

SBC Alumnae Alliance Council (SBC AA Council)
Meeting Minutes
January 5, 2016

Present: Amy Leigh Campbell '97, Sarah Clement '75, Margaretta Colangelo '87, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Michelle Badger '06, Deirdre "DeDe" Conley '72, Beth Ann Newton '86, Cady Thomas '98,

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 (1/19/2016; 2/2/2016; 2/16/2016; 3/1/2016; 3/15/2016; 3/29/2016)
- **Council Operations:** As appropriate, the Council will identify one high priority action item per meeting, and send that note to Board of Directors (BOD) liaisons / Alumnae Relations (AR) key point of contact to ask for their help.
Status: The AA Council does not need presently need additional assistance from BoD or AR contacts.
- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting BoD and AR 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 staff, then subsequently posted on the web by AR 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

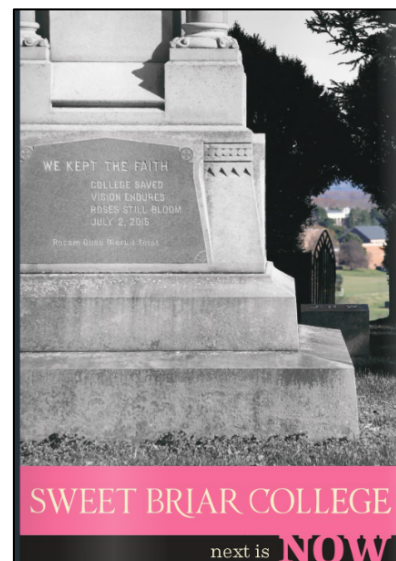
- **AA Council follow-ups to execute the Distinguished Alumna Award** for announcement in January 2016, and awarding by the AA Council at Reunion 2016 (June 3-5, 2016)
- **Preparing for the Board of Directors (BoD) report and brief-out on Feb 5-6, 2016**
 - The BoD has asked the AA Council to prepare its first report for submission to the BoD during the Feb 5-6, 2016 meeting, and a brief presentation for discussion.
 - Council members are asked review the proposed report outline, and **provide 3-4 sentences highlighting Working Group successes and initiatives for the next quarter by Tuesday, February 12, 2016** to Debra Elkins '93 (DebraElkins@comcast.net) and Sarah vonRosenberg (svonrosenberg@smoote.com).
 - The Strategic Initiatives WG will assemble the other parts of the report draft, and
- **Book Shop** (Shop Sweet, Daisy's List, Vixen Market) – new e-commerce system and expanded offerings expected in the next few months. The Council also discussed the opportunity to do online gifts (e.g., gift cards, send a SBC gift to someone else) as additional e-commerce features desired.

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.
- **Dashboard Status – where we need Class Fund Agents**
 - Yellow: Class Fund Agents identified;
 - Green: Class Officers working on it or have a possible nominee;
 - Pink: Reunion classes that Alumnae Relations staff is working with directly
 - White: no information on Class Fund Agents yet

- **Next is NOW Campaign underway** with key mailer to announce effort. The campaign has three areas of focus **(1) Conversion of pledges; (2) major donors solicitations, (3) Sweet Briar Fund** (annual giving).
- AR&D Office **focus will continue to be on (1) recruiting and retaining students; and (2) fund raising.**
- Working Group preparing a **Frequently Asked Questions** to support the Next is NOW Campaign. **For more information, see <http://sbc.edu/alumdev/next-now>**



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!
 - If you want to **volunteer to be an AAR** to assist with the spring final push to recruit / convert acceptances to enrollments, 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>
- Julia and Michelle continue to reach out to **current AARs for name tag orders**. If you have not been contacted yet, and want to receive an AAR name tag, please contact Julia Schmitz '03 (SchmitzJM@gmail.com) or Michelle Badger '06 (MichelleLBadger@gmail.com)

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

- Supporting council regular operations, and responding to other college info requests.
- **Draft agenda for on-campus meeting** in parallel with the BoD meeting on **Feb 5-6, 2016** submitted to the AR staff for their consideration
- Working on **Honorary Degree** research – criteria that other colleges use for making awards.
- Continuing to form the **Sustainability and Land Use Working Group** – **Lisa Hite '79**, Sustainability WG leader is beginning to reach out to interested volunteers to build a team, review current status at SBC and develop options and recommendations. This WG will develop materials and provide Alumnae Alliance recommendations, as requested, to the SBC Board of Directors. This subgroup will work closely with BoD member and BoD Buildings and Grounds Committee Chair **Georgene Vairo '72**. 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>
- **AA Council “Honor Guard”** – if anyone knows of faculty, staff, alumna, and friends of the college who have recently died, or would benefit from a note from the AA Council, please let us know. Please feel free to contact any Council member, and we will coordinate follow-up on behalf of the Alumnae Alliance. Jane Dure '82 to send a note to the family of John McClennan, Emeritus Professor of Chemistry, who recently passed away. Debra Elkins '93 to send a note to the family of Mila Gaetano '93, who recently passed away.
- **AA Council SBC.edu Website Letter and Governance FAQ updates:** DeDe, Debra, Sarah C, Sarah V have reviewed; Team will circle back in January to update AA Council and AA web pages information.
- 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 **field, collect and direct proposals and ideas from alumnae for AA Council and Working Groups consideration**. We do have a spot on the AA page to submit ideas and these are being received and sent out to those concerned by the topic submitted. <http://sbc.edu/alumdev/alumnae-alliance>.

DeDe Conley '72 serving as the inventory organizer of ideas for now

Other Articles to Pass Along

- **Monika Kaiser '82** has resumed publishing the **Vixen Watch**, a weekly email publication / distribution of news and highlights. If anyone has news and information to share to the Alumnae Alliance more broadly, please send the information and article links to Monika Kaiser at nehiem@aol.com
Check out the Vixen Watch for January 9, 2016 at <https://vixenwatch.wordpress.com/2016/01/09/vixen-watch-for-saturday-january-9th-2016/>
- “Alumna-led startup partners with Intel” -- Virtual reality startup IonVR — founded by Sweet Briar alumna **Brooke Linville '04** (who also served on the SavingSweetBriar Board) and spouse Dan Thurber, announced a partnership with Intel Technology, according to the Idaho Statesman. Check out <http://sbc.edu/news/alumnae-and-development/alumna-led-startup-partners-intel/> and <http://www.idahostatesman.com/news/business/technology/article53426490.html>

Other General Action Items

1. Working Group Co-Chairs – continue to coordinate with Alumnae Relations 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.