



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
March 15, 2016

Present: Amy Leigh Campbell '97, Sarah Clement '75, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Beth Ann Newton '86, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Michelle Badger '06, Deirdre "DeDe" Conley '72

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

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

- **News Update: VA State House Joint Resolution 452 passed March 10, 2016 - Commending Saving Sweet Briar, Inc.** <https://www.richmondsonlight.com/bill/2016/hj452/fulltext/> Delegate Ben Cline (R-Amherst) with support from co-patron Senator Tom Garrett (R-Lynchburg)
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 3/29/2016, 4/12/2016; 4/26/2016; 5/10/2016; 5/24/2016)
- **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).
Status: The AA Council will coordinate follow-up questions with AR&D re. AAR Working Group to make sure the AA Council is ready to assist if needed with AARs and student close rates.
- **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.

Working Group Updates (WGs listed alphabetically)

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

- Developed **operating proposal** and will coordinate with AR&D to improve AARs WG operations
- Continuing to fill regional AAR leader positions and aid Admissions in organizing College Fairs
- **Admissions Advocate** software portal – software update completed
 - Software assists our network of 400+ volunteer AARs –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>

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

- **Reunion Planning (June 3-5, 2016).** Working on ideas with AR&D – plans to be announced this week to broader alumnae. Working on engagement fair with other WGs. Working on reunion tennis tournament
- Providing recommendations for **Class Notes**
- Assisting with targeted email communications to Classes to support AR&D as requested

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

- **Next is NOW Campaign underway.** Three areas of focus **(1) acceleration of pledges; (2) major donors solicitations, (3) Sweet Briar Fund** (annual giving). Campaign Goal is \$30 million by June 30, 2015.
- Successful March 3rd Day of Giving and March 10th 149th Birthday of Indiana Fletcher Williams – over 1,200 donors for this initial challenge.
- **President Stone update note** <http://sbc.edu/news/a-message-of-gratitude-from-president-stone/>
- Note that March 3 and March 10th gifts definitely count toward class gift goals for Reunion.

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

- Corresponding with Joelle Ziemian (new College MMC Director); plan to meet on Monday, March 28th
- 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; 298 active employers 182 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>
- **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)** will be coordinated with **Reunion (June 3-5). 2016 Leaders are Megan Lyon '80 and Ann Gately '70**. They are working with AR&D to coordinate work and volunteers.
- The **Career Services Humanities Panel** was a success with good attendance.
- **LifeLong Learning/Summer Camp at SBC** - SBC is offering an adult Van der Meer Tennis Camp at Sweet Briar. http://www.vandermeertennis.com/sweetbriar_tennis.htm

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

- Working to fill club leadership vacancies and supporting club events; Have filled two more Regional Leadership needs – **Brianna Brown '82** for Region V / Texas and **Barbara Baisley '92** for Region 2 / Maryland and West Virginia..
- Working on several pre-approved Club fundraising event designs. Many clubs will be engaged to host April / May events related to the Next is NOW campaign.

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

- AR&D adopting **Digital Cheetah Volunteer Software**. AAC/SI to help with job descripts & Value-In-Kind
- Continuing dialogue on **“partnership principles”** with AR&D. Reviewing SACS Accreditation Principles related to governance / administration and oversight of alumnae organizations to make sure AA relationship with AR&D in alignment with SACS Accreditation <http://www.sacscoc.org/principles.asp>. Noted that Sweet Briar’s new paradigm of active alumnae involvement and volunteerism is quite distinct from other Colleges.
- **Land Use & Sustainability Working Group** – Led by **Lisa Hite '79**. Will engage College AR&D, once the College is ready for alumnae to help with researching fund raising / development opportunities to match recent environmental services grant. Reminder: Waxter Environmental Forum which will discuss forest conservation on April 19th.

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 3 pm ET prior to the next teleconfs meeting. 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 bi-monthly teleconf.

The meeting was adjourned promptly at 1 pm ET.