



## Sweet Briar College Alumnae Alliance Council

### January 22, 2019 Meeting Minutes

**Alumnae Alliance Council** : Sarah Clement '75, Norma Valentine '93, Kathryn Yunk '91(not on the call), Jane Dure '82, Sarah Reidy Ferguson '96, Eleanor O'Connor '07 (not on the call) ,Katie Schellhammer '95 & Suzanne Ullrich '78(not on the call) , Jeannette Pillsbury '72, Heather Ewing '90, Jessica Hiveley '97, Sara Parsatoon '11, Courtney Hurt'10 and Cathy Foose '78

**AR&D Staff** : Claire Griffith '80 (AR&D Office), Clelie Steckel, Alex Grobman '12, Rachel Pietsch

**Meeting Purpose:** Operations coordination among AA Council Working Groups and with College Alumnae Relations

#### **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**

- Mary Pope Hutson hosted a dinner at her home on campus for the Audubon Society
- Sweet Briar is the only school in VA that is partnered with Audubon Society
- Very excited to launch the pilot program & featured the wood thrush (located on campus), which is a threatened species
- Students, faculty & staff enjoyed the dinner & played bird bingo
- SBC is looking for speakers to come to campus to discuss bird species . If anyone has a suggestions, please let Claire know.
- Clelie mentioned some February messaging: I love SBC month; February 14 video “Why I Love Sweet Briar”; FB frame available; comms posing questions on social media “Why do you love Sweet Briar?”

#### **Working Group Updates from the AA Council**

**Governance and Strategic Initiatives Working Group:** Katie Robertson '97, Jessica Hiveley '97

- Katie: all Working Group mission statements are complete & will be updated on the website shortly.
- Katie: working on developing procedure to start new WG, such as SWW (Sweet Works Weeks)

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

- Jeanette: Sweet Briar Days are wrapping up
- They are review the club handbook

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

- Michelle – working on organizing Spring college fairs

**Council Operations:** Sarah Clement '75 , Norma Valentine '93, Kathryn Yunk '91(not on the call)

- Norma: please email if you're planning to attend Feb 21-23 meetings on campus
- Also please email 2-3 things each WG would like to highlight for the February Board report
- Still working on the February meeting schedule; planning to wrap up Saturday afternoon

**Alumnae Communications:** Jane Dure '82, Sarah Reidy Ferguson '96, Eleanor O'Connor '07 (not on the call)

- Sarah mentioned the various articles out recently- 2 in Chronicle of Higher Ed, Washington Post, which has been picked up by news outlets across the country . Heather Ewing mentioned we should email the various clubs where the article is featured in their local papers. Norma & Clubs WG will follow up on that idea.
- Please keep posting Sweet Briar Day photos & use #SweetBriarDay
- Mimi Wroten '93 & Lizzie Fitch from SBC Riding were in Wellington, Florida at the College Prep Invitational Horse Show recruiting riders last weekend

**Young Alumnae Squad:** Sara Parsatooon '11, Courtney Hurt'10

- Courtney: The Outreach group is working with comms
- Other projects: Update Your Info campaign; Insta stories, Reunion , SBC Spotlight & Fundraising

**“The Network” and Lifelong Learning:** Katie Schellhammer '95 & Suzanne Ullrich '78(not on the call)

- Katie: March 3 – 5 DC student event. Dinner with students on March 3 evening, open to all alumnae. Looking for opportunities for job shadowing and overnight hosts. They're planning a tour with the Capitol Hill Curator.

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

- Cathy: Big events- March Days of Giving & working on Donor calls for Year End giving

**Notes:**

- Claire mentioned plans for campus activities for Black History Month, including campus participating in MLK Day of Service, filling backpacks for Warm Street charity, “Relax & Rejoice” at beginning of February & Gospel Fest at the end of February;
- Washingtonian Magazine -there was an “aditorial” featuring President Woo as “Face of Women’s Leadership”. If you need a pdf copy, please contact Claire as the online version has some misspellings
- Comments were mentioned about having time during February meetings where working groups can meet with the campus counterpart & have time to brainstorm, work through any problems, issues, or discuss new ideas. Claire requested we email any problems to her before February meeting they can be addressed. Norma said she would email each WG to get a list of issues or problems for Claire.