



AA Council Members: Kathryn Yunk '91, Norma Valentine '93, Heather Ewing '90, Michelle Badger '06, Debra Elkins '93, Sarah Clement '75, Katie Robertson '97, Sarah vonRosenberg '72, Phyllis Jordan '80, Jane Dure '82, Sarah Reidy Ferguson '96, Cathy Foose '78, Sara Parsatoon '11, Alex Grobman '12, Katie Schellhammer '95, Eleanor O'Connor '07

AR&D and other College Staff: Mary Pope Hutson, Claire Dennison Griffith, Clelie Steckel

Plus Ones: Sarah Machinist '01, Jeanette Pillsbury '72, DeDe Conley '72, Jessica Hively '97, Nancy Bulls '93, Sarah Ince '99, Alison Hall '97, Julia Schmitz '03, Dianne Doss '93, Phoebe Peacock '68, Amy Lamphere '80, Flo Barnick '80, Myth Bayoud '80, Linda Uihlein '78, Rebecca Nelson '94, Cyndi McCabe '74, Mitzi Halla '55, Janet Gibson '72

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to 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 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 AR&D.
- **Keep the “4 P’s”** – Passion for our alma mater, Professionalism, Patience, Perseverance
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs to resume in January 2018.
- After each meeting, minutes are drafted and reviewed by Council members. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

Staff Requests and Updates:

- **Mary Pope Hutson '83, VP for Alumnae Relations and Development**, praised the tenor on campus. Chapel was filled to capacity Sunday, December 10 for Vespers.
- **Mary Pope**, reported that the last 2 weeks of President Woo’s tour were strong. President Woo is a visionary and a leader. Mary Pope also thanked the hard-working alumnae clubs for assisting with President Woo’s fall tour and for scheduling Sweet Briar Day gatherings to occur in December and January. Sweet Briar Day invitations are going out to alumnae, current students and prospective students in each local club area.
- **Mary Pope** asked the Council to get the word out about the tuition reset with “\$21,000 tuition” being the new buzz word. The December 2nd Admissions Open House included prospective students from Atlanta and mid-Atlantic states.
- **Claire Griffith '80** reported that Sally Mott Freeman '76 spoke about her book to the History Center in Atlanta.

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

- **Sweet Briar Days:** **Kathryn Yunk** said clubs have 27 events have been planned so far. This is more than last year. There will be AR & D, faculty and President Woo attending some of these

events. The Clubs WG will help share the info as more events are on the calendar. Talking points are forthcoming by mid December for a campus update and the tuition reset.

2017-2018 Sweet Briar Day Events		
Dec 19 -- Indianapolis, IN	Jan 6 – Richmond, VA	Jan 7 – Portland, OR
Jan 5 – Fredericksburg, VA	Jan 6 – San Francisco, CA	Jan 8 – Denver, CO
Jan 6 – Amherst / Nelson, VA	Jan 6 – St. Paul, MN	Jan 10 – Houston, TX
Jan 6 – Atlanta, GA	Jan 7 – Charlotte, NC	Jan 10 – New York City, NY
Jan 6 – Boston, MA	Jan 7 – Hunt Country, VA	Jan 13 – Cleveland, OH
Jan 6 – Dallas, TX	Jan 7 – Louisville, KY	Jan 14 – Los Angeles, CA
Jan 6 – Michigan	Jan 7 – Lynchburg, VA (Tentative date)	Jan 14 – Miami, FL
Jan 6 – Northern IL (including Chicago) / Milwaukee WI	Jan 7 – Norfolk / VA Beach, VA	Jan 17 – Jacksonville, FL
Jan 6 – Orlando, FL	Jan 7 – Northern VA / DC	Jan 27 – Kansas City, KS
Jan 6 – Raleigh, NC	Jan 7 – Philadelphia, PA	

Admissions Ambassadors: Michelle Badger '06 and Heather Ewing '90

- High Schools adoption / school visits – Ambassadors are completing appointments to meet with guidance counselors and/or students.
- Remember to talk up SBC when you see friends and family with High School age girls during this holiday season and every day. If they are interested, make sure to get their permission to refer them to SBC <http://sbc.edu/admissions/refer-a-student/> We just want to make sure the students are aware that they will be contacted by the College.
- Teresa Tomlinson '87 brought a group of prospective students on the train from Atlanta to SBC for the Admissions Open House. As Alumnae, we are thinking outside of the box on ways to get high school students to visit SBC.

Governance / Strategic Initiatives: Sarah Clement '75 and Katie Robertson '97

- Over the next 6+ months the Governance WG will review the interim nominations process to strengthen the overall approach with best practices. The WG will also research and 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.

AA Council Operations: Debra Elkins '93, Sarah von Rosenberg '72

- **Drafting recommendation for a resolution for the Board / Alumnae Committee** to recognize the service of alumnae who helped establish the Alumnae Alliance Council since July 2015 and their partner Alumnae Relations Directors, who were instrumental in rebuilding the Alumnae Alliance “after the unpleasantness.”
- **Alumnae Alliance Council Briefing to the Board of Directors and AA Council on-campus meetings for February 22-24, 2018** – working with Co-Chairs of the different working groups to capture highlights from July – December 2017. Drafted preliminary inputs and potential meeting topics for discussion with AR&D leadership.
- **Alumnae Alliance Council Updated 6-Month Priorities** for January to June 2018 – first draft completed, and will discuss with AR&D leadership. Draft aligns AA Council areas of focus to top areas of College need.
- **Agendas & Minutes:** Agendas development and distribution. Minutes available at <http://sbc.edu/alumnae-development/alumnae-alliance/>.

- **Last Council Fall Meeting:** December 12th; may send out additional news updates, but will not hold meetings during the holiday season
- **Proposed Council Spring Schedule:** (Tuesdays from 12-1 pm ET) Jan 9, Jan 23, Feb 6, Feb 20, Mar 6, Mar 20, Apr 3, Apr 17, May 1, May 15, May 29, REUNION June 1-3rd, Jun 12, Jun 26, Jul 10, Jul 24, Aug 7, Aug 21, Sep 4, Sep 18, Oct 2, Oct 16, Oct 30, Nov 13, Nov 27, Dec

Alumnae Communications: Phyllis Jordan '80, Jane Dure '82, Sarah Reidy Ferguson '96, Eleanor O'Connor '07

- This working group is working closely with Clelie Steckel (AR&D), Melissa Richards and Amy Ostroth (College Communications) to enhance communications to 9 decades of alumnae.
- **SBC Magazine** – Has been delivered to mailboxes! Prior issues: <https://sbc.edu/magazine/magazine-archives/>
- **Operational focus to tailor postings** for alumnae similar to official SBC social media (e.g., Sweet Briar College website, Sweet Briar College Now and Forever Facebook, SBC Twitter and Instagram accounts). Class and Club Leadership Teams are encouraged to use the news roundup in this agenda, and Alumnae Alliance social media feeds to share to Classes and Clubs alumnae.
 - Traditional media: SBC Magazine (2 x per year), Briar Wire (9x per year), class notes, some articles from the Magazine can go beyond the Magazine.
 - Social media:
 - Alumnae Alliance Facebook: <https://www.facebook.com/sweetbriaralumnae/>
 - Alumnae Alliance Twitter Feed: [@sbcalumnae](https://twitter.com/sbcalumnae)
 - Alumnae Alliance Instagram Feed: [@sbcalumnae](https://www.instagram.com/sbcalumnae)

Development Working Group: Cathy Foose '78

- **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!"
- **Day of Giving Highlights:** On Nov. 28, Giving Tuesday, SBC alumnae helped raise over \$140,000 in support of the College's students and faculty, its programs and our beautiful campus. In addition, SBC exceeded its goal of increasing the number of monthly recurring donations to 116, with over 170 monthly donors!
- **Mary Pope Hutson '83, SBC VP of Development, Fundraiser of the Year!:** The Piedmont Chapter of the Association of Fundraising Professionals awarded Mary Pope Maybank Hutson '83 one of its highest honors in November, when it recognized her as Fundraiser of the Year: <http://sbc.edu/news/sweet-briars-vp-for-development-recognized-as-fundraiser-of-the-year/>

Young Alumnae Squad: Sara Parsatoon '11 & Alexandra Grobman '12

- Will work with AR&D to help enhance young alumnae cross-cutting concerns including communications, giving societies, representation on the Alumnae Alliance Council, interfacing to Student Government Association / Student Relations Committee (SRC), and remaining connected to the College after graduation.
- Moving forward with draft nominations / recruiting posting to seek out additional young alumnae for this advisory group.
- Implementing survey to solicit inputs from young alumnae who previously served on the Alumnae Board and want to thank AR&D & Council for their support.

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

- **Lifelong Learning** – Working Group has divided up to work on a couple options under development.

The **Alpha Lambda Delta chapter at SBC** won a national **Silver level award** for chapter membership yield. [#ALDchapterhighlight](#). <http://www.nationalald.org/membershipawards>

Engineering Professor TC Scott: Congrats to [#SweetBriar #engineering](#) professor T.C. Scott and his [@FiatChrysler_NA](#) team for scoring a Popular Science magazine Automotive Top Tech of 2017 award! <http://sweetbriaredu>. <http://sbc.edu/news/sweet-briar-engineering-professor-part-of-fiat-chrysler-team-that-wins-popular-science-top-tech-of-2017-award/>, Breathing Fire into the Demon in Automotive Awards: <https://www.popsci.com/best-of-whats-new-list-2017#page-19>

Mapping Hydrilla May '17 Summer Honors project funded by Environmental Grant:
<http://sbc.edu/honors-program/wp-content/uploads/sites/89/katie-ferguson-2016.pdf>.

Recruiting Veterans: Melanie Campbell '06, director of SBC veteran admissions operations and a 23-year veteran of the U.S. Air Force. Campbell completed her B.A. at Sweet Briar and well understands what this college has to offer women veterans who want to pursue higher education. "Women are the fastest-growing cohort in the veteran community," writes Ashley Nguyen. According to the U.S. Department of Veterans Affairs, there are currently 2.2 million women veterans.
<http://sbc.edu/news/women-veterans-and-sweet-briar-college-an-interview-with-melanie-campbell-06/>

Sweet Briar Swimming defeats Ferrum! http://www.thefranklinnewspost.com/sports/college-swimming-ferrum-squads-set-program-records-at-liberty/article_89908172-dac4-11e7-a1ee-d78c8c3f42df.html.

Jan 18, Jan 25th, Feb 1st and Feb 8: Faculty Research Seminar Series Prothro 12pm. Faculty will present their research in 30 minutes to interested folks over lunch.

Jan 20 Swimming: SBC hosts Hampden Sydney and Emory and Henry 2pm

Jan 26-27 Brownie Science Day: Brownies can earn up to three badges!

Jan 29: Beauty and the Beast: This new exhibit will be open to the public from January 29- April 26. Regular gallery hours are Monday-Thursday 11 a.m. until 4 pm Pannell Gallery

Jan 31 Swimming SBC hosts Roanoke 6pm

Feb 1: Medford Taylor, Professor of Photography: Opening and artists gallery talk for the exhibition Medford Taylor: In Motion. All are welcome. 5:30-6:30 Babcock.

Feb 3 Riding NCEA at U of Ga, Bishop, Ga.

Feb 8: New exhibition in Benedict begins: Ted Batt: A Passion for Clay. On view through March 11, 2018. All are welcome. Free. Opening reception 5:30.

Feb 9-10: Senior Rachel Rogers presents her senior dance concert under the direction of Mark and Ella Magruder. Upper dance studio 7:30-9:30 pm.

Feb 11: The Janet Lowrey Gager Community Concert Series is made possible by the support of Forrest Gager, in memory of his wife, Janet, who served as Sweet Briar's director of public relations. The series features classical music from around the world performed by Sweet Briar College faculty and students, as well as guest artists. Chapel. 3-5pm.

NEWS ABOUT SWEET BRIAR AND THE ACADEMIC REPOSITIONING

Girls Scouts - G I R L (Go-getter, Innovator, Risk-taker, Leader)

<http://blog.girlscouts.org/2017/11/girl-scout-central-girl-scouts-new.html>

President Woo attended ITHAKA: The Next Wave 2017 in NYC on 11/29/17... She participated in a panel discussion titled "At the Leading Edge: Transformation and Innovation" along with Gordon Jones, founding dean of the College of Innovation and Design at Boise State University, and Michael Koby, associate dean of international and graduate programs at Washington University Law:

<http://sbc.edu/news/president-woo-to-speak-at-ithakas-next-wave-conference-on-innovation-in-higher-education/> and <https://www.eventbrite.com/e/ithaka-the-next-wave-2017-tickets-36156420828> schedule, speakers.

President Woo at The Next Wave Conference: @alexiahuston: "This woman is legend. She's the president of @Sweetbriaredu - leading an institution that nearly closed." #ithakatnw17 and "Small liberal arts colleges are complex ecologies and little worlds, which can make innovation challenging. So the type of innovation to be implemented matters - Meredith Woo, Prez @Sweetbriaredu #ithakatnw17" @mzrascoff: "Fascinating, rare, global #highered perspective from @Sweetbriaredu President Meredith Woo: massively growing demand, problems with quality, gender inequities #ithakatnw17" @melissarichards: "On innovating to affect access: Changing the narrative about access to an excellent private liberal arts education was important for us [@Sweetbriaredu] -Meredith Woo #ithakatnw17"

Library journal recap of Ithaka Next Wave Conference: "We decided to signal to American public that compelling excellent small liberal arts education is a viable option," said Woo, formerly dean at the University of Virginia. She made several quick and decisive choices, among them to create an integrated core liberal arts curriculum with an emphasis on leadership, to invest in the school's engineering program—Sweet Briar and Smith are the only two women's colleges with accredited engineering programs—and to reduce tuition. <http://lj.libraryjournal.com/2017/12/publishing/ithaka-next-wave-conference-focuses-higher-ed-challenges/#> Stella Flores, associate professor of higher education and director of access and equity at the Steinhardt Institute for Higher Education Policy, New York U: We're all going to need some form of a STEM-like skill-set—[it will be] what I call the STEMpocalypse—and those who get a lower-quality education will fall through the cracks."

Meet President Woo video: https://m.youtube.com/watch?v=HQnEwz7_VTs

Alumnae giving participation rates and recruiting: Students use participation rates as a parameter to choose a college, "The alumni participation rates quantified how alumni value their overall college experience and how it set them up for success after graduating." <http://www.stamats.com/stamats-insights/energize-your-marketing/2015/six-tips-to-strengthen-your-alumni-participation-rate>

Admissions Blog: 5 Things you can do right now to be ready for college

<http://sbc.edu/news/admissions-blog-5-things-you-can-do-right-now-to-be-ready-for-college/>

Sweet Briar Rose: <http://www.thecourier.com.au/story/5089055/beautiful-little-warbler-makes-a-flying-visit/>

ALUMNAE HIGHLIGHTS

Kim Uglum '17: Richmond, VA @Sweetbriaredu Alumnae & Friends! While you're out shopping @ShortPumpMall for everyone on your list, check out #SweetBriar + read more about featured alumna Kim Uglum '17, currently pursuing @UVaSARC master's degree, <http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/the-briar-wire-june-2017.pdf>

Atlanta: [@Sweetbriaredu](#) Atlanta Alumnae Club's [#LivingRoomLearning](#) lecture series sells out every year - purchase your tickets now! Topic: "Marching Through 20th Century History: Prosperity and Peril: 1950-55" Wednesdays, JAN 10-FEB 21 [@ATLHistCenter](#) [@NorthsideNbr](#)
http://www.mdjonline.com/neighbor_newspapers/northside_sandy_springs/community/sweet-briar-college-alumnae-group-hosting-lecture-series/article_f3cfba86-cfc9-11e7-ace0-a72bfcd96751.html

Brit Scheinbaum '98 Sweet Briar grad Britt Sheinbaum '98 is something of a rising star in the global water conflict arena. A profile in Coastal Review Online sheds light on her inspiring career, which started with a bachelor's in international relations. After nine years in Washington, D.C., Britt landed at Tel Aviv University, where she earned a master's degree in international conflict resolution and mediation. Now, the globetrotter has settled in Wrightsville Beach, N.C. <https://www.coastalreview.org/2017/11/water-quality-sheinbaums-life-calling/>

Brit Scheinbaum '98: We're excited to announce @Britt K. Sheinbaum as our new Head of TAG for the Eastern Region of the US, Isle's Utilities newest champion for innovation, Delighted to join Isle Utilities in their vision of advancing technology innovation to build value for water. Britt is also a Superior Court mediator.
<https://www.linkedin.com/feed/update/urn:li:activity:6341042106911596544/>

Heather Christensen Smith '02, Entrepreneur, Founder "Wazi Shoes" <https://www.wazishoes.com> giving back to the community in Tanzania where products are made. Also Wazi is participating in this event in Princeton, NJ on Dec 6: Women's Homefront Holiday Shopping event supporting Homefront Families. Holla Holla!

Michelle Raymond '08, Vixen Athletics alumna Spotlight: <http://vixenathletics.com/general/2017-18/releases/20171129mdmf95>

Karen McGoldrick '79, Author of Lessons with Margot on dressage- Our Alumnae Are Amazing! Holla Holla !

Georgianna Conger '87! Sporting art and animal portraiture specialty:
<http://www.congersportingart.com/sportinggalleries.html>

Heidi Trude '07: Attending Virginia's foremost conference on technology in Education, Presenting "TransFORM Your Teaching." <http://www.vsteconference.org> [@mrssajb](#) "TransFORM Your Teaching" was fun, interactive, & challenging! I loved the delivery! [@htrude07](#) is amazing! I'm ready to build my own challenge activities in Google Forms right now! Just another amazing day at [#vste17](#) ! Heidi Trude: French Teacher, Google Certified Educator -Level 1 & 2, Google Certified Trainer, 2017 VA Region 4 Teacher of the Year, 2017 VA Language Teacher of the Year.

Leah Busque '01 Sweet Briar College BS Math, Computer Science, Phi Beta Kappa, Engineer, entrepreneur, early-stage investor. Boston native, SF transplant. Founder, TaskRabbit. GP FUEL Capital. Mother of two: I look for the three factors that were integral to my success in the early days: A ton of resilience + unrelenting hustle + and a strong, world-changing purpose: Feathering the Nest:
<https://medium.com/@labunleashed/feathering-the-nest-c6ee96b46cf9>

Leah Busque '01 of Fuel Capital: 2017 Fortune Most Powerful Women Next Gen Summit, 7 Killer Traits Female Investors Seek in Tech Startup Founders: <http://amp.timeinc.net/fortune/2017/11/13/tech-startup-founder-qualities>

Laura Mooza '08 weds Graham Shurley. Laura attended Sweet Briar College and earned a Bachelor of Fine Arts degree with a major in business management. Laura currently works as a coordinator of Sponsor Relations for the PGA TOUR. http://www.thecrier.net/bridal_births/article_c405ec26-d3ed-11e7-9d5e-2fb0111719a3.html

Claude Becker Wasserstein '82 awarded Chevalier of the French Legion of Honor in Oct 2017 for her support of global organizations and charities. American mother and French father, raised in a Paris suburb, attended Sweet Briar, Art History Major, Math Minor, she was a foreign correspondent covering Iran Iraq war and the conflict in Northern Ireland, then a CBS producer in NY winning an Emmy for a segment on health care. Her company Fine Day Ventures focuses on disruptive technologies with a potential for positive social impact, “sectors with the potential to reshape the world.” she says. Feature in Sweet Briar Magazine Fall 2017 and <http://frenchculture.org/awards/6379-france-honors-claude-wasserstein>

Grayson Murphy '17: <http://www.sltrib.com/sports/utah-utes/2017/12/05/with-a-potential-pro-career-in-her-sights-utah-all-american-runner-grayson-murphy-charging-for-more/>

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of December 10, 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	27 Alumnae Clubs hosting events in December / 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 AA Council meetings on campus
Aug 18-22	New Student Orientation and Registration	Mar 2-11	College Spring Break
Aug 24	Classes Begin	March 23-24	Explore the Arts Weekend
Sep 22-24	Founder's Day, President Woo's Inauguration, Alumnae Leadership Training Conference	March 30-31	Explore Engineering Weekend
Sep 22-23	Explore Chemistry Weekend for High School Girls	April 6-7	Explore Chemistry Weekend Explore History Weekend
Sep 28 – Oct 1	College Fall Break	April 13-14	Explore Engineering Weekend Explore Computer Science Weekend
Oct 6-7	Explore Archaeology Weekend for High School Girls	Apr 19-21	Board of Directors on Campus
Oct 8-9	Admissions Open House	April 21-22	Explore Environmental Science Weekend
Oct 13-14	Explore Chemistry Weekend for High School Girls	May 1-7	May 1: Classes end; May 3-7: Exams
Oct 13-14	Explore Environmental Sciences Weekend for High School Girls	May 12	Commencement (Class of 2018)
Oct 13-14	Families Weekend	June 1-3	Reunion (3's and 8's as featured classes). All classes invited to "come home"
Oct 19-21	Board of Directors on Campus	July 29-Aug 3	Summer Explore Engineering Design Course
Oct 28	Amherst County Day at SBC		
Nov 10-11	Fall Explore Engineering Weekend for High School Girls		
Nov 10-11	Explore Creative Writing Weekend for High School Girls		
Nov 12-13	Admissions Open House		
Nov 18-26	College Thanksgiving Break		
Nov 28	Giving Tuesday (sbc.edu/give)		
Dec 2	1-Day Admissions Open House		
Dec 8	Classes End		
Dec 10-14	Exams		