



**AA Council:** Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Sarah Reidy Ferguson '96, Cathy Foose '78, Heather Ewing '90, Michelle Badger '06, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoun '11, Katie Robertson '97, Eleanor O'Connor '07

**AR&D Staff:** Clelie Steckel, Rachel Pietsch

**Plus Ones:** Sarah von Rosenberg '72, Kathy Pegues '71, Jessica Hively '97, Julia Schmidtz '03, Mitzi Halla '55, Sarah Machinist '01, Brendy Hantzes '81, Blair Redd '83, Amy Lamphere '80, Joanne Hopkins '98, Dede Conley '72, Jeannette Pillsburg '72, Marion Walker '72, Frances Morse '68, Sarah Elkins Ince '99

**At-Large Representative to Alumnae Committee of Board:** Ann Kiley Crenshaw '76

**Meeting Purpose:** Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts.

#### **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 biweekly via teleconf, alternating between Open Calls with Plus Ones and AR&D, and Working Calls with Council and AR&D. **Next meeting, April 17, is an Open Call with Plus Ones invited to participate.**
- After each meeting, minutes are drafted and reviewed by Council members. See minutes online at <http://sbc.edu/alumnae-development/alumnae-alliance/>

#### **AR&D Updates and Requests for the Alumnae Alliance**

- Clelie reported that Claire could not be on the call because she is traveling to Waco TX to cheer on the SBC Riding Team, competing for the first time in the National Collegiate Equestrian Association (NCEA) horse show finals with Division 1 schools.
- The SBC Board of Directors had an on-campus meeting last weekend, with three new Board members in attendance.
- The college’s new CFO, Lori Husein, was also on campus for the Board meeting. Lori has special expertise in long-range planning and capital campaigns. <http://sbc.edu/news/sweet-briar-names-new-vice-president-for-finance-and-administration/>
- Sally Mott Freeman '76 was also on campus last week to present a talk on her book The Jersey Brothers to the Friends of the Library.
- There was also a golf tournament and the annual Alumnae Lacrosse game at SBC last weekend.
- Students declare their majors this week, and an event was held for seniors on “Life as an Alumna.”
- So far there are 269 registrations for Reunion 2018, which is the highest number registered for Reunion by this date in college history. Early Bird registration ends April 20 at noon. There will be a la carte registration options again this year, including a day pass. Register online at <http://sbc.edu/reunion/registration/>
- Alumnae Alliance Festival (used to be called the “Engagement Fair” but has a new name) will be held on the Saturday of Reunion (June 2) at noon in the Quad.
- Council members should please let Rachel know if you are coming to Reunion and need housing so that dorm housing can be arranged if necessary. The Inn is totally booked for Reunion.

## Working Group Updates

### “The Network” and Lifelong Learning: Katie Schellhammer '95

- Katie reported that Barb Watts has been partnering with other colleges to present events of interest to students, e.g. a “dining etiquette” class was recently held with Randolph College.
- Scroll and Key games are happening on campus--these are an evolution of the SBC Ring Game for those accepted to grad school and those who secured a job, respectively.
- Katie, Barb Watts and Marcia Thom-Kaley will staff the table for The Network at Reunion.
- Katie asked that we continue to encourage alumnae to sign up for AlumniFire and keep posting job and internship openings on that site.
- **Alumnifire** – You can post internships and jobs online for students and other alumnae in our secure portal at <https://sweetbriar.alumnifire.com>
  - You can login using your Facebook or LinkedIn account – no separate username and password required!
  - Alumnifire now has **1,760 alumnae, students, faculty and staff** registered since the launch in Jan 2015.
  - **Spring mini challenge:** To beat last spring’s 175 posts of jobs and internships for students and alumnae.
- **Current status: 39 new job and internship postings since Jan 3, 2018!**
- **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 <https://cb.careersearch.net/register/sweetbriar.tt2>

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

- Kathryn Yunk noted that planning has started for Back To School Days over the summer, to be held from mid-July to early August (before SBC starts Aug. 17). Please contact Kathryn or Norma about hosting an event.
- Live link for the Virtual Auction in process of being posted. Auction starts on May 14 and runs till Reunion. Please encourage people to donate directly. Contact Norma for Auction questions ([norma\\_v0@yahoo.com](mailto:norma_v0@yahoo.com)). Auction item donation Form: <https://sweetbriarcollege.wufoo.com/forms/zq8vts0kby4bz/>

### Young Alumnae Squad: Sara Parsatoon '11 and Alexandra Grobman '12

- YAS recruited 14 new young alumnae to join the YAS WG and form various subcommittees within the WG. The YAS co-chairs conducted a second conference call with the new members last weekend to hear their feedback on four questions presented to them earlier: What differentiates SBC? What needs to change? What needs to stay the same? Are you engaged as a young alumna and if not what would motivate you to become engaged?
- YAS co-chairs will begin holding a call with each of the newly formed subcommittees this week.
- YAS also plans to begin holding a quarterly call with young alumnae class officers to give campus news updates and make sure these class officers have information on what AAC and the College are doing. The first of these quarterly calls will be held on May 6.
- YAS still coordinating their Alumnae Festival ideas for Reunion. YAS reports a new “Young Alumnae” suggestion link has been added to the website.

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

- Heather thanked the following alumnae for working college fairs in the second half of April and noted that some are working more than one: Jill Stryker (NJ), Elizabeth Young (Chicago), Erin Coleman (LA), Caroline Harlow and True Dow (NH), Jane Short (Norfolk), Joanne Hopkins (PA), Caris Chase and Rhoda Harris (NJ), Katie Adams (NY), Lenora Farrington (Schenectady), and Caroline Tade (AZ).
- The College still needs volunteers for the following college fairs: Central Ohio (4/23), White Plains NY (4/23), Yorktown NY (4/23), Bedford NY (4/24), Hudson NY (4/24), Delmar NY (4/25), Stamford CT (4/26), Houston TX (4/27), and Tucson AZ (4/28).
- To sign up to be an Admissions Ambassador: [https://docs.google.com/forms/d/e/1FAIpQLSdKyz\\_H-xFSQHfGj8JLVCKt1p1diJrXXgPsOAOFLgW3nvAQ/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdKyz_H-xFSQHfGj8JLVCKt1p1diJrXXgPsOAOFLgW3nvAQ/viewform)
- Calls to prospective students are ongoing.
- Book Award Program-College book awards recognizes distinguished youth, typically high school juniors and seniors. It's an easy way to promote Sweet Briar College to young women in your geographic area. For more info: <https://docs.google.com/forms/d/e/1FAIpQLSdfaCLKAo8lO25dukbcf3fG3vOCY4SbtG4PK-JqT3DjMI9dXw/viewform>. Or contact Heather & Michelle.

**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 nine decades of alumnae.
- Sarah Ferguson discussed the new #HollaHolla22 Twitter messaging for alums and incoming freshmen to say why they chose SBC. Use Twitter Feed [@sbcalumnae + #HollaHolla22](#). Don't Twitter? Send your message to Sarah Reidy-Ferguson. She'll post it on Twitter for you.
- If you hear or read any stories about SBC alumnae doing amazing things please share on social media or notify someone on this WG and she will share it for you!
- **SBC Magazine** – next issue on track for April. Prior issues: <https://sbc.edu/magazine/magazine-archives/>
- **Fun digital media for Class Communications**
  - Archived old student handbooks, SBC news, etc. <https://archive.org/search.php?query=creator%3A%22Sweet+Briar+College>
  - Yearbooks (Briar Patches) – as far back as 1915! <https://archive.org/search.php?query=Sweet%20Briar%20College%20briar%20patch>

**Development Working Group:** Cathy Foose '78

- Fundraising efforts are transitioning to try to reach those who have not made a pledge or a gift yet this year. Phone calls make a difference.
- Fundraising numbers for March are still being tallied but we have passed the \$8 million mark and have approximately \$5 million left to raise before June 30. Goal= \$12.5 million
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/>
- We need to get our class participation numbers up. Participation percentages are looked at closely by foundations and companies considering whether to donate to a college and are used in many reported metrics so are crucial for SBC's future.

**Governance and Strategic Initiatives Working Group:** Sarah Clement '75 and Katie Robertson '97

- AA Principles of Governance were adopted by Council effective March 1, 2018 and posted on the AA webpage <http://sbc.edu/alumnae-development/wp-content/uploads/sites/22/alumnae-alliance-principles-of-governance.pdf>
- Nominations for open Council co-chair positions have also been posted on the AA webpage and will be open through April 30. **PLEASE NOMINATE** yourself or another qualified person for one of the open co-chair positions and spread the word among your friends and classmates -- <http://sbc.edu/alumnae-development/alumnae-alliance-council-nominations/>
- Governance WG is finishing the process of appointing the Nominating Committee who will serve for this year's nominations cycle, per the AA Principles of Governance. Nominating Committee will meet in May to review nominations received and recommend a slate of candidates to Council by the end of May.

**Plus Ones Comments and Questions:**

- Sarah Ince noted that she and a classmate doubled their class giving percentage just by emailing, texting or messaging their classmates one time to remind them of the importance of giving in any amount.
- Katie Robertson gave kudos to the SBC Riding Team for qualifying for NCEA finals in Waco this week, competing with Division 1 schools is a big achievement for our riding instructors and riders.
- Katie Schellhammer mentioned that Michaela Benjamin is one of the riders competing in Waco this week and she is from Loudon Co. in Virginia horse country. Katie asked if college MMC was planning on issuing a press release about Michaela's participation in this event.

**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**  
**DRAFT as of April 20, 2018, (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 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 9                               | Admissions Open House  |
| Aug 18-22                     | New Student Orientation and Registration  | Feb 22                              | SBC National Engineer Week Banquet; “Hidden Figures” Dr. Christine Darden, keynote speaker |
| Aug 24                        | Classes Begin   | Feb 22-24                           | Board of Directors on Campus<br>AA Council meetings on campus                              |
| Sep 22-24                     | Founder's Day, President Woo’s Inauguration, Alumnae Leadership Training Conference | Mar 2-11                            | College Spring Break   |
| Sep 22-23                     | Explore Chemistry Weekend for High School Girls                                     | March 23-24                         | Explore the Arts Weekend   |
| Sep 28 – Oct 1                | College Fall Break  | March 30                            | Admissions Open House  |
| Oct 6-7                       | Explore Archaeology Weekend for High School Girls                                   | March 30-31                         | Explore Engineering Weekend  |
| Oct 8-9                       | Admissions Open House   | April 6-7                           | Explore Chemistry Weekend  |
| Oct 13-14                     | Explore Chemistry Weekend for High School Girls                                     | Apr 19-21                           | Board of Directors on Campus   |
| Oct 13-14                     | Explore Environmental Sciences Weekend for High School Girls                        | April 21-22                         | Explore Environmental Science Weekend  |
| Oct 13-14                     | Families Weekend  | May 1-7                             | May 1: Classes end; May 3-7: Exams   |
| Oct 19-21                     | Board of Directors on Campus  | May 12                              | Commencement (Class of 2018)   |
|                               |   | June 1-3                            | Reunion (3’s and 8’s as featured classes). All classes invited to “come home”              |
| Nov 10-11                     | Fall Explore Engineering Weekend for High School Girls                              | July 29-Aug 3                       | Summer Explore Engineering Design Course   |
| 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                         |  |  |
|           |                               |  |  |