



Present: Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Lea Harvey '90, Sarah von Rosenberg '72, Amy Leigh Campbell '97, Lisa Longino '78, Phyllis Watt Jordan '80, Ann Kiley Crenshaw '76, Priscilla Carroll '87 (Director of Alumnae Relations), Donna Dodd (AR&D), Clelie Steckel (AR&D)

Absent: Meg Guegan '92, Cady Thomas '98, Sally Mott Freeman '76, Kathryn Hagist Yunk '91, Julia Schmitz '03, Katie Maxwell Schellhammer '95, Michelle Badger '06,

PlusOnes Pilot Participants: Christie Cardon '96, Heather Ewing '90, Cathy Patton Foose '78, Brendy Reiter Hantzes '81, Dianne Doss '93, Evangeline Taylor '00, Jane Dure '82, Jill Triana '99, Norma Valentine '93, Sarah Elkins Ince '99

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. PlusOnes who listen in on standing AA Council teleconfs, and participate as appropriate, includes alumnae who are active in a number of Alumnae Alliance related activities and are assisting with improving 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 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 (4/11/2017, 4/25/2017, 5/9/2017, 5/23/2017)
- 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

- Feedback from Plus Ones Pilot has been very helpful
- How can they submit ideas for new initiatives or strategic initiatives?
 - We have a one-page proposal form, which is how the Virtual Auction and Talbots Shopping / May 4th Alumnae Clubs event ideas got launched.
 - Contact an AA Council member or go to sbc.edu/alumnae/submit-an-idea/
 - The College and the AA Council review these proposals but may not be able to resource all of them at the same time given critical staff shortages
- **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.
- **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!")**; reunion sign up should be live by end of the week

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
 - College announces the Phillip C. Stone Legacy Challenge to honor the president's leadership over the last two years: <http://sbc.edu/news/sweet-briar-donors-commit-5-million-launching-phillip-c-stone-legacy-challenge/>
- 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 asked to 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 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; Meredith Woo inauguration tentatively also scheduled that weekend

Working Group Updates (listed alphabetically)

Alumnae Admissions Recruiters (AARs): Julia Schmitz '03 and Michelle Badger '06 (not on call)

- Please sign up to call students and send Sarah V or Debra a photo of you making the call
- AARs are needed to cover college fairs in CT
- 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 [DONE]
 - Big push right now to get alumnae to make phone calls to prospective high school juniors
 - **Recruit** (Jan-May): AARs staff 200+ college fairs to target high school juniors [UNDERWAY]
 - Continuing to staff spring college fairs
 - **Welcome** (Mar-Apr): Faculty to contact accepted students to encourage them to make their deposit; while AARs will contact juniors, per Admissions' request
 - **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/>
 - We are hoping to use this form to build the pipeline of students to whom alumnae have spoken to about SBC or who have indicated interest in SBC. You do not have to be an AAR to complete this form
- Updated Volunteers Agreement ensures we are compliant with SACS guidelines and student privacy requirements; College is coming up on a SACS accreditation review

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

- Phyllis has received info on each Council Working Group table for the Engagement Fair; Friends of Riding will also have a table
- Phyllis needs to know by May 1 who will be staffing each table; you need two people for each table
- Discussing ideas with Flo Rowe Barnick for engaging older alumnae at the Fair
 - "Bingo card" for "meet an alumna from every decade"
 - Amy Leigh suggests handing out the card at Registration so people can start meeting others from other classes before the Fair itself
- **Sweet Briar College Magazine – expected to be out late April**

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

- We are taking a close look at each of the months remaining till June 30 end of Fiscal Year and planning how our team will proceed. New SBC **updated online giving platform** is live at www.sbc.edu/give
- 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.
- Working hard on the Phil Stone Challenge and will share Class Challenge Updates from the College every two weeks. New page for Reunion Class Giving has been added to the website to galvanize class giving: <http://sbc.edu/alumnae-development/class-giving-statistics/>
 - Please share this info on social media – post, cross post, share, and like!
 - Statistics grid is updated every 2 weeks, then weekly starting in June
 - Suggestion to email all class presidents and class fund agents with this info
- Working to keep College's foundation donors informed; encouraging them to come to campus to meet with new President Woo once she has gotten settled in

- We have enough money to start the Tennis Court project
- **Williams Associates** info available at <http://plannedgiving.sbc.edu>!

Geographic Regions/Clubs: Cady Thomas '98 and Kathryn Yunk '91 (not on call)

- **Sweet Briar Day Events** – debriefs and lessons learned capture underway; working with **Phyllis Jordan '80**
- **Virtual Silent Auction** – Norma says she has received more than 100 items donated for the auction and Amy Leigh has updated the shipping info. Receiving donations page for Auction is live. We are looking for donated items from alums as well as nonalums.
- Focus this spring on celebrating Phil's service and welcoming Meredith Woo.
- Talbots is planning to hold a series of events with local SBC Clubs where Talbots has key stores thanks to alumna **Polly Crawford '93** who is an executive with Talbots. Talbots stores all over the country have agreed to hold shopping parties to benefit SBC on May 4 from 4 to 7 pm. 10% of purchases made in person, online or by telephone during that period by an alumna, friend, family member, or anybody indicating that they want to support SBC will be donated to the College. Last year, this event at one store (Tysons Corner) resulted in a donation of \$900 to College.

Media, Marketing and Communications: Sally Mott Freeman '76 and Meg Guegan '92 (not on call)

- 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. Post, share, like, cross-post across multiple channels.
- 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

- Amy Elizabeth Burton '90 hosted students for a tour of Capitol Hill -- <https://sbc.edu/news/sweet-briar-students-advocate-for-the-arts-in-capitol-rub-elbows-with-big-birds-friends-in-d-c-streets/>
- Special Initiatives - Florence Elston Inn: Kudos to Karen Temple Hott '91, Marion Walker '72, Kathy "KP" Papadimitriou '84, and Cathy Cash Mays '84 for getting this project rolling! Results are spectacular - http://www.newsadvance.com/new_era_progress/news/elston-inn-at-sweet-briar-receives-modifications/article_9f4e32d0-a9db-5be1-a9ed-22e212b79fe3.html
- Vixen-to-Vixen subgroup exploring options to better adapt to alumnae needs and communication preferences
- Continuing to stress utilization of Alumnifire by both alums and students; new jobs posted by alums frequently

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

- We've received great input from the Plus Ones on how to expand this group; please send additional names to Sarah V and Debra
- We are updating the training materials for Plus Ones Pilot and have started the thinking on governance
 - We still have to write job descriptions for Council and a list of priorities for the next 6 months
 - Need volunteers to help with these tasks!
- Reunion registration is open, please help promote this on social media and encourage people to sign up
- We are giving the Distinguished Alumna Award at reunion, with President Woo presiding.
 - Nominate someone for this award: someone who has brought distinction upon herself and the college
 - Form is online at sbc.edu/alumnae/awards: <http://sbc.edu/alumnae-development/awards/>

The meeting was adjourned at 12:55 pm ET.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of March 28, 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, 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
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 w/ 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	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 2-8	May 2: Classes end; May 4-8: Exams
Nov 18-27	College Thanksgiving Break	May 4	Alumnae Clubs Talbots Events
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/>