

**SBC Alumnae Alliance Council (SBC AAC)
Meeting Minutes
October 20, 2015**

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Margaretta Colangelo '87, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Sarah Von Rosenberg '72, Kathryn Yunk '91

Absent: Beth Ann Newton '86, Cady Thomas '98

Meeting Purpose: Standing weekly teleconf of the SBC AA Council to coordinate efforts across the Working Groups, and as the Council as a whole.

Ongoing Business:

- Launch of the Alumnae Alliance, and continued engagement of alumnae to participate in various Working Groups, and as operational leads of targeted subgroup focus areas
- An update on alumnae support to CIEL, and suggestion for Professor Tom Loftus to clarify with Michael Carl the naming of the proposal floating around in social media
- Launch of the updated BookShop, Shop Sweet and Alumnae Marketplace – update and video web tour pending. Amy Leigh Campbell to continue to monitor for the AAC and share a tutorial video on SBC BookShop, ShopSweet, and Alumnae Marketplace website once the updated website goes live.
- AA Council Operations –
 - Cycle the order of WGs on the agenda to make sure we get updates from as many WGs as possible in the packed one hour teleconf.
 - Consider an in-person meeting for the end of Calendar Year 2015, or Spring 2016?
 - Participate in a demo of SLACK (virtual teaming environment that integrates multiple social media platforms and devices – desktop, tablet, phone, etc.)
 - Discussed ability of AA Council to directly post messages on Alumnae Alliance FaceBook page and www.sbc.edu/AlumnaeAlliance webpage for communication to alumnae now that the AA has been officially launched. Also discussed roles of AA Council and Alumnae Relations for communicating to alumnae. Will continue to work closely with Alumnae Relations to stay aligned and timely with coordinated communications. The Council identified an opportunity to build trust in the partnership with Alumnae Relations over time, and to begin taking on some of the more mundane information distributions to alumnae, to permit Alumnae Relations staff to focus on high importance areas for the College.

Working Group Updates and Key Issues for Discussion

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

- Working on communications memo to define roles and engage class presidents, secretaries, fund agents. Will include a number of actionable steps that each class can take to engage.
- Class Acts will coordinate the memo with the Alumnae Relations and Development Office staff for distribution to Class Officers

- Class Acts also noted that a number of alumnae are very interested in helping with Reunion planning and have offered relevant expertise. This offer of help may be in advance of where College staff are, in terms of bandwidth for leveraging alumnae. Class Acts will continue to help build the trusted relationship with College staff to help channel and focus alumnae volunteer interest to align with (or in anticipation of) College planning timelines.
- Action: if any Council members have feedback or ideas to enhance the memo, please contact Phyllis Jordan and Amy Leigh Campbell by the end of this week.

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

- LinkedIn alumnae profiles used to build Sweet Briar Women In <Career Field> Series of e-booklets. Both Admissions and Alumnae Relations using booklets. Note: LinkedIn has over 4400+ alumnae online, and growing!
- MMC and Class Acts also beginning to explore class partnerships to enhance social media presence (e.g., Class of 1957 and Class of 2007 as sister classes), especially targeting classes with retired alumnae who may not be on social media, but have great stories to tell about successful career paths
- Providing targeted support to Alumnae Relations to help review Public Relations proposals for the College

Networking and Career Development: Katie Schellhammer '95 and Sarah Clement '75

- Looking for potential operational lead to help coordinate and organize alumnae speakers database and requests from various college forums to engage alumnae on specific topics. Margaretta Colangelo recommended and will make virtual introductions for Kimberly Willock Pardiwala '89 to Katie Schellhammer and Sarah Clement, to help with Speakers Bureau and Alumnae Panels Support (“Speakers Bubble”)
- Team will explore how to track speaker contact information, and cross check contacts for alumnae with Bonnie Seitz and Sarah Lewis (Alumnae Relations and Development staff)

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

- Beginning to explore data to redefine clubs and regions.
- Discussed with Classes and MMC the status of data uploads for contact information from SavingSweetBriar to use best available data for clubs footprint analysis.
- Noted that a number of clubs have willing and enthusiastic alumnae volunteers, but widely varying historical leadership / club operations, many of which were reactivated as of 6 months ago.
- Will pursue filling club officer roles and leverage prior volunteer work for many clubs including interim appointments until elections process details can be worked out. Kathryn Yunk to coordinate with Amy Leigh Campbell re. clubs volunteer officers information on FaceBook Clubs Tab

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

- Meeting daily with Mary Pope Hutson and key staff to work through many questions
- Michelle Badger to connect with Lisa re. potentially using lists of class officers information to aid in planning Development efforts

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

- Did not have time to provide a full update.

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

- DeDe Conley to share 120+ page list of ideas submitted by SweetBriar2.0 covering many different WG areas, and with points of contact / potential volunteer names
- Did not have time to provide a full update.

General Action Items

1. Working Group Co-Chairs – continue to coordinate with key Administrative staff as appropriate; continue to recruit members for WGs and subgroups, and to define WG / subgroups structure. 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 no later than 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 as a pre-read along with the Agenda before each standing Council Tuesday teleconf.

Next teleconf: Tuesday, October 27, 2015 from 12 pm – 1 pm ET.

The meeting was adjourned.