

SBC Alumnae Alliance Council (SBC AA Council)

Meeting Minutes

January 19, 2016

Present: Michelle Badger '06, Sarah Clement '75, Margaretta Colangelo '87, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, , Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91
Absent:, Amy Leigh Campbell '97, Deirdre "DeDe" Conley '72, Beth Ann Newton '86, Katie Schellhammer '95,

Meeting Purpose: Regular teleconf of the SBC AA Council to coordinate efforts

New Business and AA Council Ongoing Operations

- **Council** will go to a **bi-weekly meeting basis**, as Working Groups continue to evolve. Upcoming Tuesday teleconfs from 12 – 1 pm ET (2/2/2016; 2/16/2016; 3/1/2016; 3/15/2016; 3/29/2016)
- **Council Operations:** As appropriate, the Council will identify one priority action item per teleconf, and coordinate with Board of Directors (BOD) or College Alumnae Relations and Development (AR&D) contacts.
Status: The AA Council does not need presently need additional assistance from BoD or AR&D contacts.
- **Pace WG efforts and prioritize to Board and College Priorities: "Money and Students"** - (A) fundraising; (B) student recruiting and (C) supporting other BoD and AR&D requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- Continuing **SLACK** <https://sbcaa.slack.com> pilot to support the AA Council. License upgrade moving along, so we can scale the virtual collaboration portal to support Working Groups too.
- **Continue publishing meeting minutes.** Once the minutes are drafted, and reviewed by Council members, the minutes get shared to BoD Alumnae Alliance liaisons and AR&D staff, then subsequently posted on the web by AR&D staff, and a reminder / update is posted to the AA Facebook official page that the minutes are now on sbc.edu website. See <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.

Ongoing / Old Business

- **Announcement of the Distinguished Alumna Award for 2016** on January 21, 2016 via the Office of Alumnae Relations and Development's Briar Wire e-newsletter. The recipients of the 2016 Distinguished Alumna Award are the 7 members of the Saving Sweet Briar, Inc. Board -- Sarah Preston Clement '75, Christine Davis Boulware '77, Sally Mott Freeman '76, Jo Ann Soderquist Kramer '64, Ellen Ober Pitera '93, Tracy Anne Stuart '93, and Brooke Linville '04. These alumnae will be honored during Reunion weekend, June 3-5, 2016.
- **Preparing for the BoD report and presentation during the AA Council meetings on Feb 5-6, 2016**
 - The BoD has asked the AA Council to prepare its first report for submission to the BoD, in preparation for their in-person meetings on Feb 4-5, 2016 and a brief presentation by the AA Council to the BoD for discussion on Friday, February 5, 2016.
 - The BoD has invited the AA Council to attend and participate in the SBC Town Hall. President Phillip C. Stone and Teresa Tomlinson, chair of the college's Board of Directors, will host members of the SBC and the Amherst County community for a town hall meeting at 4 p.m. Feb. 5 in the Wailes Lounge.

Working Group Updates (WGs listed alphabetically)

"Class Acts" / Reunions: Phyllis Jordan '80 and Amy Leigh Campbell '97

- Continuing to **confirm class officers**, especially **class fund agents**. Fund agents are charged with contacting classmates to assist with the Next is NOW campaign. Expected volunteer time requirements for now are about 1-2 hours a week, as the College ramps up its Next is NOW fund raising plan execution.
- Will follow up with Alumnae Relations staff related to **alumnae support for Reunion Planning**, as AR&D staff schedules permit focusing on Reunion, vs. Rolling Stone events / Next is NOW campaign.
- Heidi Trude '07 and Amy Campbell Lamphere '80 to launch **Pinterest** effort in New Year.

Media, Marketing and Communications: Meg Guegan '92 and Margaretta Colangelo '87

- Edelman contract focusing on admissions needs. Expecting to see admissions / web site relaunch in late January.
- Pulse check feedback from alumnae is that "the college has gone quiet, and is not communicating enough or consistently." MMC to talk with College staff and offer to see where alumnae could further help. MMC

Recruiting and Retention: Julia Schmitz '03 and Michelle Badger '06

- **Alumnae Admissions Representatives (AARs) – Training on the new software “Admissions Advocate”** which matches the zip codes and other profiling criteria of prospective students with AARs.
 - Software looks very promising to assist our network of volunteer AARs – 427 registered AARs so far; 235 responded affirmatively regarding name tags in preparation for potential spring College Admissions Fairs, school visits, and student contacts. Goal is to assist Admissions with whatever help they need to convert the 1000+ applications received to students enrolling for Fall 2016.
 - If you want to **volunteer to be an AAR**, register online to be an AAR at <http://sbc.edu/alumdev/volunteers-needed>
 - **More info on the AAR program** <http://makinghistory.sbc.edu/aar.php>
 - **Online AAR videos and AAR manual** <http://makinghistory.sbc.edu/aar-training-video-and-manual.php>

Strategic Initiatives Team: Debra Elkins '93, Sarah VonRosenberg '72 and DeDe Conley '72

- Supporting council regular operations, and responding to other college info requests.
- **Continue to coordinate and finalize agenda and housing with College AR&D staff, for on-campus meeting** in parallel with the BoD meeting on **Feb 5-6, 2016**
- **Sustainability and Land Use Working Group – Lisa Hite '79**, Sustainability WG leader is continuing to reach out to interested volunteers to build a team. This WG will meet on campus for a tour and discussion with BoD Member and BoD Buildings and Grounds Committee Chair Georgene Vairo '72, and with College administration, faculty and staff working on sustainability / land use issues including Tom Connors (VP of Finance), Linda Fink (Dorys McConnell DuBerg Professor of Ecology), and Steve Bailey (Director of the Physical Plant). The WG will review current status at SBC and develop options and recommendations, at the request / under guidance of the Board and the College. This WG will develop materials and provide Alumnae Alliance recommendations, as requested, to the SBC Board of Directors. Any alumnae who are interested in participating, please volunteer by submitting your name and indicating the Strategic Initiatives Team / Sustainability WG online <http://sbc.edu/alumdev/alumnae-alliance-nomination-form>
- KP and DJ will need the following to set up **Volunteer Software: description of each working group / focus area, and job descriptions**. Their goal is to be ready for software rollout in Spring 2016
- Continuing to engage targeted members for an **ad hoc Stateswomen Advisory Group (SWAG)** to permit input and reach back to prior Board of Directors and officers of the old Alumnae Association
- Continuing to coordinate with AR&D to **field, collect and direct proposals and ideas from alumnae for AA Council and Working Groups consideration**. AR&D does have a webpage to submit ideas at <http://sbc.edu/alumdev/alumnae-alliance>. DeDe Conley '72 will work with AR&D to continue to get access to those submissions and serve as the inventory organizer of ideas to be ready in anticipation of expected future requests from the BoD and the College related to strategic planning needs.

Other General Action Items

1. Working Group Co-Chairs – continue to coordinate with AR&D staff as needed; continue to focus on operationalizing WGs and subgroups. Coordinate and share info across WGs as appropriate.
2. WG Co-Chairs are asked to submit 3-5 summary bullet points on WG progress, and any key issues for Council discussion and coordination each Sunday, by 8 pm ET. Debra Elkins to send out reminder / request for bullet points to WG co-chairs on Fridays. Bullet points WG status reports will be consolidated and shared with the Agenda before each Council Tuesday teleconf.
3. WG operational leads supporting Co-Chairs are also asked to provide 3-5 bullet points weekly as part of the reporting and coordination cadence.

The meeting was adjourned promptly at 1 pm ET.