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

<u>Present</u>: 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** <a href="https://sbcaa.slack.com">https://sbcaa.slack.com</a> 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 <a href="http://sbc.edu/alumdev/alumnae-alliance-council-minutes">https://sbc.edu/alumdev/alumnae-alliance-council-minutes</a> and <a href="https://www.facebook.com/sweetbriaralumnae/">https://www.facebook.com/sweetbriaralumnae/</a> 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.
  - Ocuncil 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).
  - o 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;
  - o Green: Class Officers working on it or have a possible nominee;
  - o Pink: Reunion classes that Alumnae Relations staff is working with directly
  - o White: no information on Class Fund Agents yet

 NOTE: if anyone is in one of the Classes, where we can use fund agent volunteers, please contact Phyllis Jordan (<u>phylliswjordan@hotmail.com</u>) and Amy Leigh Campbell (<u>acampbell@sbc.edu</u>) for more information.

2015	<mark>2009</mark>	1999	<mark>1989</mark>	<mark>1979</mark>	1969	1959
2014	2008	1998	1988	<mark>1978</mark>	1968	1958
2013	<mark>2007</mark>	1997	1987	1977	1967	1957
2012	<mark>2006</mark>	1996	1986	<mark>1976</mark>	1966	1956
2011	2005	1995	1985	1975	1965	1955
2010	2004	1994	1984	1974	1964	1954
	2003	1993	1983	1973	1963	1953
	2002	1992	1982	1972	1962	1952
	<b>2001</b>	1991	1981	1971	<b>1961</b>	1951
	<mark>2000</mark>	1990	1980	1970	1960	1950

- Will follow up with Alumnae Relations staff related to alumnae support for Reunion Planning
- 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.
- MMC WG is looking for any alumnae who have stories of how the SBC Network helped them to find an internship, job, apply to graduate school, etc. If anyone has examples, please send names and basics of story to Meg Guegan '92 (meg.guegan@gmail.com).
- MMC to explore why some alumnae are not getting email distributions from SBC. Pilot with Mollie Johnson '64 (TN), prior SBC Alumnae Board president. It may be a limitation of Banner / Constant Contact and alumnae specific email account settings.
- Margaretta to continue helping alumnae join and use **Alumnifire.** Amy Leigh to mention / pass along Alumnifire at an upcoming SBC Faculty meeting that we would love faculty to join Alumnifire too. Barbara Watts (SBC Career Services) is also directing students to the portal to help with spring job and internship placements.
  - See <a href="https://sweetbriar.alumnifire.com">https://sweetbriar.alumnifire.com</a> Sweet Briar reached 1,000 members on December 17th, 2015! Sweet Briar is among elite networks of alumni including: (1) University of Denver; (2) Connecticut College; (3) Vassar College; (4) Sweet Briar College; (5) Princeton University; (6) University of Michigan; (7) Duke University. Note that SBC is the highest ranking all-women's college.
  - Current Statistics (as of 1-3-2016)
    - 618 Vixens offering informational interviews
    - 455 Vixens offering job shadowing
    - 272 active employers
    - 173 Vixens interested in finding interns

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Calling All Sweet Briar Alumnae, Students and Faculty:

Help us make Sweet Briar the #1 ranked College on Alumnifire for alumnae engagement! Of the top 20 colleges on Alumnifire, Sweet Briar is ranked #4. Over 1,000 Sweet Briar alumnae, students and faculty have joined Alumnifire to date. As more of the Sweet Briar community joins Alumnifire, Sweet Briar will move up in the rankings. We would like to be #1 so we need your help! All Sweet Briar alumnae, students and faculty can join. Participation in Alumnifire demonstrates the strong bonds that exist in the Sweet Briar community and is beneficial for recruiting, career development, PR, fundraising and the public perception of Sweet Briar.

#### Who should join AlumniFire?

- Current students looking for internships
- Recent graduates just starting their careers
- Vixens job recruiting for their own companies or

others

 Vixens applying to graduate school, law school, medical school

- Vixens interested in research opportunities
- Vixens considering a career change
- Retired alumnae with experience to share with young vixens
  - Experienced vixens who want to mentor young vixens
- Vixens who are interested in having a vixen intern
- Vixens who want to encourage the next generation of vixens
- Faculty who want to help match students with exciting opportunities offered by alumnae

#### More about AlumniFire...

Our AlumniFire ranking is determined by the number of people who are registered on the website. By registering, alumnae offer to assist fellow alumnae and students through the platform. The site lets Vixens choose areas where they can help, such as offering internships or job shadowing, reviewing resumes, informational interviews or general career counseling. Members also select how often they are willing to be contacted for help by others in the network. Please feel free to check out and pass along SweetBriar.Alumnifire.com

Holla, Holla, Holla, Sweet Briar Alumnae Alliance

• Alumnae Demographics Survey https://sweetbriarcollege.wufoo.com/forms/m1kwqxh203ftnzj/

### "The Network" and Career Development: Katie Schellhammer '95 and Sarah Clement '75

- Mary Holmes Slusser '94 to draft some ideas and options by end of January 2016 for potentially offering online alumnae learning from brown bag lunch and learns, webinars, online courses, etc.
- Beginning to work closely with Barbara Watts (Career Services). Lots to do in Spring 2016!
  - o Jill Triana to coordinate alumnae support to Student Life (SBC staff Kelly Kraft Myer).
  - o Katie Clarkson Robertson '97 liaison for alumnae Career Mentoring (SBC staff Barb Watts)
  - o Caitlin Daniel '15 Senior Class Campaign leader and liaison with the Sr. Class President
  - Career Planning update. Barbara Watts' main goal in short term is to get students signed up and using **Alumnifire and LinkedIn**.
  - o Barb is working with Margaretta to offer student training on Alumnifire and LinkedIn in the February 2016 timeframe.
  - o In late March/early April, Barb would like to do a workshop to help with business etiquette, life after college, understanding job benefits 101, living on a tight budget, etc. Perhaps an alumnae panel of "Things I wish I had known." The Alumnae Alliance / Strategic Initiatives / Stateswomen's Advisory Group (SWAG), consisting of former alumnae BoD and Alumnae Board members, is also willing to provide input and assistance.
  - Each career has a different resume style, so Barb needs alumnae assistance on that. Will call on AA
    Council for reach back to the alumnae network as needed.

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

- Sweet Briar Days helping clubs plan these events for January to bring together alumnae, students, families, etc. Council members discussed the potential to have Clubs hosting events: show Alumnifire and the AAR info / video as two items to engage alumnae to continue to help SBC. Action Item: Margaretta and Debra to share the Alumnifire Tutorial and How-To for Clubs WG consideration, and archive it on SLACK for AA Council continued use.
- Recently released the updated Clubs Handbook to assist regional leads and club officers with forming, reforming, etc. Action Item: Kathryn to send the current working draft to Debra for archive it on SLACK for AA Council continued use.

### **Development Working Group:** Lisa Longino '78 and Beth Ann Newton '86

• Mary Pope Hutson '83 VP for Alumnae Relations and Development (AR&D), effective January 1, 2016.

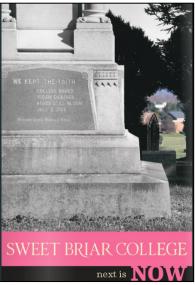
- Next is NOW Campaign underway with key mailer to announce effort. The campaign has three areas of focus (1) Conversion of pledges; (2) major donors solicitations, (3) Sweet Briar Fund (annual giving).
- AR&D Office focus will continue to be on (1) recruiting and retaining students; and (2) fund raising.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

#### 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!
  - o 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 <a href="http://sbc.edu/alumdev/volunteers-needed">http://sbc.edu/alumdev/volunteers-needed</a>
  - o More info on the AAR program <a href="http://makinghistory.sbc.edu/aar.php">http://makinghistory.sbc.edu/aar.php</a>
  - Online AAR videos and AAR manual <a href="http://makinghistory.sbc.edu/aar-training-video-and-manual.php">http://makinghistory.sbc.edu/aar-training-video-and-manual.php</a>
- 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 <a href="http://sbc.edu/alumdev/alumnae-alliance-nomination-form">http://sbc.edu/alumdev/alumnae-alliance-nomination-form</a>
- 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. <a href="http://sbc.edu/alumdev/alumnae-alliance">http://sbc.edu/alumdev/alumnae-alliance</a>.



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 <a href="mailto:nehiem@aol.com">nehiem@aol.com</a> Check out the Vixen Watch for January 9, 2016 at <a href="https://vixenwatch.wordpress.com/2016/01/09/vixen-watch-for-saturday-january-9th-2016/">https://vixenwatch.wordpress.com/2016/01/09/vixen-watch-for-saturday-january-9th-2016/</a>
- "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 <a href="http://sbc.edu/news/alumnae-and-development/alumna-led-startup-partners-intel/">http://sbc.edu/news/alumnae-and-development/alumna-led-startup-partners-intel/</a> and <a href="http://www.idahostatesman.com/news/business/technology/article53426490.html">http://www.idahostatesman.com/news/business/technology/article53426490.html</a>

#### **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.