



AA Council: Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91, Heather Ewing '90, Sarah Reidy Ferguson '96, Katie Robertson '97, Katie Schellhammer '95, Sara Parsatooon '11, Joanne Hopkins '98, Jane Dure '82, Cathy Foose '78, Jeannette Pillsbury '72, Courtney Hurt '10, Suzanne Ullrich '78

At-Large Rep to Alumnae Committee of the Board: Ann Kiley Crenshaw '76 (not on the call)

AR&D Staff: Claire Griffith '80, Clelie Steckel, Alex Grobman '12, Rachel Pietsch, Lee Anne MacKenzie Chaskes '83

Plus Ones On The Call: Nan Clarke '73, Caroline White '79, Dede Conley '72, Linda Uihlein '77, Frances Morse '68, Jill Stryker '87, Kate Hite '88, Courtenay Cranford '93, El Warner '85, Mitzi Halla '55

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. This meeting was Council-only. Next call will be November 27, for Council and Plus Ones.

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

- Claire, Rachel, Clelie and Alex updated the group.
 - It’s been an exciting week with many events on campus. Be sure to check out the calendar of events on the SBC website as it includes links to events. <https://sbc.edu/featured-events/>
 - Highlights Include: SBC hosted University of South Carolina last week for a riding competition. Katrina Balding, SBC rider, won a key event on the flat. Lots of support from students and faculty as they cheered on the team.
 - Friends of Art met last week.
 - Benedict has been remodeled with new paint & flooring.
 - Two Explorer weekends held simultaneously – engineering and entrepreneurial students met together. It worked well to have both groups together.
 - Three big events being held on campus that bring others onto to SBC: Those include:
 - See SBC news for more details.
 - The Center for Innovative Technology hosted a special session for entrepreneurs on campus with a focus on female leadership in technology. Professor Rainville spoke. <https://sbc.edu/news/center-for-innovative-technology-to-host-session-for-entrepreneurs-at-sweet-briar-college/>
 - Federal Career Expo with 8 other colleges was held last weekend for students. Along with the Expo, there’s a panel featuring several alumnae. Best-selling author Chimamanda Ngozi Adichie visited the College on Nov. 1. Her novel “Americanah,” is the College’s common reading selection for this academic year.
- iModules is live! While it’s a “work in process,” go to Alumnae and click on it and go through the different tabs. Encourage everyone to go through it and give Alex and Clelie feedback. <http://sweetbriar.imodules.com/s/1865/bp18/home.aspx?sid=1865&gid=2>

Working Group Updates

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

- This Working Group continues to partner with Barb Watts in Career Services and had several updates:
 - Federal Career Expo highlighted, as mentioned above.
 - Holla, holla to senior, Cece Mahan that received early admittance to William and Mary Law school and a substantial scholarship.
 - There is an upcoming Richmond career trip.
 - Prepping for the spring career trip to DC. They are looking for volunteer hosts for the students. Reach out to Katie or Suzanne if interested.
- A Goodreads Book Club for alumnae has been launched and so far 71 have joined. Pass the word if you know others who would be interested in participating in an alumnae book club.
- Any alumna author is welcome to have her book(s) listed on our Book Club site, just let Katie or Suzanne know if you have something you would like listed.
- **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>

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

- Planning for Sweet Briar Days and coordinating with Admissions and Student Life to invite current students and prospectives. Events are typically held in December and January. Looking for volunteers to host.
- Communicating with regional chairs to understand what is working well and updating Club directory.

Admissions Ambassadors: Michelle Badger and Heather Ewing '90

- Thank you to everyone for staffing/volunteering at the Class fairs, taking photos and spreading the word.
- 13 AAs helped to write letters to 134 applicants that had not finished their applications encouraging them to finish their applications before the Nov 1 deadline. A big thank you to them!!
- Seeking alumnae who work at high schools or have significant contacts at high schools to help with recruiting and get into high schools. Send names to Heather or Michelle.
- A big thank you to everyone who staffed the Washington International Horse Show. Great event and wonderful photos!
- Please let Heather or Michelle know if you are interested in serving as an **AA lead** in your area for next year! AA 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.

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

- A request has been sent out to WG chairs to send back their group's updated priority areas for the next six months. Please email them to Norma.

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

- Finalizing/updating Mission statements with all the Working Groups. This include identifying which office of the College the WG aligns with and how the WG adds value to that office and the College as a whole.
- Currently this WG is developing criteria and process for forming and dissolving working groups as needed to serve the needs of the AA and the College.
- 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>
- Planning ahead: **AA Council on-campus February meeting will be held Feb 22-23, 2019.**

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

- Alumnae Magazine will be sent out by Nov 9! A big thank you to the Comms group and all the volunteers who helped with the class notes. One suggestion is to extend the life of the magazine by leaving it at your doctor's office when through with it. It's a great way to pass on the news.

- This WG continues to push out information across multiple channels (Twitter, Facebook and LinkedIn) to get the word out about all the great news coming out of the college.
- 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.
- If you hear or read any stories about any 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 Parsatoo '11 and Courtney Hurt '10

- Onboarding new YAS members this week.
- Re-working schedule to be more efficient.
- November is focused on engagement and pushing out SBC snapshot – bullet points for YAS class officers coming out on November 18. More to come.
- Working with Clubs to identify local YAS leaders.

Development Working Group: Cathy Foose '78

- Sweet Briar fund has now been kicked off.
- A Day of Giving begins November 28. This is the perfect time to show our gratitude.
- SBC magazine will drop in two weeks – great opportunity to get our name out to a broader audience.
- There's a lot going on at campus with new capital projects underway.
- This WG is focusing on working with class officers to help meet our fundraising and participation goals this year.
- Working on new ways/ideas to engage with alumnae.
- Exploring the addition of adding new volunteer class agents on a regional level.

Special Guest: Lea Harvey '90, director of foundations and corporate relations

Purpose: Seeking grants and gifts for operations and special projects. Proposals span a wide range of projects including bringing in artists from around the world to scholarships for students and support for STEM and Society courses. This type of fundraising is very donor driven and needs to align with giving missions of foundations and corporations. At local and regional level, neighboring institutions have a real interest from a workforce development perspective in Sweet Briar's success. For example, SBC is the 4th largest employer in Amherst county – so the vibrancy of the college is reflected in the entire community. Additionally, institutions nationally see SBC doing innovative work. Because of our experience, we have updated what we do for a new generation and are creating a module that other institutions may emulate. Government fundraising through federal fundraising is similar to corporate fundraisers. It's focused on shared objectives and outcomes. Lea's ask to the group is to let her know where you see companies and foundations align with SBC. Identify these groups to Lea and let her know about any connections to them. Be the eyes and ears on the look-out for them.