D Priorities: (1) alumnae engagement; (2) money; (3) students

Proposed AA Council priorities: Aligned to College Priorities

- 1. [engagement, money] <u>Class Officers Audit</u> by appointing working group in Class Acts to specifically identifying strongest alumnae in each class to serve as class officers. Broadening service to include President or Co-Presidents, Secretary or Secretaries, Fund Agent Team, Social Media Secretaries.
- 2. [students, engagement] Boosting and supporting **Alumnae Admissions Recruiters** (**AARs**) by amplifying and operationalizing AAR Working Group including Regional Leads and City Leads. Very popular way for SBC alumnae to give back by representing our school.
- 3. [students, engagement] Growing utilization and effectiveness of <u>Alumnifire</u> helps marketing to students for direct career outcomes success via internships, mentoring, job placements, maximizing the network of 15 alumnae per student

ready to assist with career advice. Easy way for alumnae to give back with time and advice to younger alumnae and students.

- 4. [money] **<u>Development WG</u>** ongoing planning and support for annual fundraising
- 5. [students] <u>Alumnae Bios</u> project marketing and public relations to show SBC is career focused and outcomes oriented. Easy way for alumnae to give back with time and expertise to the College, and be role models for students and alumnae.
- 6. [engagement, money] Support Sweet Work Days from August 1-19. Alumnae are volunteers on campus for "budget relieving projects", alumnae are helping organize. Alumnae can help market / capture success and advertise / communicate the fun to other alumnae. Also makes financial and operational challenges on campus visible to those participating, so alumnae understand the extent of challenges to overcome over next few years.
- 7. [engagement and money longer term] <u>Life-Long Learning</u> initial steps include alumnae driven and alumnae executed technology platform exploration, piloting, calendar scheduling and execution starting with AAR training and Alumnifire training materials. It will require 0 headcount support from the college staff and \$0 investment in technology to host and execute since we have already confirmed everything can be done using FreeConferenceCall.com services that the Alumnae Alliance Council already uses extensively. In the future, we could also integrate video/audio recordings of ongoing visiting lecturers to SBC, professors' lectures, colloquia, webinars, and student presentations and monetize for a fee or subscription in the future as our expertise grows to host and manage. Next priority examples include Banner 101 reports and data acquisition for Classes / Clubs, Social Media training 101. Coordination and info sharing can also be done through Geographies / Clubs and Classes. And Development WG, Geographies/Clubs, Classes, and AARs can all use the technology approach to bolster communications and level of engagement among themselves and their respective Working Groups.
- 8. [engagement, students] <u>Clubs (Geographies)</u> <u>Back to School events</u> support. Will also be critical for boosting engagement such as rolling out training to Clubs on topics of interest, identifying and piloting out Life-Long Learning topics, and participating in Alumnifire and AARs training and programs, planning for Sweet Briar days in January 2017 and also to initiate the donated items for the 2017 Auction beginning in March 2017.

Sweet Briar College Alumnae Alliance Council Calendar Planning Dates

DRAFT as of January 15, 2017
Updates noted in RED font and yellow highlights

Summer and Fall Semester 2016		Spring Semester & Summer 2017		
Aug 1- 19th	Sweet Work Weeks	SBC Alumnae	Jan 5: Annapolis / Baltimore	
		Club Events –	Jan 6: New York, San Francisco	
		check with	Jan 7: Dallas / Fort Worth, Detroit, Hunt	
		local clubs for	Country VA	
		latest dates	Jan 8: Atlanta, Richmond, Triangle Club	
		updated due	NC, Washington DC	
		to inclement	Jan 14: Boston, Charlottesville,	
		weather	Milwaukee/Chicago, Paris France	
			Jan 15: Cleveland Heights, OH	
Aug 18-20	Board of Directors On Campus	Jan 18	Classes Begin	
Aug 19-20	New Student Orientation	Feb 12-13	Presidential Scholars Visit	
Aug 23	Opening Convocation	Feb 23-25	Board of Directors On Campus	
			** AA Council onsite meetings with	
			AR&D and briefing to the Board	
Aug 25	Classes Begin	Feb 19-20	Presidential Scholars Visit	

Sep 18-21	Online Streamathon
Sep 19	Fall Step Singing
Sep 23-24	Founder's Day Weekend
Sep 29 – Oct	College Fall Break
2	
Oct 9-10	Admissions Open House
Oct 14-16	Families Weekend
Oct 16	Board of Directors Teleconf
Oct 22	Amherst County Day (11 am - 3
	pm events in the Quad)
Oct 28-29	Fall Explore Engineering
	Weekend for High School Girls
Nov 10-12	Board of Directors On Campus
Nov 13-14	Admissions Open House
Nov 18-27	College Thanksgiving Break
Nov 29	Sweet Briar Fund National Day of
	Giving ("Giving Tuesday")
Dec 9	Classes End
Dec 11	Board of Directors Teleconf
Dec 11-15	Exams
Dec 16th – Jan 17th	College Winter Break

March 3	Sweet Briar Day of Giving (tentative)			
Mar 3-12	College Spring Break			
March 10	Indiana Fletcher Williams' Birthday			
Mar 19-20	Accepted Applicants Weekend			
Mar 20	Spring Step Singing			
Mar 24-25	Spring Explore Engineering Weekend			
	for High School Girls			
Apr 9-10	Accepted Applicants Weekend			
April 14	Soph./Juniors Open House			
Apr 20-22	Board of Directors On Campus			
May 2	Classes end			
May 4-8	Exams			
May 13	Commencement (Class of 2017			
	Graduation)			
June 2-4	Reunion (2's and 7's)			
	** AA Council onsite meetings			
June 18-23	Explore Engineering Design Summer			
	Course (for college credit)			
July 10-28	Forbes My Top College Competition			
	(tentative scheduling)			
July 31 –	Sweet Work Weeks			
August 18				
Aug 24-26	Board of Directors On Campus			
Sep 22-23	Founders Day Weekend			
	** AA Council onsite meetings?			
Oct 19-21	Board of Directors On Campus			

<u>See full selection of calendars online at http://sbc.edu/featuredevents/</u>)

INDIANA'S RULES

Indiana's Rules for Meetings, Teleconfs, and Webinars (rules of engagement that reflect our unique culture and expectation that our alumnae are at the table and part of the debate). Drafted by Lenora "Lion" Farrington-Sarrouf '94 at the request of the Alumnae Alliance Council.

