



**AA Council:** Norma Valentine '93, Phyllis Jordan '80, Jane Dure '82, Sarah Reidy Ferguson '96, Michelle Badger '06, Debra Elkins '93, Sarah vonRosenberg '72, Sarah Clement '75, Katie Schellhammer '95, Cathy Foose '78

**AR&D Staff:** Mary Pope Hutson, Clelie Steckel, Rachel Pietsch, Priscilla Carroll

**Plus Ones:** Nancy Bulls '93, Sara Parsatoon '11, Tricia Fallon '84, Sarah Machinist '01, Dianne Doss '93, Martha Holland '72, Amy Campbell Lamphere '80, Jeanette Pillsbury '72, Edie Bowles '74, Christie Cardon '96, Evangeline Taylor '00, Brendy Hantzes '81, Cyndi McCabe '74, Suzanne Licouski '91, Eleanor O'Connor '07, Mim Meglan '71, Jessica Hively '97, Liz Jarvis '75, Julia Schmitz '03

**Meeting Purpose:** Regular operations teleconf of the SBC Alumnae Alliance Council (AA Council) to share information and coordinate efforts. Plus Ones 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 (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/>

#### **AR&D Staff Requests and Updates:**

- **President Woo Tour:** Rachel Pietsch (AR&D) provided an update on President Woo’s tour to meet alumnae. Sarah Clement '75 described attending the Charlottesville event earlier this month and found President Woo an effective speaker and a great representative for Sweet Briar. Save-the-dates emails and paper invites with RSVPs are being sent out as dates are confirmed for different cities. An event has not yet been planned for the Midwest – AR&D will consider the possibility.
- **Alumnae Leadership Training Conference** (Sept 23-24) for AA Council Members, Class Presidents and Fund Agents, Reunion Leadership Teams, Regional Club Leaders, and Club Presidents. Clelie Steckel says they’re lining up the session with speakers from the alumnae leadership, with an agenda going out to participants. The event will be in the Wailes Center. Debra Elkins '93 encouraged Council members and Plus Ones to come and to help out as needed for Founders’ Day weekend and President Woo’s Inauguration on Sept. 22.
- AR&D Vice President Mary Pope Hutson '83 chimed in toward the end of the call thanking the AA Council and Plus Ones for their contributions to the college and excitement for the activities coming up this weekend. She recounted how the students had just held Step Singing, which remains an emotional moment. She praised the AR&D team for their hard work, as well.

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

- Norma Valentine said she’s looking forward to seeing everyone this weekend for the inauguration and leadership conference. Her team has been 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 (free) 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](mailto:rpietsch@sbc.edu)
- Event info is also posted on the main Alumnae Alliance Facebook page under the “Events” navigation link on the left side of the page <https://www.facebook.com/sweetbriaralumnae/>

<b>PRESIDENT WOO’S TOUR OF CITIES – SCHEDULED DATES</b>		
✓ Richmond, VA September 6	Washington, DC and Arlington, VA Sept 27	Denver, CO TBD
✓ Charlottesville, VA September 7	Baltimore, MD September 28	Houston, TX November 1
✓ Lynchburg / Amherst, VA – at Sweet Briar on September 12	Philadelphia, PA TBD	Dallas, TX TBD
✓ Raleigh, NC September 14	Boston, MA TBD	Los Angeles, CA TBD
✓ Charlotte, NC September 19	Birmingham, AL October 4	San Francisco, CA TBD
Hunt Country (Warrenton), VA Sept 26	Atlanta, GA October 5	Hampton Roads/Norfolk, VA November 16
	New York, NY October 11	

- **Sweet Briar Day events** – Clubs are invited to start planning now (roughly 3 months out!).
  - Neat Fact: Traditionally celebrated on December 28th, the annual observance began in 1922.
  - In partnership with Admissions Ambassadors, Alumnae Clubs are asked to invite current and prospective students and their families to SBC events (e.g., Back-to-School Days, Sweet Briar Days) in each Alumnae Club community so they can meet and build relationships with alumnae and friends of SBC

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

- Phyllis Jordan said the team has spent the last two weeks having regular calls with Clelie Steckel (AR&D) and Melissa Richards (College MMC) to coordinate efforts with official College and AR&D communications and enhance communications to 9 decades of alumnae. They are planning a session for the leadership conference that will explore various platforms and ask club and class leaders how they can best help them get the good news from SBC out to different alumnae constituencies. Anyone interested in helping with social media contents development and social media channels moderation, or drafting articles for the Magazine, Briar Wire, editing class notes, etc. Please contact our four interim co-chairs to get involved!
- **Operational focus to re-echo postings** to alumnae from official SBC social media (e.g., Sweet Briar College website, 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 roundup at the end of this agenda, and Alumnae Alliance social media feeds to share to Classes and Clubs alumnae.
  - **Social media:**
    - Alumnae Alliance Facebook Page <https://www.facebook.com/sweetbriaralumnae/>
    - Alumnae Alliance Twitter Feed: [@sbcalumnae](https://twitter.com/sbcalumnae)
    - Alumnae Alliance Instagram Feed: [@sbcalumnae](https://www.instagram.com/sbcalumnae)
- **SBC Magazine** -- The next issue is targeted for early November. More than 50 classes have submitted class notes. Jane Dure '82 is editing this edition and said things are moving on schedule.
  - SBC Magazine archives <https://sbc.edu/magazine/magazine-archives/>
- **Briar Wire e-newsletters** (College’s monthly alumnae newsletter, sponsored by the Alumnae Alliance and produced by the Alumnae Relations and Development team) <http://sbc.edu/alumnae-development/the-briar-wire/>

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

- Michelle Badger '06 said they are trying to cover 175 college fairs and have about half of them done, so she encouraged alumnae to volunteer to help. If they see a college fair that isn’t be covered, alumnae should let the college know or contact Michelle and Heather.
- Organizing 250+ Ambassadors to assist with 500+ college fairs, school visits, and contacting prospective students
  - Focused states / cities approach and leadership teams aligned with home base Alumnae Clubs

- Refined recruiting and retention relationship-building approach is personalized and time intensive. We deliberately seek out students we want to “bring into the SBC family” by building the pipeline.
- Admissions Ambassadors are using an annual signup process to confirm contact info, complete annual refresher training, and update the volunteer agreement. Please use this Google doc form [link to sign-up](#).
- Everyone can always **refer students 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](https://admissions.sbc.edu/portal/open_house)
  - **Explore Engineering, Chemistry, Archaeology, and Environmental Sciences** are also great events to mention to prospective students to get them to visit SBC early as high school students.

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

● **Strategic Initiatives / Governance Working Group**

- Sarah Clement said the working group is recruiting. Interim co-chairs should nominate themselves. Please help share the info widely; self-nominations are welcome! Info on the nominations process, FAQs, and Nomination Form: <http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/>  
Open positions we are currently seeking:
  - Co-Chairs and 5-6 Members for Council Strategic Initiatives / Governance WG
  - Co-Chair for Clubs WG
  - Co-Chair for Alumnae Admissions Ambassadors WG
  - Co-Chair for “The Network” (and Lifelong Learning) WG
  - 4 Co-Chairs for the Alumnae Media, Marketing, and Communications WG (2 for traditional media, 2 for social media)
- Solicitation continues for an Alumnae Alliance Representative to the Board of Directors / Buildings, Grounds and Technology Committee and Co-Chairs / Liaisons to the Dev Working Group as a future nomination solicitation, once other Council Co-Chairs have been completed in the first iteration. This will allow the Gov WG to evaluate and adjust the process if needed.
- In addition, over the next 6+ months the Governance WG will refine Council Guiding Principles and Core Values, and review the AA relationship to the College framed by the Sweet Briar Institute Trust and the Board By-Laws, SACS Accreditation Principles, accounting and tax considerations, and directors & officers’ insurance liability concerns. More to follow on this, because we know many alumnae are interested in and want to have input on refining governance!
- **Minutes** available at <http://sbc.edu/alumnae-development/alumnae-alliance/>
- Debra gave a special shout out to DeDe Conley '72 for highlighting new stories and alumnae updates, which are included at the end of the agenda. PlusOnes are encouraged to share this information widely to Alumnae Clubs, Classes, and various alumnae networks.

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

- Katie Schellhammer said she is meeting with Barb Watts about career services this week. She expects to have more to say about Lifelong Learning at this weekend’s meeting. The group is working to develop and refine options including: (1) pilot webinar series with technology recommendations, and (2) proposal for future Alumnae College on-campus courses.
- **Alumnifire** Sarah V. asked whether there was steady interest in Alumnifire. Katie suggested regular reminders on Facebook and elsewhere. Don’t forget to setup email alerts. <https://sweetbriar.alumnifire.com>. Over 1,700 alumnae, students and faculty registered online (ratio of 15 alumnae per student!).
- **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 from Career Services Director, Barb Watts <https://cb.careersearch.net/register/sweetbriar.tt2>

**Development Working Group:** Maggie Patrick '07 (*interim*), Cathy Foose '78 (*interim*),

- **Cathy Foose '78** said the working group is providing support for the fall activities. That includes connecting with individual donors to tell them about the innovations going on at the college. They’re answering questions about the academic repositioning and the tuition reset. The focus is on engagement, and that has led to an increase in giving.



- **Women authors dominate Writers Series at Sweet Briar:** <http://sbc.edu/news/women-authors-dominate-writers-series-at-sweet-briar/>

## **NEWS ABOUT SWEET BRIAR AND THE ACADEMIC REPOSITIONING**

- **Sweet Briar announces a Curriculum and Tuition Reset:** 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. Two major strategic initiatives. The first modernizes our liberal arts curriculum. Its guiding principle is the development of women leaders in the complex environment of the 21st century. Recognizing that the liberal arts must be increasingly interdisciplinary and oriented toward problem-solving. The second initiative revises our tuition model to makes the true cost to you transparent and predictable. This move boldly tackles runaway tuition increases and fixes the confusing and complicated “discounting” system that can stand between you and the education of your dreams. <http://sbc.edu/reset/>
- **The Chronicle of Higher Ed: After All but Closing, Sweet Briar Will Shift Curriculum and Pricing, The new calendar, 3-12-12-3 weeks Ms. Woo said, will allow students to immerse themselves in internships, research, or study abroad, and the college will provide each student with up to \$2,000 to spend on such pursuits. The calendar will also make it easier for subject experts to come to the campus to teach short courses. The total for tuition, room and board, and fees will drop from over \$50,000 in 2017-18 to \$34,000 the following year - just about what an in-state student would pay at the University of Virginia. "Our intention is to make it very transparent to American families that we are as affordable as some of the flagship public universities in the commonwealth."** <http://www.chronicle.com/article/After-All-but-Closing-Sweet/241100>
- **Sweet Briar Reports 95 New Students:** <https://www.insidehighered.com/quicktakes/2017/08/29/sweet-briar-reports-95-new-students>
- **Forbes: Back from the Brink, Sweet Briar College Slashes Tuition, Who is Next?** Almost no student at a private college pays the published tuition and the published price is in no way reflective of the amount of revenue the school makes. The latest school to decide that the high aid/high discount strategy is not working for it is Sweet Briar College in Virginia. <https://www.forbes.com/sites/lucielapovsky/2017/09/07/tuition-is-higher-than-necessary-at-most-colleges/#389704d525ec>
- **Spelman, Sweet Briar consider what it means to be a 21st century women's college:** <http://www.educationdive.com/news/spelman-sweet-briar-consider-what-it-means-to-be-a-21st-century-womens-co/504441/>
- **Diverse Issues in Higher Ed: Sweet Briar Preparing for a Fresh Start:** Prepared to hit the ground running, Sweet Briar is now readying itself for a new future. <http://diverseeducation.com/article/101258/>. Comment: Jonathan Fink Professor of Geology at Portland State University “Kudos to Sweet Briar for experimenting with its curriculum, finances and branding. With its beautiful campus as a laboratory, Washington DC as a source of pedagogical variety, and the dedication of the faculty who stood by their school, the chances of long-term success seem to be steadily increasing. More power to them!”
- **Diverse Issues in Higher Ed: President Woo Ushering in a New Era at Sweet Briar College:** “A lot of higher education institutions like the status quo,” Tomlinson says. “If they want change, they want pretty modest, comfortable change. I’m not trying to suggest recklessness. Certainly, nobody is interested in that. But we are interested in remaking women’s education for today’s world.” That was what the war to win Sweet Briar back from its former leadership was all about, Tomlinson adds. “The prior leadership didn’t think that women’s education was relevant in the world today,” she says. “Meredith does, and she also has some very strong opinions about how you can remake women’s education, liberal arts education, in this new era and make it a very valuable commodity.” <http://diverseeducation.com/article/96261/>.
- **Sweet Briar moves up in U.S. News & World Report’s ‘Best Colleges 2018’ rankings.** U.S. News & World Report’s “Best Colleges 2018” rankings hit the streets last week, and Sweet Briar College has climbed six spots to

land at No. 134 on the National Liberal Arts Colleges list. <http://sbc.edu/news/sweet-briar-moves-up-in-u-s-news-world-reports-best-colleges-2018-ranking/>

- **President Woo Radio Interview:** [https://m.soundcloud.com/va-talk-radio-network/sweet-briar-college-president-meredith-woo?utm\\_source=soundcloud&utm\\_campaign=share&utm\\_medium=facebook](https://m.soundcloud.com/va-talk-radio-network/sweet-briar-college-president-meredith-woo?utm_source=soundcloud&utm_campaign=share&utm_medium=facebook)
- **Women of Consequence:** When I think about the things I fear most - when I worry that our country or world may be ripped apart and our experiment may fail - places like Sweet Briar give me hope. I see a way forward not only for our school, but for our country and our world. I see women who will help our noble experiment succeed. These women bring an integrity and a fullness to the concept of leadership - the faculty have honored this ideal by denoting such women as “women of consequence.” She puts out a call for alumnae to support SBC at every level. <https://medium.com/@MaggieEBPatrick/womenofconsequence-e1d0c7b81760>.
- **Sweet Briar Students will see a Tuition Drop Next Year:** Despite facing closure two years ago, the president said, it is time to take a new direction and to continue the mission of education. "I think that is so unique at Sweet Briar at this particular historical moment, and which is why it is possible for us to undertake a very comprehensive change," Woo said. <https://www.wsls.com/news/virginia/lynchburg/sweet-briar-college-students-can-expect-new-changes>.
- **Sweet Briar Admissions Blog:** <http://sbc.edu/news/admissions-blog-why-an-open-house-is-a-great-way-to-explore-sweet-briar/>
- **Bill Allen, Dean of Admissions and Financial Aid featured on Admissions Blog:** <http://sbc.edu/news/admissions-blog-11-questions-with-dean-allen/>

#### ALUMNAE HIGHLIGHTS

- **Alumna Maria Elena Ferran ‘84:** Mint Hill Arts is honored to host at its September monthly meeting Maria Elena Ferran. Inspired by the cave paintings at Lascaux, Ms. Ferran will present “**Cave Walls: Express, Empower, Transform.**” <https://www.minthilltimes.com/happenings/mint-hill-arts-cave-paintings/>
- **Ellen Carver ‘85 Inside Business feature.** Ellen Carver wants to empower young women. And as the executive director of the nonprofit Girls on the Run in the Hampton Roads region, she gets to help nurture that movement for empowerment every day. [https://pilotonline.com/inside-business/news/first-person-features/ellen-carver-executive-director-of-girls-on-the-run-hampton/article\\_9c409ab3-a137-5d32-98f4-9fe40342a884.amp.html](https://pilotonline.com/inside-business/news/first-person-features/ellen-carver-executive-director-of-girls-on-the-run-hampton/article_9c409ab3-a137-5d32-98f4-9fe40342a884.amp.html)
- **Leah Jorgensen ‘96 How a Fresh Crop of Winemakers Is Upending Oregon Tradition** <https://www.pdxmonthly.com/articles/2017/9/13/how-a-fresh-crop-of-winemakers-is-upending-oregon-tradition>
- **Learn about medicinal herbs, plants on Sept. 19 with Alumna Kate (Joyner) Bailey ‘75, of Lost Cove Herbs.** She will present “Plants that Heal.” Originally from Hampton, Virginia, Bailey earned a degree in biology from Sweet Briar College where she began to learn the language of plants. The Tuscola Garden Club will kick off the beginning of its 63rd year with its first meeting on Tuesday, Sept. 19, in Gaines Auditorium at Bethea Welcome Center, 91 N. Lakeshore Drive, Waynesville, NC. [http://www.themountaineer.com/life/home\\_and\\_garden/learn-about-medicinal-herbs-plants-on-sept/article\\_d55d9586-9960-11e7-b34a-f7f857131be6.html](http://www.themountaineer.com/life/home_and_garden/learn-about-medicinal-herbs-plants-on-sept/article_d55d9586-9960-11e7-b34a-f7f857131be6.html)

#### ARTICLES ABOUT FOUNDER’S DAY AND PRESIDENT WOO’S INAUGURATION

- **President Woo Inauguration video** recording, was available live as well, Friday, Sept 22, 2017: <http://sbc.edu/videos/>.
- **Sweet Briar celebrates Meredith Woo at her presidential inauguration, Josh Moody, Sept 22,** [http://www.newsadvance.com/news/local/sweet-briar-celebrates-meredith-woo-at-her-presidential-inauguration/article\\_2fe21104-9feb-11e7-ab30-ab18f8769045.html](http://www.newsadvance.com/news/local/sweet-briar-celebrates-meredith-woo-at-her-presidential-inauguration/article_2fe21104-9feb-11e7-ab30-ab18f8769045.html).

- **Sweet Briar** College inaugurates 13th president, WSET, <http://wset.com/news/local/sweet-briar-college-inaugurates-13th-president>.
- **Sweet Briar** inaugurates 13th president Meredith Jung-En Woo - SBC News, <http://sbc.edu/news/sweet-briar-inaugurates-13th-president-meredith-jung-en-woo/>.
- 'Keepers of hope': **Sweet Briar** celebrates 2017 Founders' Day - SBC News, <http://sbc.edu/news/keepers-of-hope-sweet-briar-celebrates-2017-founders-day/>.
- Editorial: **Sweet Briar's** next chapter, Roanoke Times, [http://www.roanoke.com/opinion/editorials/editorial-sweet-briar-s-next-chapter/article\\_c134ecfc-ae8f-5424-99c2-246bc8848e83.html](http://www.roanoke.com/opinion/editorials/editorial-sweet-briar-s-next-chapter/article_c134ecfc-ae8f-5424-99c2-246bc8848e83.html).
- Meredith Woo will formally be installed as the 13th president of Sweet Briar College. The inauguration ceremony is part of the school's annual Founders' Day Weekend. Woo started as president on May 15th., <https://www.wsls.com/top-stories/what-s-news-today-september-22-2017>.
- **Sweet Briar's beloved Fletcher Oak lives on in academic mace carried in Inauguration Procession by Professor Linda Fink.** <http://sbc.edu/news/sweet-briars-beloved-fletcher-oak-lives-on-in-academic-mace/>.
- **Students receive Academic and College awards at Founders' Day Convocation,** <http://sbc.edu/news/students-receive-academic-and-college-awards-at-founders-day-convocation/>.
- **Sweet Briar riders sweep Most Outstanding Player awards at first NCEA meet in Delaware.** Freshman Lily Peterson named the over-fences Most Outstanding Player, Courtney Barry '18 named Most Outstanding Player on the flat. <http://sbc.edu/news/sweet-briar-riders-sweep-most-outstanding-player-awards-at-first-ncea-meet/>. The Riding Center displayed these awards proudly during inauguration open house!
- **Vixen Alumnae Game during Inauguration weekend** <https://www.instagram.com/p/BZes1edA9iI/>
- **Profiles of Sweet Briar Students** <http://sbc.edu/fierce/>

**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**  
**DRAFT as of September 17, 2017, (Updates noted in RED font and yellow highlights)**

<b>Summer and Fall Semester 2017</b>		<b>Spring Semester &amp; Summer 2018</b>	
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		