



Present: 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,

Plus Ones: 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 Parsatoo '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

Meeting Purpose: 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@sb.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 rpietsch@sbc.edu.

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

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 in 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 PlusOnes using personal outreach of Council members and other PlusOnes. 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*)

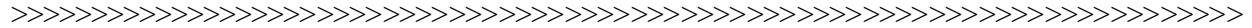
- Katie Schellhammer reported that she has been in touch with Barb Watts of Career Services. Barb will get in touch as needed. She is also interested in a student career trip to Washington, DC in the spring. That is still in the planning stages.
- **Sweet Work Weeks:** Special thank you email from President 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.**
 - **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.t2>

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.



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 13	Alumnae Clubs hosting Back-To-School events	Sweet Briar Day Alumnae Club Events	Alumnae Clubs host events in late December / early January before students return for classes
July 31 – Aug 18	Sweet Work Weeks	Jan 15	Classes Begin
Aug 24-26	Board of Directors Meetings	Feb 22-24	Board of Directors on Campus
Aug 18-22	New Student Orientation and Registration	Mar 2-11	College Spring Break
Aug 24	Classes Begin	Apr 19-21	Board of Directors on Campus
Sep 22-24	Founder's Day, President Woo's Inauguration, Alumnae Leadership Training Conference	May 1-7	May 1: Classes end; May 3-7: Exams
Sep 22-23	Explore Chemistry Weekend for High School Girls	May 12	Commencement (Class of 2018)
Sep 28 – Oct 1	College Fall Break	June 1-3	Reunion (3's and 8's as featured 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		