

SBC Alumnae Alliance Council (SBC AAC)

Meeting Minutes

November 24, 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, Beth Ann Newton '86, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Cady Thomas '98

Meeting Purpose: Standing weekly teleconf of the SBC AA Council to coordinate efforts

New Business: AA Council Operations

- **Thanksgiving note to all Alumnae** – to be posted Wednesday, November 23rd on the Alumnae Alliance Facebook page to thank alumnae, family, friends, the Board of Directors, and the administration and faculty for their service to the College. Council members are encouraged to post responses for what they are thankful / grateful for, and to cross-post to other Facebook pages where alumnae discuss Sweet Briar!
- **Council** will go to a **bi-weekly meeting basis**, as Working Groups continue to evolve. Upcoming Tuesday teleconfs from 12 – 1 pm ET (12/8/2015; 12/22/2015; 1/5/2016; 1/19/2016; 2/2/2016)
- **Revised meeting minutes synthesis and sharing process.** Once the minutes are drafted, and reviewed by Council members, the minutes get shared to Board of Directors Alumnae Alliance liaisons, then subsequently posted on the web by Alumnae Relations 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.
- **New Council Operations Idea:** Identify one highest priority action item per Council meeting, and send that note to Board of Directors (BOD) liaisons / Alumnae Relations key point of contact to ask for their help
- **Item for consideration** – should the **AA Facebook page be renamed to the SBC AA and Alumnae Relations Facebook page** to make clear that it is a joint effort, and moderators are working together closely and collaboratively, and represent both the AA and AR?

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
- Continuing "soft launch" of <http://www.shopsweetbriar.com/> -- an integrated online marketplace for the **BookShop, Shop Sweet and Alumnae Marketplace.**
- 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.

Working Group Updates and Key Issues Discussed

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

- Continue supporting the Class of 2017 (Junior Class) for Jr Banquet, and nominating an honorary member of the Class, similar to Presidents Hill (1993) and Muhlenfeld (1998). Coordinating with Tasha Gillum (SBC Student Life)
- Hosted a working teleconf on Sunday, November 22nd and discussed reunion planning and some basic principles. These will form the basis for a memo we will share with the staff to begin a discussion of what alumnae want and how we can help

- Focus on the 1s and 6s this year but encourage all classes to return and good
- Provide more transparency about costs and allow ala carte spending
- Improve the food – no meals in bags
- Keep the bookstore open and well stocked
- Offer more activities – tennis tournaments, fun runs, horseback riding, early morning bird walks, art shows, author’s panels, etc. Alumnae could help plan and run
- More fundraising opportunities – silent auction, class fundraisers, a Sunday afternoon dell party. Alumnae could help plan and run
- Alternative activities for young children
- We assessed the status of confirming class officers and determined that very few have fund agents. We will redouble efforts to reach out to every class and work with the Development work group to identify fund agents
- We discussed a proposal to launch a Sister Class program connecting classes from every 20 years. (i.e., ‘60, ‘80, ‘00 ’20) These classes could hold event together at reunion and connect with current students, when appropriate. We are hoping to roll this out in the New Year and will beta test it at reunion this year.

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

- **AA Council Facebook page moderators** – Amy Leigh, Phyllis, Katie S., Meg, and Clelie & DJ from Alumnae Relations. Will **develop some guidelines** on what sorts of topics to post/not post/seek guidance on.
- **Social media communications** -- see <http://sbc.edu/alumdev/contact-us#Connectonline> . Class Acts / class officers will also be exploring Pinterest, Instagram, and Twitter soon.
- Exploring moving the **Briar Wire** (Alumnae Relations e-newsletter) to a more dynamic official blog posting. Amy Leigh Campbell ’97 to check into the successful contact rate via ConstantContact (direct emails), to get a sense of how many alumnae we can reach via email versus traditional paper mail methods. The BriarWire is currently a format that can be both distributed electronically by email and in paper format. If the contact rate is high enough or alumnae choose to opt out of paper distribution, it may be possible to shift further to email, which saves postage costs, and permits faster / more frequent communication to the broad alumnae base.
- Reengage **Monika Kaiser’82** to publish **Vixen Watch** Daily Newsfeed in the interim?
- Meg Guegan ’92 to convert the SweetBriar2.0 Twitter account over to the **AA Twitter** account.
- Begin working on outreach **campaign via Alumnae Alliance Facebook page**, and follow-ups with ConstantContact direct email after Thanksgiving to boost numbers for **Alumnifire**. **Sweet Briar can easily reach #1 in “Alumnifire power rankings of alumnae network” by boosting participation numbers...** Also see Alumnifire action item below in Strategic Initiatives.
- **“Using Social Media Effectively” short course** requested by Barb Watt (Student Career Services) for students during Feb 2016. **Will cover LinkedIn, Alumnifire, Twitter and Instagram**. Proposal: also give a workshop for the AA Council and Board of Directors members. Recommendations: (1) Add this item for the Feb 5-6, 2016 AA Council agenda and invite Alum Relations + Career Services Staff. (2) Suggest the item for the Board of Directors consideration.
- **Roanoke Times Editorial**. “Our view: Sweet Briar alumnae show their colors” Posted: Sunday, November 22, 2015 2:15 am. "If Sweet Briar gets truly saved, it will be because of the efforts of 100s of alumnae who have fanned out across the country.”
http://www.roanoke.com/opinion/editorials/our-view-sweet-briar-alumnae-show-their-colors/article_8ec571fd-418e-5f82-a643-e5a09da4c2fd.html
- **Teresa Pike Tomlinson ’87 in Nonprofit Quarterly’s Webinar: Empowered and Connected Stakeholders from November 16th**. NPQ and BoardSource are pleased to present the panelists of our webinar on nonprofit governance: Teresa Tomlinson ’87, Vernetta Walker and Carol Lazier. Many may remember when Sweet Briar College in Virginia and San Diego Opera Opera

were declared dead by their boards over the past few years. Both institutions would have closed if not for the newly empowered stakeholders who were able to retake the institutions. To watch the video, see <https://nonprofitquarterly.org/2015/11/19/nonprofit-governances-new-frontier-empowered-and-connected-stakeholders/>

- **Liz Glassman '71, CEO Terra, first SBC alumna to receive the French Medal of Honor in the Arts** <http://sbc.edu/news/uncategorized/france-honors-sweet-briar-alumna-arts-contributions/>
- **Sweet Briar is #13 on the list of 40 beautiful colleges in rural areas.** See <http://www.greatvaluecolleges.net/40-most-beautiful-college-campuses-in-rural-areas/>
- **SBC's LinkedIn Alumnae Group**(over 1500 alumnae, current students and faculty) <https://www.linkedin.com/groups/Sweet-Briar-Alumnae-35777/about>
- **Junior Year in France (JYF) LinkedIn page** for professional networking (30+ members and growing) <https://www.linkedin.com/groups/7019682>
- **Junior Year in Spain (JYS) LinkedIn page** for professional networking now open to public with 132 intercollegiate members. <https://www.linkedin.com/groups/4042408/profile>
- **Sweet Briar Women In STEM Group Leaders.** Margaretta Colangelo is writing a series of articles about these women in which they discuss how going to Sweet Briar influenced their decisions to pursue Ph.D.'s in their respective fields and advance within their companies: Rebecca Penny Humphrey, Ph.D., Mentoring Lead Megan Cathleen Maloney, Environmental Science & Studies Lead , Kirsten Porter-Stransky, Ph.D., Behavioral Neuroscience Lead Stephanie Jefferson, Ph.D., Biomedical Sciences Lead , Ann Kays Tsuji, Ph.D., Molecular Diagnostics Lead, Denton Freeman, Ph.D., Pharmacology & Toxicology Lead , Amy Tabb, Ph.D., Computer Science Lead , Emmy Leung, Biology Lead , Rachel Bratlie, Medicine Lead , Cristina Paolicchi, Oil & Energy Lead.
- 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>

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

- **President Stone's DC Metro Roadshow events** went great. On the day of the event, DC had over 100 RSVPs and Chantilly, VA had more than 70. The planning team is excited to help in planning future events.
- Working with Alumnae House to finalize the structure of "The Network" and all of its sub-groups (bubbles). Conference call with Alumnae staff this week or next.
- Setting up conference calls before January with following subgroup leaders and staff: Career Mentoring, Online Learning, and Student Life.
- Caitlin Daniel - Subgroup leader of Vixen to Vixen and Senior Class Campaign is leading a "thank you" project for current students.

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

- **Sweet Briar Days** – the College has asked for feedback and options
- Options for prospective student events by local clubs? Enrollment deadlines are Dec 1 and Feb 1
- Potential to share **prospective student ice breaker submitted by Teresa Tomlinson '87** Take some of the names, majors, graduation year, current job and city of all the SBC grads on Margaretta Colangelo's LinkedIn lists (SBC Alumnae in Career Field X e-Book Series). Print, cut and fold each name and put them in a bowl. While you give the salespitch on Sweet Briar, pass the bowl around, for everyone to take a piece of paper, but not look at it. When you finish the

