



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
March 1, 2016

Present: Amy Leigh Campbell '97, Sarah Clement '75, Sally Mott Freeman '76, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Michelle Badger '06, Debra Elkins '93, Deirdre "DeDe" Conley '72, Julia Schmitz '03,

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

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

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 3/15/2016; 3/29/2016, 4/12/2016; 4/26/2016)
- **Council Operations:** As appropriate, the Council will identify one priority action item per teleconf, and coordinate with Board of Directors (BOD) or College Alumnae Relations and Development (AR&D) contacts.
- **Status:** The AA Council will coordinate follow-up questions with AR&D (Mary Pope Hutson '83 and Edie Bowles '74) so that the AA's Land Use and Sustainability Working Group can assist the College with research related to a recent environmental grant, and matching fund raising / targeted development efforts.
- **Pace WG efforts and prioritize to Board and College Priorities: "Money and Students"** - (A) fundraising; (B) student recruiting and (C) supporting other BoD and AR&D requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- 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.
- **Publishing meeting minutes.** After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to the BoD Alumnae Committee Chair and AR&D staff, and subsequently posted on the web by AR&D 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

- Update from **Mary Pope Hutson '83**, VP of Alumnae Relations and Development
 - Opportunities and challenges in creating a much broader alumnae network and stronger ties between and among alumnae.
 - Mary Pope, now onboard at Sweet Briar for 8 weeks, is working to broadly define the partnership of AR&D with the Alumnae Alliance; AR&D and the Alumnae Alliance are moving forward positively and must stay focused together on next steps, as today we have 16 weeks to go to reach the June 30th giving deadline for Sweet Briar's end of fiscal year.
 - AR&D and the Alumnae Alliance are working together smartly for the Next is NOW Campaign. The Major Donors Alumnae WG will hold an organizing teleconf, and the Development WG will unleash the Major Donors WG to canvas across the country: BoD members to call past BoD members; President Stone and Hutson will be traveling during each of the next 12 weeks to visit 15 more people to gain challenge donors; Development WG will need help from Class Acts WG and Geo / Regions and Clubs Presidents for the Next is NOW Campaign.
 - For Your Awareness: Wilson College alumnae have called SBC– they lost their appeal to keep Wilson College single sex and they want to join SBC to build SBC's sustainability as a women's liberal arts institution by having a Wilson College SBC scholarship. The College will explore this opportunity.
- **Update on the Next is NOW Campaign:** (1) converting pledges; (2) major donors; (3) Sweet Briar Fund (annual giving). Key dates upcoming:
 - **March 3** – on-campus events and Day of Giving to raise \$500,000. Follow <https://www.facebook.com/sweetbriarnowforever/> for updates on the Next is NOW campaign. Activities will be geared towards moving past the sadness and residual anger / mistrust from last

year's attempted closure. This is a crossroads to renew ties and to move forward to the future. The College has updated / clarified their estimated cost of attempted closure -- they have identified so far at least 33.9M costs of attempted closure. SBC will likely get some national press coverage related to one year after the attempted closure, and the remarkable story going forward.

- **March 4** – video from President Stone on Facebook
- **March 10th** (149th Birthday of Indiana Fletcher Williams) – Goal of \$1 million

Alumnae – how can you help with Next is NOW? Participate in the March 3 Day of Giving and other Next is NOW campaign efforts

- **Make your gift today.** Ways to give to Sweet Briar <http://oldweb.sbc.edu/alumdev/ways-give>
- Question from the AA Council for Hutson '83: Could the College clarify what is versus what is not allowed under ancillary fundraising?
Response: some ancillary fundraising, including scholarships, a travel stipend fund for potential students coming to visit, and a fund for preservation may be allowed, but ASK COLLEGE AR&D FIRST. Hutson outlined \$150K of the needed \$500K for the conservation fund has been raised (if we get \$500K, then a \$500K match will come); we know Sweet Briar House and others of the 21 buildings on the National Register of Historic Places need preservation funds; we know the student from Oregon Presidential Scholar came back with her mother last week (with assistance from the travel stipend fund) for the Engineering conference and has now accepted her place for next year! **AR&D asked the AA Council to steer any questions on funding through Kathy “kp” Papadimitriou '84 (College AR&D).**
- **Follow the Sweet Briar Now and Forever Facebook Page**
<https://www.facebook.com/sweetbriarnowforever/?fref=photo>
This is the official page the College is using to promote our Day of Giving on Thursday, March 3rd, Next is NOW, and future campaigns. Alumnae can help by going to the page to "like" it yourselves, and inviting your Facebook friends to like it. Please follow the steps below to help us out:
 1. Visit <https://www.facebook.com/sweetbriarnowforever/>
 2. Click "Like" if you haven't already.
 3. Click "Invite friends to like this Page." (Left side of page)
 4. A box will open up with a list of all of your friends. Click "invite" next to the names of those folks you want to start following the page.
- **Watch the interview of President Stone and video clip in the Chronicles of Higher Education** (February 25, 2016) <http://sbc.edu/news/president-stone-featured-in-chronicle-interview/>
- Livestream Sweet Briar's Radio Station “**Briar 92.7**” at <http://rdo.to/briar927>

Working Group Updates (WGs listed alphabetically)

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

- Continuing to work on **Reunion Planning (June 3-5, 2016)**. Working on engagement fair booths ideas.
- Developing plans for **Class Notes** including evaluating how to produce and disseminate.
- Reaching out to class secretaries on effort to find missing classmates as part of Next is NOW campaign

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92

- **Discussed Alumnae Pearls of Wisdom for Media and Communications**
 - (1) **“DNE (Do Not Engage)”** – ignore inflammatory posts, touch base individually via private messages
 - (2) **“Squirrels”** – post other high visibility positive stories of alumnae doing interesting things
 - (3) **“What Would Indiana Do (WWID)”** – remind others gently of classy and respectful behavior
 - (4) **“Washington Post 24-Hour Rule”** – remind others if the email or post appeared on the front page of the Washington Post, how it could be misinterpreted, and taken out of context. And to think about things or even sleep on it for 24 hours before sending the email or posting the comment on Facebook.
- MMC WG recognizes the communications **challenges inherent in communicating to 8 decades of alumnae** in the forms they want and with the information they want. Will consider how to do a media channels effectiveness assessment / survey to ask alumnae which channels are most useful and impactful to reach them.
- MMC WG is looking for any alumnae who have **stories of how “the SBC Network” helped them** to find an internship, job, apply to graduate school, etc. If anyone has examples, please send names and basics of story to Meg Guegan '92 (meg.guegan@gmail.com).

- **Alumnifire** See <https://sweetbriar.alumnifire.com> Sweet Briar is among elite networks of alumni including: University of Denver; Connecticut College; Princeton University; Vassar College; Sweet Briar College; University of Michigan; Duke University. Note that SBC is the highest ranking all-women's college.
 - **Current Alumnifire Statistics (as of February 28, 2016):** 658 Vixens offering informational interviews; 462 Vixens offering job shadowing; 295 active employers 181 Vixens interested in finding interns
 - **FYI: Alumnifire Tutorial and How-To is available online at** <https://vixenwatch.files.wordpress.com/2016/01/alumnifiretutorialandhow-to.pdf> **FYI: Alumnifire Tutorial and How-To is available online at** <https://vixenwatch.files.wordpress.com/2016/01/alumnifiretutorialandhow-to.pdf>

Who should join AlumniFire?

- Current students looking for internships
 - Recent graduates just starting their careers
 - Vixens job recruiting for their own companies or others
 - Vixens applying to graduate school, law school, medical school, etc.
 - Vixens interested in research opportunities
 - Vixens considering a career change
 - Retired alumnae with experience to share
 - Experienced vixens who want to mentor young vixens
 - Vixens who are seeking vixen intern(s)
 - Vixens who want to encourage the next generation of vixens
 - Faculty who want to help match students with exciting opportunities offered by alumnae
- **Vixen Watch** is published online weekly by **Monika Kaiser '82**. It covers “all things Sweet Briar”!
 - To sign up for the email distribution, go to <https://vixenwatch.wordpress.com/>
 - Click on the small pop-up box in the bottom right corner of your browser screen “Follow”
 - Submit your email address and subscribe to the free email news feed.
 - **If any alumna has anything you want posted / submitted in the next Vixen Watch for news sharing to other alumnae**, please post your request in the comment section of the web page / block (in other words, click the “Leave a Comment” link at the top left part of the page)..

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

- **Sweet Work Weeks (May 16-June 3)** registration will be coordinated with **Reunion (June 3-5)**. 2016 Leader is **Megan Coffield Lyon '80**. Megan and Katie S will work with AR&D to get a list of College needs, and begin identifying volunteer tasks. **Jen Phelps Staton '02** and **Debbie Thurman '76** – who successfully organized last year's Sweet Work Weeks, will be asked to help provide tips, best practices, lessons learned. Volunteers may also be asked to help with Reunion preparation and Next is NOW phonathon leading up to Reunion.
- **Unsung Heroes Banquet (staff appreciation dinner) - Leader is Debbie Thurman '76**. She is in touch with Kelly Kraft Meyer, Dean of Student Life and Academic Support, and the project is on track
- **Support to SBC Career Services Career Event** on March 2nd from 6:30 - 8:30 pm at the Wailes Conference Center. Originally the program was going to focus on English & Creative Writing but Career Services has expanded it to include the Humanities. Alumnae participating in the event include: **Katherine Beach '09** - Associate Director for Global Engagement at UVA Darden Center for Global Initiatives; **Priscilla Carroll '87** - Assistant Attorney General, Maryland - Department of the Environment; **Emily Pegues '00** - Curatorial Assistant, Department of Sculpture & Decorative Arts, National Gallery of Art; **Deborah Thurman '76** - English Major - Publisher, Freelance Writer, Author; and **Ashley Hinkle '11** Exhibition Designer, The PRD Group, LLC, Fairfax, VA.
- **Vixen2Vixen Working Group** is helping find and pass along news of alumnae, whom the College and the Alumnae Alliance could reach out to, to provide support. V2V reported the death of **Mary Healy Ritzo '96**; and noted the Class of 1964 will reach out to their classmate, **Betty Page Carlton Schroeder '64**, the mother of another alumna, **Mary Byrd Schroeder Braun '95**. Schroeder '64 recently experienced major damage to her house from a tornado.

Regional / Clubs: Cady Thomas '98 and Kathryn Yunk '91

- Recruiting two new regional leadership representatives – in process
- Working on Next is NOW “**Fundraiser in a Box**” options – will get them pre-approved for Clubs use

- Noted that lots of Clubs are going to hold March events across the USA

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

- **Next is NOW Campaign underway.** The campaign has three areas of focus **(1) acceleration of pledges; (2) major donors solicitations, (3) Sweet Briar Fund** (annual giving).
- This WG is providing critical “surge support” alumnae expertise to augment College staff.
- Working Group preparing a **Frequently Asked Questions** to support the **Next is NOW Campaign**. **For more information, see <http://sbc.edu/alumdev/next-now>**
- Letters have been sent out to alumnae to ask for donations; Decade Chairs calls will be occurring regularly; the entire rollout of the various Development Subgroups will occur within the next few days
- The Development WG is supporting AR&D to work with Andrew Whitaker at Alexander Haas to confirm last Saving Sweet Briar, Inc. pledges.

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

- Beginning to work with Shannon Beasley '02, Director of Education Outreach and Graduate Recruitment, Adjunct Instructor of Education to explore how to use Admissions Advocate to match alumnae to students attending targeted high schools that the alumnae previously attended.
- **Alumnae Admissions Representatives (AARs)** – helping to push out information to AARs to begin using the “**Admissions Advocate**” **web portal / software** which matches the zip codes and other profiling criteria of prospective students with AARs.
 - Software looks very promising to assist our network of volunteer AARs – 427 registered AARs so far; 235 responded affirmatively regarding name tags in preparation for potential spring College Admissions Fairs, school visits, and student contacts. Goal is to assist Admissions with whatever help they need to convert the 1000+ applications received to students enrolling for Fall 2016.
 - If you want to **volunteer to be an AAR**, register online to be an AAR at <http://sbc.edu/alumdev/volunteers-needed>
 - **More info on the AAR program** <http://makinghistory.sbc.edu/aar.php>
 - **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

- Providing ad hoc support to the College as needs arise daily. Hutson '83 indicated that the entire Council would be needed as this week! President Stone will meet with President's Council and begin working on a strategic planning document for next steps forward – draft will work its way through Administration and the Faculty, then to BoD and the alumnae base via the Council for implementation of work.
- **Land Use & Sustainability Working Group** – Led by **Lisa Hite '79**. Exploring **potential Earth Day Speakers** for 2017; will coordinate with College Lectures & Events Committee, and Waxter Environmental Forum which will host Joan Maloof, the Founder and Director of the Old-Growth Forest Network. Maloof is also the author of two books: "Teaching the Trees: Lessons from the Forest" and "Among the Ancients: Adventures in the Eastern Old-Growth Forests". Maloof will discuss forest conservation on April 19th at Sweet Briar. WG will stand ready to assist the College when asked, with research related to a recent environmental grant, and matching fund raising / targeted development efforts.
- Continuing to engage targeted members for an **ad hoc Stateswomen Advisory Group (SWAG)** to permit input and reach back on select issues to prior Board of Directors, officers of the old Alumnae Association, and other alumnae with significant experience serving in executive positions or Board experience in private sector, non-profits, etc.
- Has begun background research on volunteerism and possible “**partnership principles**” with AR&D. Reviewing SACS Accreditation Principles related to governance / administration and oversight of alumnae organizations <http://www.sacscoc.org/principles.asp> to make sure AA relationship with AR&D in alignment with SACS Accreditation guidance. Identifying and reviewing other College volunteer agreements. Note that Sweet Briar's new paradigm of active alumnae involvement and volunteerism is quite distinct from other Colleges.
- Has begun drafting example job descriptions and value-in-kind estimation for AR&D adoption of **Digital**

Cheetah Volunteer Software. The Network started drafting their job descriptions too. Strategic Initiatives will support other Working Groups as time permits.

- Working with AR&D to pilot **submitted ideas / list of options document** on DropBox for AA use
- **Have sent idea from SWAG to Career Services / Student Life** to consider writing a 1-page summary of short phrases for “Fifty Pearls for Sweet Success”. This “Fifty Pearls” list, simple tag line phrases capturing a leadership / social etiquette tip, would be similar to “50 Ways for Managing Up” from Col. Bill Smullen (former Chief of Staff for Colin Powell). Style of end product might be like the “The Insider’s Guide to Sweet Briar College” and “To Manners Born, To Manners Bred” (etiquette guide for Hampden-Sydney freshman).
- Will work with **Char Reed ’73** and **Jean Thatcher ’71** to follow up on research related to Equestrian Program background research. Debra to talk with Sarah Lewis while on campus re. data needs and options; will be linked to Friends of Riding / Development Working Group fundraising efforts.
- Could potentially stand up a volunteer team to work with Uber to link the Virginia areas covered already like Charlottesville and Lexington to SBC. Uber already covers the Lynchburg-Roanoke-Blacksburg to SBC area and rental cars are available at SBC. Uber would ensure parents and students that no SBC student would ever be stranded in a place she did not want to be. The opportunity for this future Working Group would be to help make the connection of transportation to promote "safety" as a key selling point for SBC (per an alumna with a daughter...).
- Could potentially stand up a future Working Group to partner with the International Working Group (or with some of their representatives involved in this proposed WG) to develop a list of Alumnae businesses globally by each US and international city. The list would support alumnae businesswomen and travelers so we always have someone we know in every city, who is well educated and part of the Alumnae network. It would also be good information for admissions to present to prospective students to show career paths for our alumnae across the USA and abroad in businesses.

Other General Action Items

1. Working Group Co-Chairs – continue to coordinate with AR&D staff as needed; 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.