



AA Council: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Michelle Badger '06, Heather Ewing '90, Sarah Reidy Ferguson '96, Katie Robertson '97, Katie Schellhammer '95, Alex Grobman '12, Sara Parsatoon '11, Joanne Hopkins '98, Jessica Hively '97, Jane Dure '82, Cathy Foose '78

Plus Ones: Jill O'Ree Stryker '87, Sarah Von Rosenberg '72, Julia Schmitz '03, Brendy Hantzes '81, Blair Redd '83, Amy Lamphere '80, Muffy Parsons '78, Dede Conley '72, Marion Walker '72, Frances Morse '68, Sarah Elkins Ince '99, Nancy Wright '68, Courtenay Cranford '93, Diane Reiling '73

AR&D Staff: Clelie Steckel, Rachel Pietsch

Guest Speaker: Barb Watts, Director of Career Services

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting included Plus Ones. Next call on July 24 will be Council-only. Regular call with Plus Ones on August 7 is CANCELLED because of Sweet Work Weeks. Next Plus Ones call will be September 4.

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
- 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

- **Sweet Work Weeks** dates are **July 29 through August 17**. Projects will include painting Randolph, Reid and Dew, as well as the usual outdoor weeding and gardening work. Housing for volunteer workers will be in Green Village this year. The schedule and registration for SWW are live--you can register here: <http://sbc.edu/alumnae-development/sweet-work-weeks/>
- Rachel reported that 80 people have registered for Sweet Work Weeks so far, with sign-ups a little lighter for the first week than the remaining two weeks.
- Rachel and Clelie are working with Maggie Patrick on the Alumnae Survey, which will be emailed to all with email addresses and USPS mailed to those who prefer regular mail next week.
- **FY18 fundraising results** will be announced tomorrow-- <http://sbc.edu/news/sweet-briar-raises-18-million-exceeding-fundraising-goal-for-the-third-year-in-a-row/>
- Final stats on class giving percentages will be emailed to class officers on Monday July 16.
- Foundation support for the college increased 15% this year thanks to efforts of Lea Harvey, Manager of Foundation Relations.
- AR&D working with Ops co-chairs to finalize agenda for Alumnae Leadership Training Conference on campus on Founder’s Day weekend, September 21-23. All class officers, club leaders, Council co-chairs, and Plus Ones invited to attend the conference with housing provided in the dorms and some extracurricular events like watching SBC take on Hollins in soccer.

Guest Speaker - Barb Watts

- Thank you to all alumnae who helped find internships for students this past year!
- Career Services had more than 750 attendees at our events this year, up from last year even though the college had a smaller student population. There were 19 visits to campus by recruiters. We continued our “Don’t Cancel

Class initiative” with faculty who must be absent from a class scheduling a visit from Barb and Luther Griffith on career planning instead of cancelling class.

- We promoted 49 career fairs and had 336 individual appointments with students. We saw 74% of the senior class in our office this year.
- We also are tracking utilization of our Career Beam software, registering 156 login hits.
- We also saw increased metrics on our Facebook page activity as well.
- We are still working on metrics for outcomes for the senior class who just graduated, but we are seeing great success for our students who are entering the work force or going on to grad school.
- 17 students are doing internships for credit this summer, and many others are doing them for no credit.
- Barb has been meeting with her counterparts at other colleges and is planning for the Federal Career Expo at SBC on Nov. 1, as well as partnering again with Hampden Sydney and Lynchburg College on other career events and continuing to participate in the UVA career and grad school fairs. By popular request, Barb is bringing back the “dining etiquette” program at Hampden Sydney this year.
- Barb hopes that the DC Spring Break Trip will be organized again this year, with alumnae help. Please call her and/or Katie Schellhammer if you have ideas for places to visit during next spring’s trip.
- Barb still needs us to help with encouraging people to sign up for and post job openings on AlumniFire and, if your employer has job recruiters, connecting them with Barb.

Working Group Updates

Clubs and Virtual Auction: Joanne Hopkins '98 and Jeannette Pillsbury '72

- There are so far five back-to-school events scheduled--thank you to the Clubs that are helping organize these.
- Please let Rachel or any of the Clubs co-chairs know if you are able to host a back-to-school event; Rachel will help you prepare and set up the event. Pot lucks, ice cream socials are popular.
- All current Back To School events currently scheduled are listed on the Alumnae Alliance Facebook page, under the “Events” tab: https://www.facebook.com/pg/sweetbriaralumnae/events/?ref=page_internal

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

- Michelle and Heather now have access to an email to directly reach all AAs which will greatly enhance communications.
- Please sign up as an AA! Even if you signed up last year, you need to renew or confirm your commitment for next year also. https://docs.google.com/forms/d/e/1FAIpQLSdKyz_H-xFSQHfGj8JLVckTt1p1diJrXXgPsOAOFLgW3nvAQ/viewform
- The WG is discussing plans for next year with Savannah and Melissa, and has a conference call scheduled next week for all of the Admissions Ambassadors leads. Please let Heather or Michelle know if you are interested in serving as a lead in your area for next year! Leads simply help generate excitement and enthusiasm for SBC, serve as point persons for AAs in their region, and attend college fairs in their region.
- There are a lot of college fairs coming up in August, as well as Virginia Private School Week coming up the last week of July. Please encourage anyone you know to visit campus!
- VA Private College Week News: https://www.newsadvance.com/news/local/five-local-schools-participating-in-virginia-private-college-week/article_cd2edef9-cfbb-5acf-a98d-05af91568ad0.html

Operations: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91

- Reminder to plan to attend the Leadership Training Conference on Founder’s Day weekend, Sept. 21-23, 2018. Everyone on this call is invited to the conference! AR&D will be providing training on their new communications software “iModules” at the conference. Housing will be provided. Contact Rachel Pietsch (rpietsch@sb.edu) if you want to RSVP now. Clelie mentioned registration form will be emailed at a later date.
- Ops is working with AR&D on our next 6-month priorities, seeking input and feedback from all WGs on this.
- The next Plus Ones call on August 7 is **cancelled** due to Sweet Work Weeks; next call with Plus Ones will be on September 4.
- Watch for announcement next week of additional ways to participate in SWW even if you can’t come to campus.
- Sarah reminded Council of the upcoming deadlines for the Briar Wire. Alum Comms will be writing the next column in the August Briar Wire, with a submission deadline of August 1. The Network will write the October column, with a deadline of October 1. We are looking for volunteers to write a column in the September (deadline September 1) and December (deadline November 7) issues of the Briar Wire (there won’t be a November issue).

Governance and Strategic Initiatives Working Group: Katie Robertson '97 and Jessica Hively '97

- 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>
- This WG is transitioning to plans and priorities for the next year and would love to hear from Council and Plus Ones on ideas for how the AA Council operates as an organization as this WG makes up its agenda for next year.
- All Plus Ones are encouraged to join a Working Group--or more than one!

Alumnae Communications: 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.
- News about SBC is being circulated on social media by the members of this WG; Eleanor posts pictures on Instagram and Sarah R manages Twitter. Jane focuses on traditional media.
- Forbes' My Top College contest is going on on Twitter and Instagram. SBC is doing well but could be doing better--we just need a few more people tweeting pix and comments marked with #MyTopCollege and @sweetbriaredu. This week's theme has been friendships you made in college.
- AlumComms is writing the next column in the Briar Wire and will include analytics on our social media outlets.
- 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** – latest issue was mailed last month. 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

- Alex starts work Monday July 16 as the new Assistant Director of the Sweet Briar Fund so will be stepping down from her position as co-chair of YAS and moving from NY to Sweet Briar. Congratulations Alex!
- YAS has been working on calling class officers with a focus on retention & reviewing expectations & goals.
- YAS made both its fundraising goals (two \$21,000 challenges) this past fiscal year and is brainstorming new ideas for fundraising among young alumnae for next year. \$21,000 = tuition for one SBC student.
- YAS is working writing personal notes to all students so they will have the notes in their mailbox when they come to campus in August.
- 2019 Strategies- improving social media & fundraising

Development Working Group: Cathy Foose '78

- Cathy said that YAS fundraising efforts this past year were spectacular!
- Thanks to everyone for helping us make our goals in both dollars raised and percentage participating this year.
- Thanks to Lezlie Pinto '87 for volunteering as a new member of our calling team for this coming year.
- Class Giving Stats-- <http://sbc.edu/alumnae-development/class-giving-statistics/>

The Network and Lifelong Learning: Katie Schellhammer '95 and Suzanne Ullrich '78

- Barb Watts was our guest speaker on this call--see the summary of her interesting report above.
- Katie asked that we continue to encourage alumnae to sign up for AlumniFire and keep posting job and internship openings on that site. Currently there are 449 jobs/internships listed on SBC Alumnifire.
- **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>

Plus Ones Questions and Comments:

- Question was asked about housing for the Leadership Training Conference on Founder's Day Weekend--yes, housing will be provided for attendees, probably in Green Village.

Upcoming Dates To Remember:

July 29-August 18 Sweet Works Weeks

August 17 New Students Arrive

Sept 4 Next AAC & Plus One Call

Sept 21-3 Founder's Day Weekend/ Leadership Training

2018-2019 Academic Calendar:

<http://sbc.edu/academics/wp-content/uploads/sites/5/sbc-academic-calendar-18-19-rev-3-27-18.pdf>