

SBC Alumnae Alliance Council (SBC AAC)
Meeting Minutes
November 10, 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, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Beth Ann Newton '86

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:

- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting Alumnae Relations requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- Supporting the Town Halls with President Stone, and other key visits to the alumnae base – Houston, Dallas, and upcoming – Northern Virginia (Chantilly) and Downtown Washington DC
- Continuing "soft launch" of <http://www.shopsweetbriar.com/> -- an integrated online marketplace for the **BookShop, Shop Sweet and Alumnae Marketplace**. SBC chocolate bar coming soon.
- 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.
- **AA Council Operations** –
 - Planning an in-person meeting in parallel with the Board of Directors for Spring 2016 (targeting Friday-Saturday, February 5-6, 2016 timeframe). Action Item: Debra Elkins to look into Elston Inn housing and begin working a rough agenda.
 - **AA Council meeting minutes** on the web, and the AA Facebook official page - see <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.
 - **AA Council Facebook page moderators** – Amy, Phyllis, Katie S., Meg, and Clelie from Alumnae Relations
 - **Social media communications** -- see <http://sbc.edu/alumdev/contact-us#Connectonline>. Class Acts / class officers will also be exploring Pinterest, Instagram, and Twitter soon.
 - Reminder: as Working Group co-chairs receive inquiries and potential volunteers via the online submitted forms (Wufoo!), please reach out to them and see how we can best engage them as part of the Alumnae Alliance.

Working Group Updates and Key Issues for Discussion

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

- Held a conference call with Class Acts team members to review mission, create subgroups and decide action steps
- Held conference call with **Reunion Planning** alumnae advisory committee co-chairs Christina Savage Lyle and Beth Ike to formulate plans. Nancy Piper will also help with reunion planning.
- Began receiving responses to our class officers memo. Recruited group members to follow up with officers we haven't heard from.
- Reached out to MMC bubble to coordinate our efforts to expand class officers use of social media. Class Acts / class officers will also be exploring Pinterest, Instagram, and Twitter soon.
- Jocelyn Conners volunteered to help reach out to classes in the 1960's

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

- Meg met in-person with Monica Dean on campus for an update on how MMC bubble can be most helpful. Will discuss with Margaretta in the next few days and be mobilizing accordingly in the coming weeks.
- **SBC's LinkedIn Alumnae Group** <https://www.linkedin.com/groups/Sweet-Briar-Alumnae-35777/about>
- The **"Sweet Briar Women in Career X" Series of e-Books**. These 10 e-books are profiles of alumnae who have excelled in various professions including STEM, business, law and government, non-profit organizations, education, media and marketing, art and design, alumnae book authors, and equestrians. To see these e-books, check out <https://www.linkedin.com/today/author/8446198>
- To join the **Sweet Briar Alumnifire**, please visit <https://sweetbriar.alumnifire.com>
- Good article on **what Alumnifire is** <http://www.streetinsider.com/dr/news.php?id=10577009> Alumnifire is not a money making venture at this time. LinkedIn is separate and most of this site's revenue comes from selling access to information about its users to recruiters, per wikipedia. "Alumnifire, the first networking platform developed by alumni for alumni communities, ranges from universities to small affinity groups. Powered by alumni themselves, **Alumnifire is a free service that unlocks, organizes, and makes accessible the substantial value of alumni groups by creating a place where alumni can help one another directly in a way that is convenient for them.** Until today, alumni networks were leveraged primarily as a resource to bolster fundraising efforts and rarely structured to serve the real world needs of their members. Alumnifire provides a network wherein alumni can make themselves available to one another to offer mentorship, share employment opportunities from job shadowing to full-time positions, and play a valuable role overall in growing and maintaining the strength of their alumni networks." Idea for next BriarWire edition: Highlight or communicate more info on the advantages, and uses of Alumnifire and LinkedIn. **Alumnifire is a digital networking platform that allows alumnae to give back to their network with time and expertise, beyond just money.**
- We also have **Junior Year in France (JYF) LinkedIn page** now. Please consider joining for professional networking <https://www.linkedin.com/groups/7019682>. If you have suggestions for other SBC related LinkedIn groups, let us know!

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

- Alumnae support to **Int'l Education week** is requested: a) Guilia Witcombe gwitcombe@sbc.edu needs photos with international connections for display, is requesting 5 photos per person with name, class, location photo, at least 300dpi, they will print. Speakers on international also needed. b) participants to join international google hangout on Nov 16
- Began first steps of connecting Kelly Kraft Meyer (Student Services at SBC) with Jill Triana, Alumnae Alliance Student Life Working Group Leader.
- Helping Barbara Watts to organize a **careers workshop** with resume advice, mock interviews
- Working on senior class campaign with Caitlin Daniels '15
- Connected with experienced alumna Mary-Celeste Slusser to begin looking into **Online Learning** options and ideas. Planning a conference call with Mary-Celeste and Debra Elkins to learn about and discuss ideas.
- Completed a site visit and meeting with the team organizing President Stone's Washington, DC Roadshow visits.
- For help with updating alumnae contact info on **Banner**. Bonnie Seitz says "instruct any alumna to contact the office by emailing alumnae@sbc.edu or contacting her directly by email at seitz@sbc.edu for their password or for help using Banner."

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

- Received recommendation for nominees for regional leadership for OH, CO and FL
- Meeting postponed with KP until this week to review nominees slate
- Plan is to send nominees email same week as final review and approval of slate (plan is for week of Nov 9)
- Cady and Kathryn rewriting/updating AA Club Handbook
- Seeking a volunteer to manage SBC license plate program – one has potentially raised their hand

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

- Working closely with Alumnae Relations and Development Office to refine and finalize roles and responsibilities for key volunteers
- Steering committee teleconf call is scheduled for the week of November 9-13.

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

- Still waiting to hear back from Marcia and KP to move forward with identifying state and regional point people
- Reaching out to other college's to see what their AAR volunteers training involves, as background research, to be prepared if Admissions asks for alumnae input on an updated AAR manual
- Creating a call script for alumnae to call prospective students, if needed and requested by Admissions
- SBC Admissions beginning to announce early application / early decision candidates, and SBC Admissions encouraging accepted students to come by and take a photo, or post a photo online with their acceptance letter that they will be joining the Class of 2020.

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

- Coordinating with **Ellen Bowyer, Amherst County Attorney**, who will join an upcoming AA Council teleconf and discuss opportunities she sees for the Alumnae Alliance.
- [Save the Date] **AAC on-campus meeting** in parallel with the BoD meeting on **Feb 5-6, 2016**.
- Considering **ad hoc StatesWomen's Advisors Team (SWAT)** to permit input and reachback to prior Board of Directors and officers of the old Alumnae Association
- Strategic Initiatives Team to start thinking thru Sweet Work Weeks. How to coordinate with Buildings and Grounds needs / staff priorities, Reunion alignment, etc.

Other 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.
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.

Next teleconf: Tuesday, November 17, 2015 from 12 pm – 1 pm ET.

The meeting was adjourned.