



Present: Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Lea Harvey '90, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72, Kathryn Yunk '91, Michelle Badger '06, Sally Mott Freeman '76, Priscilla Carroll '87 (Director of Alumnae Relations), Donna Dodd (AR&D), Clelie Steckel (AR&D), Ann Kiley Crenshaw '76

Absent: Meg Guegan '92, Amy Leigh Campbell '97, Lisa Longino '78, Phyllis Watt Jordan '80, Cady Thomas '98

PlusOnes Pilot Participants: Christie Cardon '96, Heather Ewing '90, Katie Robertson '97, Sara Parsatoon '11, Sarah Elkins Ince, '99, Norma Valentine, '93, Jill Triana, '99, Christina Hoy, '93, Janeen Sharma '96

Meeting Purpose: Operations coordination call among the SBC Alumnae Alliance Council (AA Council) Working Groups and with the College Office of Alumnae Relations & Development. This particular call was an outbrief of meetings on campus from Feb 24-25, 2017 and recap of action items for discussion with all call participants. The PlusOnes pilot, where alumnae listen in on standing AA Council teleconfs, and participate as appropriate, includes alumnae participants who are active in a number of Alumnae Alliance related activities and were nominated by other alumnae to participate in a pilot to improve overall alumnae engagement and timeliness of communications.

Council Operations: As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).

- AA Council will focus efforts toward "Alumnae Engagement, Students, and Money" to support AR&D. Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of AR&D and Priscilla Carroll '87, Director of Alumnae Relations.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- **AA Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (3/14/2017, 3/28/2017, 4/11/2017, 4/25/2017)
- After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to AR&D staff for their operations oversight, in alignment with SACS accreditation principles. See minutes online, posted about a week after each meeting at <http://sbc.edu/alumnae-development/alumnae-alliance/>

New Business, Other SBC News Highlights and AA Council Ongoing Operations

- Very productive meetings on campus this past weekend Feb.23-26, including updates to Council from Bill Allen (Admissions), Barb Watts (Career Planning) and Mary Pope Hutson '83, Donna Dodd '15, Claire Griffith '80 and Clelie Steckel (AR&D)
- **Class Presidents and Fund Agents Team**--training session this evening 2/28/17 5:00 p.m. EST.
- **Sweet Briar Fund** launch is March 1-10, AAC will echo on social media. Target is to reach 60% of alumnae giving. Alumna = anybody who attended SBC one semester or more. Per Priscilla, Mary Pope says there is no time to be tired because March 1 is tomorrow, goal is \$500K for March 1; goal of another \$500K between March 2-10.
- Sara P asked to explore how to help the Alumnae Alliance with echoing social media to reach younger classes for March 1 Day of Giving; she will connect with Clelie and Sally Freeman.
- www.sbc.edu/give is the new webpage for giving to SBC, where you can set up monthly payments; you can opt to have the site remember your personal and payment info.
- **Plus Ones** pilot survey is open; Plus Ones please fill out the survey (takes 5-10 mins) that is attached. How can we expand the Plus Ones program to many more alumnae? We need your feedback.
- **Reunion Planning:** AA Council Members and PlusOnes are encouraged to "**Save-the-Date**" for both **Reunion (June 2-4**, honoring 2's and 7's but all classes are encouraged to "come home!") and **Founder's Day, Sept 22-24**; Donna Dodd needs alumnae volunteers to help with reunion(e.g., hospitality rooms setup, campus runner jobs, etc.)
- Please provide comments on draft reunion schedule to Donna or Priscilla **no later than Friday, March 3**. Local restaurants are going to provide our Friday night cookout meal at reunion; local brewery/winery may also participate. Donna will look for places where we can use alumnae volunteers at reunion--e.g. to staff tables in Babcock for registration, set up, etc.

- Cady and Kathryn are working with AR&D on updates to Clubs handbook to ensure compliance with SACS accreditation requirements (esp. related to fundraising).
- Through alumnae rep to the Alumnae Committee of the Board Ann Kiley Crenshaw, Council told Board we would like to hear more about bylaws, committees and working groups. The Board provided an update on by-laws, committees which include alumnae, faculty, staff and students, etc. as part of the Town Hall update.

AA Council and PlusOnes are asked to help with several areas of communications on an ongoing basis

- Sharing key news articles posted on the SBC Alumnae Alliance Facebook page to additional FB pages
- If you see someone posting something about a job or internship or career networking on FB, to point them also to our Alumnifire site (<https://sweetbriar.alumnifire.com>)
- PlusOnes will be asked to provide pilot feedback in the short-term future, and consider nominating other alumnae to potentially participate in the future as additional PlusOnes

News Roundup (in case you want to forward on in an alumnae newsletter)

- **Spring 2017 Explore Engineering Weekend** (March 24-25, \$35 to attend) is accepting registrations for high school sophomores, juniors and seniors. <http://sbc.edu/engineering/explore-engineering-for-high-school-girls/>
- **Spring 2017 Explore Environmental Science for High School Girls** (April 7-8, \$35 to attend) is accepting registrations. <http://sbc.edu/environmental-science/explore-environmental-science-weekend-for-high-school-girls/>
- **Spring 2017 Explore Computer Science Weekend for High School Girls** (April 7-8, \$35 to attend) is accepting registrations. <http://sbc.edu/computer-science/explore-computer-science-weekend-for-high-school-girls/>
- **Blue Ridge Summer Institute for Young Artists at Sweet Briar College** (June 18 – July 9) for rising high school sophomores, juniors, and seniors interested in creative writing, studio art, and sound design / composition. Program highlights: co-educational and on-campus residential program, 2 hours college credit. Apply by April 1. Financial aid & scholarships available. Tuition: \$2980. Attendees who later attend Sweet Briar College will receive a \$2,000 tuition credit in their first year. See <http://www.bluratsbc.com/>
- Save-the-Date for **Founder's Day** (tentatively Sept 22-24). Likely to include AAC strategy working sessions and training on campus.

Working Group Updates (listed alphabetically)

Alumnae Admissions Recruiters (AARs): Julia Schmitz '03 and Michelle Badger '06

- Mobilizing AARs for Spring efforts. Phased Approach:
 - **Promote** (Dec-Jan): Clubs invited prospective students to Sweet Briar Day events [DONE]
 - **Convert** (Jan-Feb): AAR phone calls to 30 prospective students each; Admissions to provide talking points, AARs to report back results through Regional Leads, then Julia & Michelle [UNDERWAY]
 - Admissions would like 50 more alums to sign up to make phone calls to prospective students to encourage them to submit applications to SBC
 - Around March 1, AAR's will be asked to call students who have submitted applications to encourage them to make their deposits for the fall semester
 - **Recruit** (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
 - Still working on staffing spring college fairs
 - **Welcome** (Mar-Apr): AARs contact accepted students to encourage them to make their deposit
 - **Celebrate** (May-Jun): AARs to meet with SBC Scholarship Recipients at high school scholarship announcement nights. Photos + media releases instructions forthcoming.
- AA Council and PlusOnes asked to help share the online form to **refer a student to Sweet Briar** (accessible via either Admissions or Alumnae pages). <http://sbc.edu/alumnae-development/refer-a-student/>
- AA Council Members and PlusOnes asked to help trouble shoot anyone who has not received their AAR calling lists yet by forwarding name requests to Julia and Michelle. **Savannah Oxner '05** in Admissions reports that there are **80+ AAR callers for the Convert phase**, but more are always welcome! **Sara Parsatoon '11** offered to explore organizing a few Class of 2011 alumnae with social media expertise (e.g., Twitter, Instagram, Snapchat) to help promote referring a student and AAR calling.
 - Some Board members have volunteered to make some of the prospective student calls. They too must sign the Volunteer Agreement before being provided student information, to insure SACS and FERPA compliance.

- Updated Volunteers Agreement ensures we are compliant with SACS guidelines and FERPA student privacy requirements.

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

- **Sweet Briar College Magazine – Phyllis Jordan '80 and Jane Dure '82** rounded up a Red Pencil Team of volunteers to help with editing Class notes.
- Please let Phyllis know by **March 15** what booth each working group will be doing at Reunion and who will staff it. You need at least 2 people to help set up and 2 people to staff the booth (they can be the same people).
- Phyllis needs to know by **April 1** what supplies/materials you will need for your booth at the Engagement Fair.
- Thinking of shifting Class Officer training to the Sunday morning of Reunion, after breakfast.

Development Working Group: Lisa Longino '78 and Lea Harvey '90

- Development Working Group is taking a close look at each of the months remaining till June 30 end of Fiscal Year and planning how our team will proceed.
- Katie Hearn making progress with the Friends groups to cover items that are budget-relieving
- Messaging challenge: how to get a “controlled urgency” and sustain people’s interest and desire to give. We are looking at a messaging platform that will inform donors as to what their funds are going towards.
- DeDe Conley '72 noted that despite all the messaging, lots of people just don’t know a lot. Rule is: Say something seven times before listener hears you; then say in one more time.
- A lot of classes do a weekly email letter
- Amy Leigh Campbell '97 working on posting photos of “What’s Blooming This Week at Sweet Briar”
- Other ongoing support to AR&D for **Major Donors Task Force and Foundations / Corporations / Non-Profits. Blair Redd '83** helping with outreach packages to foundations on donor request follow-ups. Dev WG members also working on new unrestricted proposal for soliciting gifts from Foundations / Corporations.
- **Williams Associate** info available at <http://plannedgiving.sbc.edu>! There is a push this month on Planned Giving as a supplement to annual giving to the **Sweet Briar Fund**.
- New SBC **updated online giving platform** is live at www.sbc.edu/give

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92; Debra summarized today:

- Ongoing effort to support and repost/echo what the college is doing.
- Communicate at least 7 times before somebody hears your message. Then communicate again.
- Update on media coverage about the announcement of **President-Elect Meredith Woo**. News articles available online at <http://sbc.edu/news/>
- **Alumnae Bios/Profiles** request from College MMC, **Jane Dure '82** assisting. See example alumnae profiles <http://sbc.edu/government-and-international-affairs/alumnae-profiles/> and online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/> .

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

- **We are postponing our** networking event in D.C. on March 5-6 and will reschedule later in the spring.
- ALCampbell wants to come to DC this spring with her govt class; we will coordinate with her if wanted.
- Barb Watts has 4 students going to Capitol Hill on March 20 for an arts award; we will try to connect them with alumnae.
- Barb also has a new online platform for career services -- **Career Beam**. She can provide log in access to alumnae if you want to try it; there is also an access point for employers to post job listings (Barb needs to beta test this feature)
- **Alumnifire/Career Networking** – Debra and Katie S. and Evangeline Taylor '00 (via weblink from Nicaragua) provided a successful on-campus lunch session for students and faculty/staff on Thursday, February 23rd on Alumnifire. 50+ new job and internship postings since early January 2017. Many of the postings identify several jobs / internships at an organization.

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

- **Sweet Briar Day Events** – debriefs and lessons learned capture underway; working with **Phyllis Jordan '80** and **Clelie Steckel** (Asst. Director, Annual Giving) to make sure the College has Club photos from SBC Day Events for potential inclusion in upcoming SBC Magazine or Briar Wires.

- **Virtual Silent Auction** – auction part of receiving donations is live. We are looking for things from alums as well as nonalums. All proceeds go to college so it is a great fundraiser. Goal is \$100K; last year we raised \$44K. Very little cost to run this.
- Everyone is asked to help identify potential donations – small donations to larger donations are welcome. For more info, please contact Cady, Kathryn or **Norma Valentine '93** (Auction lead, norma.v0@yahoo.com)
- **SACS training**: we will be rolling this information out to our regional and club leaders to make sure we are in compliance with SACS accreditation requirements re. clubs' fundraising.
- Reunion: we want to drive alumnae engagement, recruit younger alumnae in particular to clubs.
- Focus this spring on celebrating Phil's service and welcoming Meredith Woo.

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

- Sarah and Debra's Council presentation to the Board was very well received. Board impressed with level of alumnae value in kind contributions. This is a new model in higher ed - "The Sweet Briar Effect" where alumnae volunteer with skill-based expertise to assist the College's operational needs (similar to Doctors Without Borders or Pro Bono Law Advising).
- **PlusOnes feedback survey** is live. Please take the 5-10 mins needed to fill out the survey and consider nominations for other PlusOnes to participate.
- Support Council operations, assist AR&D with overseeing alumnae activities. **Council Meeting Minutes** –online <http://sbc.edu/alumnae-development/alumnae-alliance/>

The meeting was adjourned at 1:00 pm ET.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of February 12, 2017, Updates noted in RED font and yellow highlights

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 th	Sweet Work Weeks	SBC Alumnae Club Events – check with local clubs for latest dates updated due to inclement weather	Jan 5: Annapolis / Baltimore Jan 6: New York, San Francisco Jan 7: Dallas / Fort Worth, Detroit, Hunt Country VA Jan 8: Atlanta, Richmond, Triangle Club NC, Washington DC Jan 14: Boston, Charlottesville, Milwaukee/Chicago, Paris France Jan 15: Cleveland Heights, OH
Aug 18-20	Board of Directors on Campus	Jan 18	Classes Begin
Aug 19-20	New Student Orientation	Feb 12-13	Presidential Scholars Visit
Aug 23	Opening Convocation	Feb 23-25	Board of Directors on Campus ** AA Council onsite meetings with AR&D and briefing to the Board (Feb 24)
Aug 25	Classes Begin	Feb 19-20	Presidential Scholars Visit
Sep 18-21	Online Streamathon	March 1st	Sweet Briar Day of Giving (goal \$500,000)
Sep 19	Fall Step Singing	Mar 3-12	College Spring Break
Sep 23-24	Founder's Day Weekend	March 2-10	Sweet Briar Days of Giving (2nd \$500,000 goal) including March 10th Indiana Fletcher Williams' Birthday
Sep 29 – Oct 2	College Fall Break	Mar 19-20	Accepted Applicants Weekend
Oct 9-10	Admissions Open House	Mar 20	Spring Step Singing
Oct 14-16	Families Weekend	Mar 24-25	Explore Engineering Weekend
Oct 16	Board of Directors Teleconf	Apr 7-8	Explore Environmental Sciences Weekend
Oct 22	Amherst County Day (11 am – 3 pm events in the Quad)	Apr 9-10	Accepted Applicants Weekend
Oct 28-29	Explore Engineering Weekend	April 14	Soph./Juniors Open House
Nov 10-12	Board of Directors on Campus	Apr 20-22	Board of Directors on Campus
Nov 13-14	Admissions Open House	May 2	Classes end
Nov 18-27	College Thanksgiving Break	May 4-8	Exams
Nov 29	Sweet Briar Fund National Day of Giving (“Giving Tuesday”)	May 13	Commencement (Class of 2017)
Dec 9	Classes End	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings
Dec 11	Board of Directors Teleconf	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 11-15	Exams	July 10-28	Forbes My Top College Competition (tentative scheduling)
Dec 16 th – Jan 17 th	College Winter Break	July 31 – August 18	Sweet Work Weeks
		Aug 24-26	Board of Directors on Campus
		Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
		Oct 19-21	Board of Directors on Campus

See full selection of calendars online at <http://sbc.edu/featured-events/>