

<u>Present</u>: Michelle Badger '06, Sarah Clement '75, Debra Elkins '93, Heather Ewing '90, Phyllis Jordan '80, Katie Schellhammer '95, Sarah von Rosenberg '72, Kathryn Yunk '91, Jane Dure '82, Josie Beets '00, Sarah Reidy Ferguson '96,

<u>Plus Ones</u>: DeDe Conley '72, Sarah Reidy Ferguson '96, Carter Frackleton '72, Eleanor O'Connor '07, Jeanette Pillsbury '72, Jordan Elliott '17, Mary Sue Thomas '72, Kathy Pegues '71, Jean Bryan '82, Cyndi McCabe '74, Sara Parsatoon '11, Kate Schlech '70, Alexa Schriempf '97, Julia Schmitz '03, Lenora Farrington-Sarrouf '94, Rebecca Nelson '94

Staff: Priscilla Carroll '87, Clelie Steckel, Annette Pettyjohn

<u>Meeting Purpose</u>: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. PlusOnes who listen in on standing AA Council teleconfs, and participate as appropriate, include alumnae who are active in a number of Alumnae Alliance related activities and are assisting with improving overall alumnae engagement and timeliness of communications.

Council Operations: As appropriate, the Council will identify action items per teleconf, 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 teleconfs with Priscilla Carroll '87, Director of Alumnae Relations.
- Keep the "4 P's" Passion for our alma mater, Professionalism, Patience, Perseverance
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 1 pm ET (9/19/2017;10/3/2017; 10/17/2017; 10/31/2017; 11/14/2017; 11/28/2017; 12/12/2017)
- 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/

Opening Comments:

Council members and Plus Ones are invited to attend **Founders Day 2017** on Friday morning, September 22, 2017, with **Inauguration of President Woo** on Friday afternoon, Sept. 22. **Ann Kiley Crenshaw** '76, who serves as the Representative of the Alumnae Alliance to the Board of Directors / Alumnae Committee, is also volunteering on the Inauguration planning committee. It will be a big event with a walk up to Monument Hill in the morning, Inauguration in the afternoon, and a gala event that night. Registration information has been emailed to all alumnae.

Founders Day and Inauguration Information: http://sbc.edu/inauguration/schedule-of-events/

Staff Requests and Updates:

- Priscilla said that Sept 5 was the last day to register for Inauguration. She also encouraged volunteers to attend the training conference the day following the Inauguration (Sept 23).
- Priscilla discussed President Woo's campus meeting on Sept 6th to announce her vision. The first event on Sept 6 in Richmond, VA is the kick-off location for the President Woo alumnae tour. If you can't attend an event in your area, you are welcome to attend an event in another area. Please RSVP to Rachel Pietsch in AR&D at rpietsch@sbc.edu to let them know you want to attend an event.

- AR &D is looking for volunteers to help call alumnae not on email or social media and to encourage the alumnae to attend the President Woo events. The President Woo events will be free to all alumnae. Please make sure you RSVP as soon as possible, so they have a head count for the refreshments.
- If you did not receive your invitation, that may indicate that the email or mailing address in Banner database is incorrect. Please contact Bonnie Seitz in AR&D (seitz@sbc.edu) to confirm and update your Banner contact information.

Clubs and Virtual Auction: Kathryn Yunk '91 and Norma Valentine '93 (interim)

- Kathryn Yunk has been encouraging Clubs to start planning for **Sweet Briar Day in early January** and pick specific event dates to plan toward. Priscilla urged clubs to invite prospective students to these events. It's another touch we can make from home club communities with possible recruits. Neat Fact: Traditionally celebrated on December 28th, the annual observance of Sweet Briar Day began in 1922.
- Clubs are reaching out to alumnae to personally invite them to attend President Woo's tour of cities to meet with alumnae and friends of the College to discuss the new vision for Sweet Briar.
- Everyone can help reach out to alumnae in your home club area to let them know about the upcoming events! If you hear of alumnae not receiving invites, please help with getting their latest contact info and connecting them to the college. AR&D point of contact: call Rachel Pietsch at 434-381-6163 or email pietsch@sbc.edu.

PRESIDENT WOO'S TOUR OF CITIES – SCHEDULED DATES							
Richmond, VA September 6	Washington, DC Sept 27	Denver, CO TBD					
Charlottesville, VA September	Baltimore, MD September 28	Houston, TX November 1					
7							
Lynchburg / Amherst, VA – at	Philadelphia, PA TBD	Dallas, TX TBD					
Sweet Briar on September 12							
Raleigh, NC September 14	Boston, MA TBD	Los Angeles, CA TBD					
Charlotte, NC September 19	Atlanta, GA October 5	San Francisco, CA TBD					
Hunt Country, VA Sept 26	New York, NY October 11	Hampton Roads/Norfolk, VA					
		November 16					

Alumnae Media, Marketing and Communications (MMC): Phyllis Jordan '80 (interim), Josie Beets '00 (interim), Jane Dure '82 (interim), Sarah Reidy Ferguson '96 (interim)

- Phyllis Jordan reported that she and Jane Dure had worked to combat the unfavorable Wall Street
 Journal article about SBC. They have written the media sources to point out the incorrect info.
 Alumnae are encouraged not to draw attention to the article.
- SBC Magazine Phyllis Jordan said the next issue is set to arrive in mailboxes around Halloween. Jane Dure is editing the magazine this fall, with Phyllis is an assisting role. They are looking for anyone with a journalism / copy editing background, who would like to assist with Magazine assembly of class notes. If interested, please contact Phyllis at PhyllisWJordan@gmail.com. Class notes are due to your class officers team by Sept. 1 to the College by September 15 for the next magazine. Can also submit at https://sbc.edu/magazine/submit-class-notes/
- Operational focus to re-echo postings to alumnae social media from official SBC social media (e.g., Sweet Briar College, Sweet Briar College Now and Forever Facebook, SBC Twitter and Instagram accounts) and the SBC news page (http://sbc.edu/news/). Class and Club Leadership Teams are encouraged to use the news roundups on p. 3 of this agenda, and postings from the Alumnae Alliance to share to Classes and Clubs alumnae.

- Josie Beets (josie.beets@gmail.com) asked that any submissions to the Alliance Facebook page be sent to her. Alumnae MMC submissions such as alumnae receiving awards, major promotions, Club events, photos, highlights, etc. are welcome!
- Sarah Reidy Ferguson is excited that Instagram and Twitter accounts are back up and running.
 They are vital components to the positive image of SBC. We'll keep you posted as we advance social media efforts.
- Katie Schellhammer encouraged all alumnae to post press releases and professional articles to
 their Linked In accounts. This will create a positive image/visibility in the business community
 and with future employers. She identified an opportunity for SBC to have its own Linked In
 page, which Alumnae MMC can consider over time to grow the communications channels.

Admissions Ambassadors: Michelle Badger '06 and Heather Ewing '90 (interim)

- Michelle Badger reported that they were working with Admissions to fill any holes in the college fairs to make sure they are all covered. The goal is to do 500 fairs for the 2017-2018 recruiting cycle. A Google Docs signup form has been distributed by email and online to recruit Admissions Ambassadors. Please share and encourage alumnae to re-register if they wish to participate in recruiting for this year. Please use the Google Docs form linked here to confirm if you are still willing to serve as a volunteer. Savannah Oxner has done a great job of further organizing the new Admissions Ambassador's program. They need as many people as possible to be involved!
- New Name Replacing Alumnae Admissions Recruiters (AARs): College Admissions, AR&D and the Alumnae Alliance have decided to expand the program from Alumnae Admissions Recruiters (AARs) to "Admissions Ambassadors" to allow alumnae AND faculty, staff, parents, and friends of Sweet Briar to volunteer. The program will organize 250+ Ambassadors to assist with 500+ college fairs, school visits, and contacting prospective students. It will take a focused states / cities approach and leadership teams aligned with home base Alumnae Clubs. The approach also refines recruiting and retention relationship-building, recognizing that recruiting is personalized and time intensive. We deliberately seek out students we want to "bring into the SBC family" by building the pipeline.
- Every alumna can also promote Sweet Briar. Alumnae can always talk to students and then ask if
 the student would like to receive information from SBC. Student contact info can then be
 submitted using the online form http://sbc.edu/admissions/refer-a-student/
- Everyone can also recommend students to come visit Sweet Briar and/or attend an Admissions
 Open House. Admissions Open House Dates: Sun-Mon, Oct 8-9 and Sun-Mon, Nov 12-13.
 Prospective students can register to attend an open house online at
 https://admissions.sbc.edu/portal/open_house

Strategic Initiatives: Debra Elkins '93, Sarah vonRosenberg '72 and Sarah Clement '75 (interim)

- **Council Operations:** agendas. Minutes available at http://sbc.edu/alumnae-development/alumnae-alliance/
- Strategic Initiatives / Governance Working Group Sarah Clement '75, reports they are going live with the link to nominate candidates for the Council, and will socialize with an update in the Briar Wire and in other alumnae communication channels. The current Council has several openings, and so for now, new volunteers are working as "interim" until this formalized structure is in place. They are seeking nominees who are collaborative and have the time to make the commitment to the Alumnae Alliance Council.
- Expanding Plus Ones continuing to recruit and engage Plus Ones using personal outreach of Council members and other Plus Ones. Initial pilot in Jan Feb 2017 had 34 invited alumnae to evaluate idea; 1st Phase Soft Rollout in Mar June 2017 had around 30 participants (15 going

forward from pilot, and 15 additional recruited), Phase 2 Expanding Alumnae Operational Volunteering – July – Dec 31 2017 (added 39 new alumnae since Reunion!).

Working Group Updates from the AA Council

"The Network" and Lifelong Learning: Katie Schellhammer '95 and Heidi Trude '07 (interim)

- Katie Schellhammer reported that she has been in touch with Barb Watts of Career Services. Barb will get in touch as needed. She is also interested in a student career trip to Washington, DC in the spring. That is still in the planning stages.
- Sweet Work Weeks: Special thank you email from President Woo went out on September 1st to all volunteers summarizing the results and highlights. Special thank you's to key volunteers Kathy Pegues '71, Ann Gately '70, Vikki Schroeder '87, and Alexa Schriempf '97.
 - O 2017 Highlights: Painting the walls and trim of 210 dorm rooms, 13 hallways, and 2 parlors in Manson, Carson, Grammer, and Meta Glass. Completing all work requested by the Grounds department and more, such as weeding, trimming, pruning, deadheading, deadlimbing, and mulching in areas throughout campus, including: the main campus buildings, Daisy's Garden, Monument Hill, Elston Inn, Riding Center, the butterfly garden at the train station, Green Village, Prothro, Babcock, Guion, Alumnae and Development houses, Sales building, Vixen Den, conference center, and the front gates. Power washing numerous walkways and stairs and the balustrade in front of Benedict and the Library. Writing notes to prospective students for the Admissions Office. Removing hundreds of check-out cards from library books to help the Library comply with privacy laws. Writing handwritten welcome notes to all students and taping them to their doors.
 - The statistics: Over 3,400 volunteer hours; Over 2,100 volunteer hours painting and 344 gallons of paint used; Over 700 volunteer hours on outdoor projects; Over 575 volunteer hours on indoor projects other than painting; Over 300 welcome notes written to new and returning students; Over 140 notes written to prospective students
- **Lifelong Learning** Held a working group meeting on Thursday, Aug 31st and have begun thinking through different work streams to develop Lifelong Learning options including: (1) pilot webinar series and (2) proposal development for on-campus courses. Also continuing to review and analyze data collected in preliminary survey from both Reunion and Sweet Work Weeks.
- Alumnifire Don't forget to setup email alerts. https://sweetbriar.alumnifire.com
- Career Services, Career Beam: New 24/7 platform is now live and can assist students and alumnae with career and job exploration, resume writing, and interview practice. Here's the link to Career Beam for Alumnae from Career Services Director, Barb Watts https://cb.careersearch.net/register/sweetbriar.tt2

Development Working Group: TBD, TBD

- Need volunteers to help serve as liaisons for the Development Working Group as Lisa Longino '78 and Lea Harvey '90 move on to other roles.
- **Reunion Save-the-Date:** scheduled for June 1-3, 2018. 3's and 8's are celebrating 5-year milestone reunions; all classes are invited to "come home!"

Plus Ones questions / discussion items:

- Will Founders Day be livestreamed? AR&D will check.
- The Explore Engineering, Explore Archeology, etc. programs. Perhaps alumnae could help subsidize the costs of students attending these? Admissions Ambassadors / AR&D to check with Admissions
- Could we start a Junior Year Abroad in France alumnae group started to help with facilitate accurate information to these alumnae? There are a lot of questions and rumors about the program that would be helpful if addressed. Jordan Elliott '17 to follow up with Priscilla Carroll at AR & D.

• Are there any plans to hold Clubs events/virtual sessions with President Woo as part of her tour, for alumnae not near one of the 17 major cities planned? AR&D to explore options!

The	meeting	was	adjourne	d at	12:58	pm	EDT.
1110	1110 0 011115	***	uajourne.	uu	12.00	PIII	

News to Pass Along to Alumnae (Special thanks to DeDe Conley '72 for the news roundup!)

- Virginia Business: "Remaking Sweet Briar New president focuses on the next chapter at the historic women's college" http://www.virginiabusiness.com/news/article/remaking-sweet-briar
- New Branding: See new look on the website: www.sbc.edu, Navy Blue and Pink and Green colors. Tag lines: "Find Your Courage, Find Your Confidence, Find Your Fierce." See recent alumnae featured @ This is Fierce: http://sbc.edu/fierce/. I am Fierce Photo Frame posted on AA Face Book. Post your photo today!
 - Sweet Briar Highlights: http://sbc.edu/about/highlights/
 - Why Sweet Briar? Admissions talking points: http://sbc.edu/admissions/why-sweet-briar/
 - o **Viewbook** https://www.yumpu.com/en/document/view/59403842/sweet-briar-college-viewbook-2017-18
- Elston Inn is online! Please share and post positive reviews https://www.facebook.com/ElstonInn/.
- Explore Archaeology Weekend for High School Girls: Oct. 6-7, 2017. Participants will spend time studying architectural styles, photographing architectural sites, mapping features, and analyzing an antebellum landscape. Cost is \$125 including room and board, snacks and supplies. Space is limited to 10 students register by Sept 29th for highest priority. More info: http://sbc.edu/social-sciences/explore-archaeology-weekend-for-high-school-girls/
- Explore Environmental Sciences Weekend for High School Girls: October 13-14, 2017 (open), Cost is \$35 and includes room and board, snacks, supplies and a T-shirt. Register by September 15. http://sbc.edu/stem/explore-environmental-science-weekend-for-high-school-girls/
- Explore Engineering Weekend for High School Girls: Nov 10-11, 2017 (open), Cost is \$35 and includes room and board, snacks, supplies and a T-shirt. Register by Oct 1. http://sbc.edu/engineering/explore-engineering-for-high-school-girls/
- Vixen Sports Calendar: http://vixenathletics.com/composite?d=2017-08-26. Highlights: Sept 15th at Va Tech, Alumni Meet; Sept 17th Golf vs Hollins at Poplar Grove; Sept 23 Field Hockey Alumnae Game; Sept 24th Soccer Alumnae Game; Sept 26th Riding at Randolph College.
- Interactive Exhibit in Benedict challenges visitors to explore campus. https://sbc.edu/news/interactive-exhibit-challenges-students-to-explore-sweet-briar-campus/.
- New Sweet Briar Art Exhibition begins: GRRRL Power: Iterations of the Feminine
 This original exhibition in Pannell Gallery features 50 paintings, prints, drawings, and sculptures
 depicting women and girls that address issues such as independence, sexuality, social roles, and
 spirituality. The artworks on display are selected from the Sweet Briar College art collection and will
 be on view from September 11 November 30

- Prof. John Gregory Brown will join his wife, fellow writer and Sweet Briar professor Carrie Brown, at the Library of Virginia's 20th Annual Library of Virginia Literary Awards gala in October. Both are nominated for a prize, John Gregory was named a finalist in the fiction category for his newest novel, "A Thousand Miles From Nowhere." Congratulations! http://sbc.edu/news/sweet-briar-professor-a-finalist-for-library-of-virginias-20th-annual-literary-awards/
- Dr. Lincoln P. Brower elected Fellow of Entomological Society: Brower, Research Professor of
 Biology at Sweet Briar College and Distinguished Service Professor of Zoology Emeritus at the
 University of Florida, was elected as Fellow in 2017. He is internationally known for his research on
 the chemical and physiological ecology and conservation of the monarch butterfly.
 http://entsoc.org/ten-entomologists-join-ranks-fellows-entomological-society-america.
 http://sbc.edu/news/lincoln-brower-named-fellow-of-the-entomological-society-of-america/
- Sweet Briar becomes first NCAA Division III school to join the National Collegiate Equestrian Association: The College becomes the NCEA's first Division III member to compete. Sweet Briar's director of riding, Mimi Wroten '93, says membership fits with the program's traditional foundation while creating more opportunities for riders at the highest competitive level in college sports.

 http://sbc.edu/news/sweet-briar-becomes-first-ncaa-division-iii-school-to-join-national-collegiate-equestrian-association/
- Josh Harris Music Professor presents at NYC 2017 Electroacoustic Music Festival: One particularly fine example of this live-instrument/electronic recording pairing was Joshua Harris' Aubade with Wayla Chambo on flute and alto flute; in this richly sensuous and eloquent piece, music is successfully conveyed the intentions of poetry, creating a sound-song rather than a word-based song. http://www.theaterscene.net/music/2017-new-york-city-electroacoustic-music-festival-overview/jean-ballard-terepka/

Additional News Updates – Coverage of Sweet Briar's Academic Repositioning and Tuition Reset from September 6th (sent out via separate email to Alumnae Alliance Council and Plus Ones)

SBC Press Release

Sweet Briar Resets Core Curriculum and Tuition for Excellence, Relevance, and Affordability Link: http://sbc.edu/news/sweet-briar-resets-core-curriculum-and-tuition-for-excellence-relevance-and-affordability/

Additional information from SBC

Excellent, Relevant, Affordable: Sweet Briar College is reinventing the ideal private liberal arts education for every young woman with the courage and grit to go after it.

Link: http://sbc.edu/reset/

<u>Curriculum</u>: http://sbc.edu/reset/curriculum/

Frequently Asked Questions: http://sbc.edu/reset/frequently-asked-questions/

Press Kit: (photos, infographics, logo!) http://sbc.edu/reset/press-kit/

Viewbook "This is FIERCE": https://www.yumpu.com/en/document/view/59403842/sweet-briar-

college-viewbook-2017-18

ADDITIONAL DRESS COVERA CE

ADDITIONAL PRESS COVERAGE

Washington Post "Sweet Briar College revamps curriculum, cuts costs"

http://wapo.st/2vMbFva?tid=ss_mail-amp

Richmond Times Dispatch

http://www.richmond.com/news/virginia/ap/sweet-briar-college-revamps-curriculum-cuts-costs/article_3f5acf70-604e-530a-9135-3f61b9ecfec7.html

The Roanoke Times

http://www.roanoke.com/news/education/higher_education/sweet-briar-college-introduces-sweeping-changes-slashes-tuition-cost/article_d7279217-9530-5068-846f-f96b23325824.html

Fox News

http://www.foxnews.com/us/2017/09/06/sweet-briar-college-revamps-curriculum-cuts-costs.html

SFGate.com

http://www.sfgate.com/news/education/article/Sweet-Briar-College-revamps-curriculum-cuts-costs-12177191.php?cmpid=email-mobile

San Francisco Chronicle

http://www.sfchronicle.com/news/education/article/Sweet-Briar-College-revamps-curriculum-cuts-costs-12177191.php

Lynchburg News and Advance – "Sweet Briar College introduces sweeping changes" http://www.newsadvance.com/news/local/sweet-briar-college-introduces-sweeping-changes/article_31d672ec-9308-11e7-9a0e-bf98c76ff9fe.html

Chronicles of Higher Education - After All but Closing, Sweet Briar Will Shift Curriculum and Pricing http://www.chronicle.com/article/After-All-but-Closing-Sweet/241100

Virginia Business - Sweet Briar Resets Core Curriculum and Drops Tuition and Board Fees by 32 Percent http://www.virginiabusiness.com/news/article/sweet-briar-resets-core-curriculum-and-drops-tuition-and-board-fees-by-32-p

Virginia Business - Remaking Sweet Briar http://www.virginiabusiness.com/news/article/remaking-sweet-briar

National Post

http://nationalpost.com/pmn/news-pmn/sweet-briar-college-revamps-curriculum-cuts-costs

TV NEWS STATIONS

WDBJ7 http://www.wdbj7.com/content/news/Sweet-Briar-College-revamps-curriculum-cuts-costs-442904643.html

WSET http://wset.com/news/local/major-changes-coming-to-sweet-briar-college

WTOP http://wtop.com/virginia/2017/09/sweet-briar-college-revamps-curriculum-cuts-costs/

CBS19 http://www.newsplex.com/content/news/Sweet-Briar-College-resetting-curriculum-tuition-442918243.html

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates DRAFT as of September 3, 2017, (Updates noted in RED font and yellow highlights)

Summer and Fall Semester 2017		Spring Semester & Summer 2018			
July 30 - Aug	Alumnae Clubs hosting Back-	Sweet Briar	Alumnae Clubs host events in		
13	To-School events	Day	late December / early January		
		Alumnae	before students return for		
		Club Events	classes		
July 31 –	Sweet Work Weeks	Jan 15	Classes Begin		
Aug 18			_		
Aug 24-26	Board of Directors Meetings	Feb 22-24	Board of Directors on Campus		
Aug 18-22	New Student Orientation and	Mar 2-11	College Spring Break		
	Registration				
Aug 24	Classes Begin	Apr 19-21	Board of Directors on Campus		
Sep 22-24	Founder's Day, President Woo's	May 1-7	May 1: Classes end; May 3-7:		
	Inauguration, Alumnae		Exams		
	Leadership Training Conference				
Sep 22-23	Explore Chemistry Weekend for	May 12	Commencement (Class of 2018)		
	High School Girls				
Sep 28 – Oct	College Fall Break	June 1-3	Reunion (3's and 8's as featured		
1			classes). All classes invited to		
			"come home"		
Oct 6-7	Explore Archaeology Weekend				
	for High School Girls				
Oct 8-9	Admissions Open House				
Oct 13-14	Explore Chemistry Weekend for				
	High School Girls				
Oct 13-14	Explore Environmental				
	Sciences Weekend for High				
	School Girls				
Oct 13-14	Families Weekend				
Oct 19-21	Board of Directors on Campus				
Nov 10-11	Fall Explore Engineering				
	Weekend for High School Girls				
Nov 12-13	Admissions Open House				
Nov 18-26	College Thanksgiving Break				
Dec 8	Classes End				
Dec 10-14	Exams				