



Present: Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91, Priscilla Carroll '87 (Director of Alumnae Relations), Ann Kiley Crenshaw '76 (At Large Member of the alumnae Committee of the Board of Directors),

Absent: Michelle Badger '06, Amy Leigh Campbell '97, Sally Mott Freeman '76, Lea Harvey '90,

PlusOnes Pilot Participants: Flo Barnick '80, Dianne Doss '93, Jane Dure '82, Heather Ewing '90, Brendy Hantzes '81, Sarah Ince '99, Cyndi McCabe '74, Katie Robertson '97, Janeen Sharma '97, Norma Valentine '93

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. The PlusOnes pilot, where alumnae listen in on standing AA Council teleconfs, and participate as appropriate, includes alumnae participants who are active in a number of Alumnae Alliance related activities and were nominated by other alumnae to participate in a pilot to improve overall alumnae engagement and timeliness of communications.

New Business, Other SBC News Highlights and AA Council Ongoing Operations

- AA Council to meet with AR&D and the Board during the **Feb 23-25, 2017 on campus Board meetings**.
 - AA Council Members and PlusOnes are encouraged to "**Save-the-Date**" for both **Reunion (June 2-4**, honoring 2's and 7's but all classes are encouraged to "come home!") and **Founder's Day (tentatively Sept 22-24)**. Both are likely to include Alumnae Alliance strategy working sessions and training.
 - **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (2/14/2017, on-campus 2/23-25/2017, tentatively 2/28/2017, 3/14/2017, 3/28/2017, 4/11/2017, 4/25/2017)
 - **AA Council and PlusOnes are asked to help with several areas of communications on an ongoing basis**
 - Sharing key news articles posted on the SBC Alumnae Alliance Facebook page to additional FB pages
 - If you see someone posting something about a job or internship or career networking on FB, to point them also to our Alumnifire site (<https://sweetbriar.alumnifire.com>)
 - PlusOnes will be asked to provide pilot feedback in the short-term future, and consider nominating other alumnae to potentially participate in the future as additional PlusOnes
 - **News Roundup (in case you want to forward on in an alumnae newsletter)**
 - **Spring 2017 Explore Engineering Weekend** (March 24-25, \$35 to attend) is accepting registrations for high school students. <http://sbc.edu/engineering/explore-engineering-for-high-school-girls/>
 - **Spring 2017 Explore Environmental Science for High School Girls** (April 7-8, \$35 to attend) is accepting registrations. <http://sbc.edu/environmental-science/explore-environmental-science-weekend-for-high-school-girls/>
 - **Spring 2017 Explore Computer Science Weekend for High School Girls** (April 7-8, \$35 to attend) is accepting registrations. <http://sbc.edu/computer-science/explore-computer-science-weekend-for-high-school-girls/>
 - The **Blue Ridge Summer Institute for Young Artists (BLUR)** is an accelerated 3-week summer program for high school students interested in creative writing, visual arts, and sound arts. It is held at Sweet Briar College and is now accepting applications. <http://www.bluratsbc.com/>
 - **Council Operations:** As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).
- Status:** AA Council will focus efforts toward "Alumnae Engagement, Students, and Money" to support AR&D (see priorities list included in these minutes – for wide sharing to all alumnae). Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of AR&D and Priscilla Carroll '87, Director of Alumnae Relations.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
 - After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to AR&D staff for their operations oversight, in alignment with SACS accreditation principles. See minutes online, posted about a week after each meeting at <http://sbc.edu/alumnae-development/alumnae-alliance/>

Working Group Updates (listed alphabetically)

Alumnae Admissions Representatives (AARs): Julia Schmitz '03 and Michelle Badger '06

- Hosting webinars and call-to-action to mobilize AARs for Spring efforts. Phased Approach. AARs should have the link to the recording of the webinar in an email from Bill Allen and Savannah Oxner forwarded to them by their regional leaders on February 1. If an AAR did not receive that email, she should check with her regional leader. If an alumna is interested in becoming an AAR to help with the Recruit initiative, please follow this link <http://sbc.edu/admissions/alumnae-admissions-recruiters/>.
 - **Promote** (Dec-Jan): Clubs invited prospective students to Sweet Briar Day events [DONE]
 - **Convert** (Jan-Feb): AAR phone calls to 30 students each to encourage them to apply; Admissions to provide talking points, AARs to report back results through Regional Leads. Regional Leads coordinate with Julia & Michelle [UNDERWAY]
 - **Recruit** (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
 - **Welcome** (Mar-Apr): AARs contact accepted students to encourage them to make their deposit
 - **Celebrate** (May-Jun): AARs to meet with SBC Scholarship Recipients at high school scholarship announcement nights. Photos + media releases instructions forthcoming.
- AA Council and PlusOnes asked to help share the online form to **refer a student to Sweet Briar** (accessible via either Admissions or Alumnae pages). **All alumnae, whether you are an AAR or not, are asked to help refer students to Sweet Briar** <http://sbc.edu/alumnae-development/refer-a-student/>

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

- **Class Notes:** next batch submissions are due by February 1, 2017 for the Spring Edition of the SBC Magazine. SBC Magazine to consider including a calendar of future dates including Sweet Work Weeks (July 31 to August 18, 2017)
- Class Acts is also requesting volunteers to help with editing class notes. Please contact Phyllis Jordan (PhyllisWJordan@gmail.com) if you can help with editing and shaping narratives.
- AA Council and PlusOnes asked to contact **Jean Bryan '82** (BryanBrood@aol.com) with Reunion Engagement Fair Booth / Event / Game ideas and to let her know if you can help run a booth for Reunion.

Development Working Group: Lisa Longino '78 and Lea Harvey '90

- **Sweet Briar Fund** annual giving on-going effort working with Classes. Challenge goals coming soon.
- Other ongoing support to AR&D for **Major Donors Task Force** and **Foundations / Corporations / Non-Profits; Williams Associate** info available at <http://plannedgiving.sbc.edu/>!
- SBC is working on an **updated online giving platform**, and will ask the AA Council and PlusOnes to help pilot the new platform in early February 2017.

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92

- Explored potential for an article on Sweet Briar alumnae involved in non-partisan Inauguration and Change of Political Administration. **Anna Reilly '95** and **Amy Elizabeth Burton '90** served on the Congressional Joint Committee of Inaugural Ceremonies. **Ingrid Kolb '79**, Director of the Office of Management at the US Dept. of Energy, is the career senior executive overseeing the transition at DoE. Council deliberations recommended tabling such an article for now, since there is a lot of sensitivity to politics. The Council also noted the opportunity to draft and suggest other articles about alumnae for consideration for inclusion in future editions of the Briar Wire or the SBC Magazine.
- Continuing to work on **social media cheat sheets** / tips and tricks for the interested alumna with **Eleanor O'Connor '07**
- **Alumnae Bios / Profiles** request from College MMC, **Jane Dure '82** assisting. See example alumnae profiles <http://sbc.edu/government-and-international-affairs/alumnae-profiles/> and online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/>

“The Network” and Career Development: Katie Schellhammer '95 and Sarah Clement '75

- Career Services working with the alumnae clubs of DC Metro and Richmond to host student visits during the SBC Spring Break (March 6th). Alumnae will provide career shadowing and networking opportunities. If anyone can offer career shadowing opportunities, please contact Katie (katie@schellhammer.net)

- **Alumnifire / Career Networking** – will provide on-campus training for students and faculty/staff on Thursday, February 23rd to support Barb Watts in Career Services. **Evangeline Taylor '00** is developing a flyer to invite interested students, faculty and staff for the on-campus session. The Network is also planning one or more Alumnifire training webinars for alumnae (tbd). The Council noted that **Alumnifire now includes a new alert feature**, so Alumnifire emails you each time there is a new job/internship or career networking event of interest. **To configure your email alerts, click on the pull-down menu in the top right corner where your name is, then click Edit Profile > Email Subscriptions.** Alumnifire works well on a variety of devices – laptops, mobile phones, tablet devices, so alumnae can network “on-the-go” using their favorite device and a web browser (sweetbriar.alumnifire.com). The Council also noted that alumnae have posted over 30 internships and jobs in the month of January!
- **Atlanta Club Lecture Series** – 7 seminars on the theme of “Marching through 20th Century History: The Post-War World 1945-1950” held weekly from Jan 11 to Feb 22 (\$95 per person for the series – what a great fund-raising approach!) at the Atlanta Center’s McElreath Hall in Buckhead. **Heather Ewing '90** of the Atlanta Club reports that they have 400+ registered to attend and every session includes a few highlights of Sweet Briar’s renaissance. The lecture series has different speakers presenting each week including from professors from Emory University, University of Alabama, Austin Peay State University and a diplomat/historian from the Marine Corps University in Quantico, Virginia. This Lecture Series has evolved and grown since starting as an idea 55 years ago, when 20 alumnae hosted this lecture series in their living room. **Holla Holla Atlanta Club** for continuing to build “The Network” and promoting lifelong learning!!!
2017 Series Schedule:
 - January 11: From Hot War to Cold War: Why did the World War II alliance between the US and the USSR degenerate into the Cold War, Dr. Patrick Allitt.
 - January 18: Year Zero: The European Diaspora, Dr. Janek Wasserman.
 - January 25: War Criminals and Collaborators: Revenge or Justice, Dr. John W. Steinberg.
 - February 1: Europe Reborn: The Political and Economic Revival of Europe after World War II, Dr. Astrid M. Eckert.
 - February 8: The Legacy of the Holocaust and the Creation of Israel, Dr. Janek Wasserman.
 - February 15: The War and Its Aftershocks in Asia: Japan, India, China, Donald Bishop.
 - February 22: Cold-War America: McCarthyism and the Rise of the “Military-Industrial Complex”, Dr. Patrick Allitt.

Geographic Regions / Clubs: Cady Thomas '98 and Kathryn Yunk '91

- **Sweet Briar Day Events** – Clubs are asked to send in photos from Clubs Sweet Briar Days (with names and class years) to Phyllis Jordan (PhyllisWJordan@gmail.com)
- **Virtual Silent Auction** – Everyone is asked to help identify potential donations. For more info, please contact Cady, Kathryn or **Norma Valentine '93** (Auction lead, norma_v0@yahoo.com). Next steps include the College working through back office / Stripe financial details, and updating the item donation form information and link.

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

- Support Council operations, assist AR&D with overseeing alumnae activities. **Council Meeting Minutes** –online <http://sbc.edu/alumnae-development/alumnae-alliance/>
- Drafting update including Jan – July 2017 priorities for **Friday, Feb 24th Board briefing (2:30 - 3:30 pm ET)**
- **Land Use & Sustainability** (contact **Lisa Hite '79** lhite57@gmail.com or **DeDe Conley '72**)
 - Exploring <http://www.greeneru.com> that has expertise in solar energy matters and college campuses
 - Beginning to develop 1-page proposals to focus ideas in recycling, tree-planting, chickens, etc.
 - Waiting for guidance from **Lea Harvey '90** (Dev WG) on criteria of matching funds for the Environmental Education grant. **Anne Marie Clark '03** suggested this Sustainable Agriculture Research and Education organization as a potential for projects that might be useful for SBC's community garden or other similar projects. <http://www.sare.org/Grants>

The meeting was adjourned at 12:55 pm ET.

**Sweet Briar College Alumnae Alliance Council
Calendar Planning Dates**

DRAFT as of January 29, 2017
Updates noted in RED font and yellow highlights

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 th	Sweet Work Weeks	SBC Alumnae Club Events – check with local clubs for latest dates updated due to inclement weather	Jan 5: Annapolis / Baltimore Jan 6: New York, San Francisco Jan 7: Dallas / Fort Worth, Detroit, Hunt Country VA Jan 8: Atlanta, Richmond, Triangle Club NC, Washington DC Jan 14: Boston, Charlottesville, Milwaukee/Chicago, Paris France Jan 15: Cleveland Heights, OH
Aug 18-20	Board of Directors on Campus	Jan 18	Classes Begin
Aug 19-20	New Student Orientation	Feb 12-13	Presidential Scholars Visit
Aug 23	Opening Convocation	Feb 23-25	Board of Directors on Campus ** AA Council onsite meetings with AR&D and briefing to the Board
Aug 25	Classes Begin	Feb 19-20	Presidential Scholars Visit
Sep 18-21	Online Streamathon	March 3	Sweet Briar Day of Giving (tentative)
Sep 19	Fall Step Singing	Mar 3-12	College Spring Break
Sep 23-24	Founder's Day Weekend	March 10	Indiana Fletcher Williams' Birthday
Sep 29 – Oct 2	College Fall Break	Mar 19-20	Accepted Applicants Weekend
Oct 9-10	Admissions Open House	Mar 20	Spring Step Singing
Oct 14-16	Families Weekend	Mar 24-25	Explore Engineering Weekend
Oct 16	Board of Directors Teleconf	Apr 7-8	Explore Environmental Sciences Weekend Explore Computer Science Weekend
Oct 22	Amherst County Day (11 am – 3 pm events in the Quad)	Apr 9-10	Accepted Applicants Weekend
Oct 28-29	Explore Engineering Weekend	April 14	Soph./Juniors Open House
Nov 10-12	Board of Directors on Campus	Apr 20-22	Board of Directors on Campus
Nov 13-14	Admissions Open House	May 2	Classes end
Nov 18-27	College Thanksgiving Break	May 4-8	Exams
Nov 29	Sweet Briar Fund National Day of Giving (“Giving Tuesday”)	May 13	Commencement (Class of 2017 Graduation)
Dec 9	Classes End	June 2-4	Reunion (2’s and 7’s) ** AA Council onsite meetings
Dec 11	Board of Directors Teleconf	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 11-15	Exams	July 10-28	Forbes My Top College Competition (tentative scheduling)
Dec 16th – Jan 17th	College Winter Break	July 31 – August 18	Sweet Work Weeks
		Aug 24-26	Board of Directors on Campus
		Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
		Oct 19-21	Board of Directors on Campus

See full selection of calendars online at <http://sbc.edu/featured-events/>

REMINDER: Indiana's Rules for Meetings, Teleconfs, and Webinars (rules of engagement that reflect our unique culture and expectation that our alumnae are at the table and part of the debate). Drafted by Lenora "Lion" Farrington-Sarrouf '94

"PlusOnes" are in listen mode, unless they are called on for technical advice or perspectives on a particular discussion topic.

