



Present: Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Watt Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91, Priscilla Carroll '87 (Director of Alumnae Relations), Donna Dodd (AR&D), Clelie Steckel (AR&D),

Absent: Michelle Badger '06, Amy Leigh Campbell '97, Ann Kiley Crenshaw '76, Sally Mott Freeman '76, Lea Harvey '90, Julia Schmitz '03,

PlusOnes: Florence Rowe Barnick '80, Jean Bryan '82, Christie Cardon '96, Dianne Doss '93, Jane Dure '82, Heather Ewing '90, Sarah Elkins Ince '99, Cyndi McCabe '74, Sara Parsatoon '11, Norma Valentine, '93, Katie Weidner '88,

Meeting Purpose: Operations coordination call among the SBC Alumnae Alliance Council (AA Council) Working Groups and with the College Office of Alumnae Relations & Development. PlusOnes who are continuing on after the 2-month pilot, listen in on standing AA Council teleconfs, and participate as appropriate 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 operations coordination teleconfs with Priscilla Carroll '87.
- **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 (3/28/2017, 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

- Priscilla Carroll urged AA Council members to give her comments on the clubs handbook. The deadline passed Friday, 3/10, and they haven't received many comments. Debra stressed the SACS accreditation requirements.
- The AA Council gave kudos to Clelie Steckel for the success of the days of giving in early March, which raised more than anticipated. Final numbers on the amount of money and the number of gifts given by March 10 were expected by March 17. The AA Council and PlusOnes will help re-post the information widely to alumnae.

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>)

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 high school students interested in creative writing, studio art, and sound design / composition. 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 were not present so Sarah and Debra gave the presentation:

- AAR have been calling seniors to encourage them to apply. The admissions office is now having them shift to juniors to build next year's recruiting pipeline.
- The faculty will begin calling accepted students to encourage them to come to Sweet Briar and send in their deposits.
- There is a new list of college fairs that we need alumnae to help with. Several PlusOnes offered to help follow up on fairs coverage with AARs, if Council members could forward on the AAR information / posting
- Phased Approach, as modified by Admissions, has evolved to:
 - **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 provided talking points, AARs to report back results through Regional Leads, then Julia & Michelle [UNDERWAY]
 - Admissions asked for 50 more alums to sign up to make phone calls to prospective students to encourage them to submit applications to SBC
 - Around March 15, AAR's will be asked to call targeted juniors to encourage them to be thinking about Sweet Briar as their college of choice.
 - **Recruit** (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
 - Still working on staffing spring college fairs
 - **Welcome** (Mar-Apr): Admissions is asking faculty to contact accepted students to encourage them to make their deposit [UNDERWAY]
 - **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 should 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/>

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

- **Sweet Briar College Magazine** – The content is in. Phyllis hopes the magazine will be in mailboxes in April.
- **Engagement Festival** –Phyllis said she's heard from all but one working group about their plans for the engagement festival. She is also waiting to hear from Friends groups that have been invited to participate.
- She said the Class Acts team may encourage class competitions for cornhole, plus a championship round. She needs information in the next few weeks about materials needed and staffing.
- Later in the call, Jeanne von Schroeder Bryant '82, asked questions about the lunch meal during the engagement festival, as well as how to engage older alumnae in the fun. Phyllis suggested an ombudsman and nominated PlusOne Flo Rowe Barnick. Sarah V. suggested an ombudsman committee.
- Phyllis said she had also reached out to the class of 2012 for help with the tour for alumnae daughters.
- 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.)

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

- Lisa said the working group is waiting on the final tally from early March and offered her congratulations to Clelie for her extraordinary effort on the giving days.
- Development Working Group is moving all over the country to try to get to this \$20 million. So far, so good.
- **Williams Associates** 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;

- Meg Guegan reminded members to comment on, like or share positive things on Facebook and Twitter. This helps us with online social media algorithms
- Meg said as we get closer to graduation, she expects to see more positive stories about Sweet Briar in the news.
- Phyllis asked whether there was any attempt to publicize what's going on with Google. Meg said she would connect with MMC about that.

- Meg said she was going through old postings during the “recent unpleasantness,” trying to weed out some of them. She urged people to point her to troublesome posts. She said a recent story from Bloomberg brought up old news that was outdated if not outright wrong.
- Debra urged members to push out the approved material already cleared or written by the college’s MMC.
- **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

- Katie said there’s no update on rescheduling the networking event in D.C. She said she would check again with Amy Leigh Campbell, who wants to come to DC this spring with her government class.
- Sarah V. praised the Network’s efforts to expand the use of Alumnifire. Meg just contributed the 200th job opening, we’ve added 75 postings for jobs and internships since January, almost as many as students in the senior class. Evangeline Taylor ’00 working on light touch updates to the Alumnifire flyers, so AR&D can have them in Microsoft Power Point and Adobe pdf formats for flexible use in AR&D.
- Katie described the work of two alums who worked behind the scenes to plan and execute the presidential inauguration. She interviewed the alums and provided information for a Q&A that may appear in the alumnae magazine.
- Katie said one of the alumnae who worked on the inauguration is an art history major who works for the curator of the Senate. She is connecting her with Barb Watts, who has 4 students going to Capitol Hill on March 20 for an arts award.
- 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)

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

- **Alumnae Clubs Handbook Update** – Regional Leads and Club Officers are providing inputs to Priscilla Carroll ’87 (AR&D) to update and enhance the Clubs Handbook.
- **Virtual Silent Auction** – The auction opens at the end of April. Norma Valentine ’93 is accepting donations and has opened the site. They are soliciting items. They are going to wait another week or so to start plugging the auction items on Facebook and other platforms. All proceeds go to college so it is a great fundraiser that can span across Clubs. Goal is \$100K; last year we raised \$44K. Very little cost to run this.
- **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. Info will be included in the next revision of the Clubs Handbook.

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

- Support Council operations, assist AR&D with overseeing alumnae activities.
- **PlusOne Survey and Way Ahead** -Sarah V talked about the survey on the pilot for the PlusOnes. She said there was useful input and feedback. She explained that this biweekly call is largely an operational call, not an occasion to discuss strategy or develop new ideas. Debra said that folks want to do more strategy, but our task literally is to try to control the “firehose of ideas” and channel them so that AR&D is not overwhelmed. Debra said she likes doing strategy, but said our role currently is to do operations and execution reinforcing the strategy that the college sets (money, students, engagement). Our operational focus is aligned to provide programs and services for alumnae and support the College by providing additional professional operational expertise as it continues in its recovery. Strategy ideas can always be submitted either through any Council member or using the online “Submit an Idea” form on the Alumnae section of the SBC website. However, ideas proposed and undertaken by the Alumnae Alliance cannot put a burden of support on College AR&D staff, as they are already at a “critically under-staffed level”, so the Alumnae Alliance must come up with innovative \$0 cost solutions to pursue ideas at this point in time.
- **Council Meeting Minutes** –online <http://sbc.edu/alumnae-development/alumnae-alliance/>

The meeting was adjourned at 12:50 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/>