

SBC Alumnae Alliance Council (SBC AAC)
Meeting Minutes
November 3, 2015

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Margaretta Colangelo '87, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Julia Schmitz '03, Kathryn Yunk '91

Absent: Deirdre "DeDe" Conley '72, Sarah vonRosenberg '72, 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:

- **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
- Check out the "soft launch" of <http://www.shopsweetbriar.com/> -- an integrated online marketplace for the **BookShop, Shop Sweet and Alumnae Marketplace**.
- Please participate in **SBC's alumnae demographics online survey** to help improve SBC alumnae data – <https://sweetbriarcollege.wufoo.com/forms/mlkwqxh203ftnzj/>
- Continuing **SLACK** pilot for a virtual teaming platform to support the AA Council.
- **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: Sarah vonRosenberg to coordinate with the AA liaisons to the BoD. 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 Alum. Relations. Also recruiting content providers to support Classes
 - Latest issue of **The Briar Wire** (the official Alumnae Alliance e-NewsLetter) was published online at <http://sbc.edu/alumdev/alumnae-alliance-news>
 - Note the many ways we have increased the information sharing, transparency and communications to alumnae -- see <http://sbc.edu/alumdev/contact-us#Connectonline> for more information.

Working Group Updates and Key Issues for Discussion

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

- Sent MailChimp email push memo to class officers, already receiving some responses and 2 new working group volunteers.
- Will work with Development to identify and recruit class fund agents.
- Hosting teleconf with working group set on Wednesday, November 4th at 7 pm ET
- Conferred with leading working group members and separately with development working group to determine our roles in reaching out the class members. Development will focus on reunion classes while we'll take the other classes.

- Jocelyn Connors '62 volunteered to help with the “Class Acts” WG

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! To join **SBC’s LinkedIn Alumnae Group** <https://www.linkedin.com/groups/Sweet-Briar-Alumnae-35777/about>

- To join the **Sweet Briar Alumnifire** website, please visit <https://sweetbriar.alumnifire.com>

Alumnifire helps with sharing internships and jobs. Alumnifire syncs with LinkedIn and Facebook, so when you sign into Alumnifire for the first time, you may choose to sign in with LinkedIn or Facebook. Doing so will pre-populate your Alumnifire profile and approve you for immediate access to the site. Note that while LinkedIn and Facebook are more public environments, Alumnifire is intentionally more private to support trusted information sharing across our Sweet Briar community of users. Alumnifire also offers additional unique data collection and reporting (not available on LinkedIn or Facebook) on our alumnae network effectiveness, such as (current results as of October 31, 2015):

- 462 Vixens offering informational interviews
- 376 Vixens offering job shadowing
- 113 active employers
- 74 Vixens interested in finding interns
- **New / blog article by Diane Propsner in the Huffington Post about SBC and STEM** – see “*Where High School Girls Discover Engineering*” <http://www.huffingtonpost.com/diane-propsner/where-high-school-girls-d b 8363202.html>

- **Sweet Briar Women in <Career Field> Series: e-books**

There has been significant interest across the College academic departments, and the Admissions Office to highlight the Alumnae Network and how it helps define the “Sweet Briar Woman” as a brand. If an alumna would like her profile to also be included, have the alumna join LinkedIn and send Margaretta Colangelo a quick note to let her know the alumna has a LinkedIn profile and photo online. Margaretta is updating these e-books periodically. SBC already has 4400+ alumnae online on LinkedIn for professional networking. The 10 SBC Women in <Career Field > recently published webpage e-books have been viewed 3,883 times as of today.

1. Sweet Briar Women In STEM

<https://www.linkedin.com/pulse/sweet-briar-college-stem-alumnae-science-technology-math-colangelo?trk=mp-reader-card>

2. Sweet Briar Women In Law & Government

<https://www.linkedin.com/pulse/sweet-briar-women-law-government-margaretta-colangelo?published=t>

3. Sweet Briar Women in Media & Marketing

<https://www.linkedin.com/pulse/sweet-briar-women-media-communications-margaretta-colangelo?trk=mp-reader-card>

4. Sweet Briar Women In Education

<https://www.linkedin.com/pulse/sweet-briar-women-education-margaretta-colangelo?trk=mp-reader-card>

5. **Sweet Briar Women In Business**
<https://www.linkedin.com/pulse/sweet-briar-women-business-margaretta-colangelo?trk=mp-reader-card>
6. **Sweet Briar Women In Non-Profit Organization Management and Fund-Raising**
<https://www.linkedin.com/pulse/sweet-briar-women-non-profit-organization-management-colangelo?trk=prof-post>
7. **Sweet Briar Women in Art and Design**
<https://www.linkedin.com/pulse/sweet-briar-women-arts-design-margaretta-colangelo?published=u>
8. **Sweet Briar Women Authors**, joint effort with Liz Kent Leon, SBC Library Services
<https://www.linkedin.com/pulse/sweet-briar-women-authors-margaretta-colangelo>
9. **Sweet Briar Women Equestrians**
<https://www.linkedin.com/pulse/sweet-briar-women-equestrians-margaretta-colangelo?published=t>
10. **Sweet Briar Women in France**
<https://www.linkedin.com/pulse/sweet-briar-women-france-margaretta-colangelo?published=u>

“The Network”: Katie Schellhammer '95 and Sarah Clement '75

- Still filling the working groups leader positions and attempting to connect the leads with the appropriate staff.
- Working Group Projects are on standby at the request of Alumnae Relations staff until staff is ready to go forward.
- Addressing ideas and concerns on Facebook. Assisting in directing their services to the appropriate school staff.
- Connected with Mary-Celeste (Holmes) Slusser '94 re. potential ideas for online adult distance learning, potential to host alumnae 1-hour special topics seminars, etc.

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

- We have identified people for our regions but are looking for your thoughts on people from OH, CO and FL. Please send Cady and Kathryn your thoughts on these areas.
- We have broken down regions into sub-groups so we don't burnout our region leaders.
- We also have a draft agenda for training: 1. Thank you, 2. Definition of Clubs, 3. Goals of Clubs, 4. Structure Models (show them different ways to set up a club and let them pick what works best), 5. Banner Intro/Training, 6. Behavior (we expect them to be inclusive and respectful), 7. Action times (within 2 weeks, a month, 2 months, etc.), and a final Thank you.
- We are also going to have to update the handbook to make it more relevant and speak to the desires of the Alumnae Alliance. Finally, we need to think about what types of events we want to keep as part of the structure.

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
- Our College points of contacts are traveling and consumed with the big Texas Rolling Stone trip.
- Our Nov 2 scheduled "first" steering committee call has been postponed until the week of November 9-13

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

- Received the list of AARs and analyzing for additional opportunities
- Forming ideas for leaders of various groups
- Awaiting to hear how meeting between Marcia and KP went
- Reaching out to other colleges 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

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

- [Save the Date] **AAC on-campus meeting on Feb 5-6, 2016.**
- Considering a subgroup team to pull data from Banner on alumnae in STEM career fields, and initial majors by class decade. Have asked Josie Beets '01 and Lenora Farrington-Sarrouff '94 for their interest in this data analysis and alumnae demographics statistical profiling project. Work will follow the current data call to improve alumnae demographic data **SBC's alumnae demographics online survey** to help improve SBC alumnae data – <https://sweetbriarcollege.wufoo.com/forms/m1kwqhx203ftnzj/>
- Identified potential need for AA volunteer handbook, or at least some “front matter” including mission statement, objective, Core Values, etc. that would be potentially included in Clubs Handbook and other specific volunteer handbooks. Potential for interested alumnae to volunteer to research what such handbooks look like (table of contents, etc.)! If you are an alumnae interested in volunteers policy and practice, please contact Debra Elkins (DebraElkins@comcast.net) on this topic!

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 10, 2015 from 12 pm – 1 pm ET.

The meeting was adjourned.