



AA Council: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Sarah Reidy Ferguson '96, Cathy Foose '78, Heather Ewing '90, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoon '11, Jane Dure '82

AR&D Staff: Clelie Steckel, Rachel Pietsch, Claire Griffith '80

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only, without Plus Ones in attendance.

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, May 15, 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

- Claire reported that both Lantern Bearing and a Sweet Tones concert took place last night on campus, the Athletic Awards Banquet is tonight, and tomorrow marks the grand (re)opening of the refurbished Elston Inn and the performance of the Richmond Symphony Orchestra in the chapel. Today is the last day of classes, followed by the exam period and then graduation on May 12.
- Link: Awards Banquet <http://sbc.edu/news/vixens-honored-at-2018-sweet-briar-athletic-awards-banquet/>
- Elston Inn Re-Opening: <http://sbc.edu/news/sweet-briars-florence-elston-inn-conference-center-debuts-refreshed-rooms-and-event-spaces/>
- Richmond Symphony Info: <http://sbc.edu/news/richmond-symphony-to-perform-during-sweet-briars-babcock-season/>
- SBC had 4 riders, 2 coaches and 7 alumnae in attendance at NCEA in Waco, Texas. All of our riders did very well, and 2 are first years who will be returning.
- Close to 400 people have registered for Reunion this year; we are expected close to 500 attendees with about 100 alumnae from the classes of 1948-68. Tentative schedule is posted online, AR&D still working on the final master schedule of events for Reunion. Register online at <http://sbc.edu/reunion/registration/>
- Council members should register for any part of Reunion they are attending. 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.
- **Sweet Work Weeks** dates are changed to **July 29 through August 17**. Workers must depart from the dorms by noon on August 18. SWW workers will be housed in Green Village this year.
- Some new faculty & staff positions available if you know anyone: <http://sbc.edu/human-resources/faculty-staff-job-openings/>

Working Group Updates

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

- The Virtual Auction has kicked off, and Norma has received about 75 donations so far. Live link for the Virtual Auction will be posted on May 14.
- Auction starts on May 14 and runs till Reunion. Please encourage people to donate directly. Contact Norma for Auction questions (norma_v0@yahoo.com). Auction Item Donation Link: <https://sweetbriarcollege.wufoo.com/forms/zq8vts0kby4bz/>

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

- May 1 is the first deadline for accepted students to accept their offers, although we will still be accepting students through August.
- Katherine Brock Henkinson '09 is our new Admissions Ambassadors lead for the Dallas area.
- All Council members are encouraged to sign up as an AA.
- Melissa Richards is discussing strategy for AAs and high schools with Heather and Michelle.

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 closed on April 30.
- The Nominating Committee has been appointed and will meet in May to review nominations received and recommend a slate of candidates to Council by the end of May.

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.
- The Admissions Ambassadors WG will write a column for the next issue of the Briar Wire. Clelie has asked each WG to write an article for upcoming issues of the Briar Wire.
- Discussion about role of the "Class Acts" WG expressly for enhancing communications with class officers to make sure alums feel engaged with their class and enthusiastic about returning for reunion and other on-campus events like SWW.
- Sarah Ferguson discussed the new #HollaHolla22 Twitter messaging for alums and incoming freshmen to say why they chose SBC. Use Twitter Feed [#sbcalumnae](https://twitter.com/sbcalumnae) + [#HollaHolla22](https://twitter.com/HollaHolla22). Don't Twitter? Send your message to Sarah Reidy-Ferguson. She'll post it on Twitter for you.
- Jane Dure mentioned they're working on creating a working calendar merging campus & Alumnae activities
- 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>

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.
- Four subcommittees of 3-4 members each have formed: Events, Outreach, Engagement, and Fundraising. YAS WG co-chairs Sara and Alex have conducted three conference calls with their full WG as well as at least one call with each of the four subcommittees.
- The Outreach subcommittee is creating a communications content calendar and a logo.
- The Engagement subcommittee is working on welcoming students in the fall and reaching out to recent alumnae.
- The Fundraising subcommittee is working on a communication to publicize that YAS met its \$21,000 fundraising challenge to young alumnae a couple of weeks ago (challenge was for March but extended) and has decided to initiate a new challenge to raise another \$21,000 by June 30.
- YAS plans to recruit two new positions in the WG for alumnae who are "first year out."
- YAS 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.

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.
- We have approximately \$4 million left to raise before June 30.
- 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.
- Letters inviting Williams Associates to a luncheon on the Saturday of Reunion are going out this week.

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

- Katie still recruiting a co-chair for this WG.
- Katie discussed an idea for The Network's article in the Briar Wire on following up on the students who attended the DC careers trip in March and see who ended up where, etc.
- 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.
- **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>

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 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		