

**SBC Alumnae Alliance Council (SBC AA Council)**  
**Meeting Minutes**  
**December 22, 2015**

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72

**Absent:** Margaretta Colangelo '87, Meg Guegan '92, Beth Ann Newton '86, Kathryn Yunk '91

**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 (1/5/2016; 1/19/2016; 2/2/2016)
- **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 is working a number of items, but does not need assistance from the BoD liaisons or AR staff.
- **Pace WG efforts and prioritize:** (1A) student recruiting and college marketing, and (1B) fundraising and (1C) supporting Alumnae Relations and Development 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.
- **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 <http://sbc.edu/alumdev/alumnae-alliance-council-minutes> and <https://www.facebook.com/sweetbriaralumnae/> respectively.

**Ongoing / Old Business**

- **AA Council voice vote to approve proposed Distinguished Alumna Award** to be announced in January 2016, and awarded by the AA Council at Reunion 2016
- **Check-in with the Board of Directors AA Liaisons** on Monday, December 21<sup>st</sup>.
  - BoD asked the AA Council to participate in a session with the BoD during Feb 5-6, 2016, and a Town Hall session.
  - The BoD also 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.
  - The BoD AA Liaisons suggested that the AA Council provide quarterly updates to the BoD, and an annual report of accomplishments and future plans. The reports could look something like corporate "Management Discussion and Analysis" sections of annual financial reports.

**Working Group Updates (Working Groups listed alphabetically)**

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

- Continuing to **confirm class officers**, especially **class fund agents**. Co-chairs to continue to post on SLACK or via email which classes they need help with.
- **Reunion Planning memo with alumnae input.** Will share with the AR staff this week and hope to talk in the New Year about what they'd like us to do.
- Classes and Clubs WGs partnering for targeted MailChimp email distributions – for contacting alumnae regarding Sweet Briar Days, specific class issues, etc.
- Working on **Pinterest** strategy. Heidi Trude and Amy Campbell Lamphere to launch effort in New Year.
- Alumnae support to students for e-publishing of **yearbook**. Amy Leigh Campbell to dig up prior research



**“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 offering **online alumnae learning** – from brown bag lunch and learns, to online courses, etc. Challenge – Moodle (SBC's current Learning Management System) will not support synchronous offerings or provide a recording option. One alternative mentioned is Adobe Connect (which has webinar and teleconf features, and permits recording)
- Beginning to work closely with Barbara Watts (Career Services). Lots to do in Spring 2016!
  - **Jill Triana – to coordinate alumnae support to Student Life (SBC staff Kelly Kraft Myer).**
  - **Katie Clarkson Robertson '97 – liaison for alumnae Career Mentoring (SBC staff Barb Watts)**
  - **Caitlin Daniel '15 - Senior Class Campaign leader and liaison with the Sr. Class President**
- Had conference call between Barbara Watts of SBC Career Planning Office, DJ Stanhope and KP Papadimitriou of Alumnae Relations and Katie Clarkson Robertson - Bubble leader.
  - Would like to do a couple more spring career panels. Barbara Watts will keep us posted.
  - Barbara's main goal in short term is to **build up Alumnifire and LinkedIn**. Perhaps have a support group at reunion to help older alumnae get on? KP wants us at #1!
  - Would like to do a student training on Alumnifire and LinkedIn (led by Margaretta) during Margaretta's next visit (Feb 2016 timeframe).
  - In late March/early April, 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." Stateswomen's Advisory Group (SWAG), consisting of former alumnae BoD and Alumnae Board members, 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 for January to bring together alumnae, students, families, etc.
- Recently released the **updated Clubs Handbook** to assist regional leads and club officers with forming, reforming, etc.

**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.
- **Latest issue of the BriarWire** (Volume 1, Issue 5) includes a lot of info on ways alumnae can give back to the college financially (real estate, business interests, appreciated securities, IRA rollover gifts, etc.) See <http://sbc.edu/sites/default/files/Alumnae/SBC%20AA%20Newsletter%20December%202015.pdf>

**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.
  - Julia and Michelle took the AAR training on “Admissions Advocate” on Dec 18<sup>th</sup>.
  - Recommended we put AAR software training on the agenda for the Feb 5-6, 2016 on campus meetings of the AA Council.
  - Software looks very promising to assist AARs – 427 registered AARs so far!
- **Online AAR videos and AAR manual** <http://makinghistory.sbc.edu/aar-training-video-and-manual.php>

**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.
- **Discussed options for acknowledging deaths of alumnae** – “**Honor Guard**”, letters from AA Council
- **Special request from BoD Alumnae Liaisons** – re. **Equestrian proposal and STEM data**; working with College AR&D and College Institutional Research to find appropriate data
- Standing up initial **Land Use Working Group** – Lisa Hite appointed as new Sustainability working group leader. Next steps are to reach out to interested volunteers to build a team, review current status at SBC and propose recommendations short and long term.
- **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 and finalize for posting to the web
- **For action: follow-up letters to thank other Alumni Councils** who reached out in support (e.g., Hamilton College, Hampden-Sydney)
- 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 January 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. <http://sbc.edu/alumdev/alumnae-alliance>. DeDe Conley '72 serving as the inventory organizer of ideas for now

**Other Articles to Pass Along**

- “Leah Busque '01 and Dan Teran on the future of work” -- The O'Reilly Radar Podcast: Service networking, employees vs contractors, and turning the world into a luxury hotel. <http://radar.oreilly.com/2015/12/leah-busque-and-dan-teran-on-peer-and-on-demand-economies-and-the-future-of-work.html>
- SBC Professor Jim Kirkwood (Math Dept) wins State Council of Higher Education for Virginia (SCHEV) Outstanding Faculty Award <http://sbc.edu/news/mathematical-science/sweet-briar-professor-wins-schev-outstanding-faculty-award/>
- Leah Jorgensen '96 named as one of the 2015 Winemakers to Watch <https://www.facebook.com/sweetbriaralumnae/posts/1420901658027005>

**Other General Action Items**

1. Working Group Co-Chairs – continue to coordinate with Alum Relations staff; 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.**