



## Sweet Briar College Alumnae Alliance Council

Meeting Minutes  
March 29, 2016

**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Cady Thomas '98, Sarah vonRosenberg '72

**Absent:** Beth Ann Newton '86, , Kathryn Yunk '91

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

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

- Key Dates: **Graduation is May 14th; Sweet Work Days are May 16th -25th; Reunion is June 3rd-5th.** Web links are includes below to sign up to attend any or all of these College events.
- **Leah Busque '01 (member, SBC Board of Directors; CEO of TaskRabbit) to serve as 2016 Commencement Speaker.** <http://wsls.com/2016/03/21/taskrabbit-founder-and-ceo-busque-to-serve-as-sweet-briar-colleges-commencement-speaker/>
- **President Stone's Report from the Board of Directors Meeting on March 20, 2016** <http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-report-3-20-16.pdf> covered a number of areas including election of new directors to replace outgoing directors, admission update, international students / Chinese student recruiting and JYA update, progress on Board By-Laws, fundraising update, plans for a computer science accredited major. **Next Board of Directors Meeting on Campus on April 21-23, 2016.**
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 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 the Board of Directors (BOD) or College Alumnae Relations and Development (AR&D). **Status:** The AA Council will coordinate with AR&D re. AAR WG to find out about getting more AARs access to use Admissions Advocate, and to begin rolling out Advocate training via the AAR Regional Leads; and Geo / Clubs WG to find out if fund raising events have been approved yet by the College .
- **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 (listed alphabetically)

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

- **Admissions Advocate** software portal – working on getting AARs access to the portal and developing 1-hour training that can be offered via teleconf and shared via e-mail to AARs.
- **AARs will focus April 1 – May 1** on: (1) continuing college fair coverage and (2) contacting prospective students to make sure each student has heard from an AAR, and that we're available to answer questions
- Check out the **latest Admissions video** at [https://www.youtube.com/watch?v=XTjJX\\_7U15g](https://www.youtube.com/watch?v=XTjJX_7U15g); Also see **highlights / talking points about Sweet Briar College** <http://sbc.edu/about/highlights/>

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

- **Reunion - June 3-5, 2016** See the schedule of events at <http://sbc.edu/reunion/schedule-of-events/> and register to attend at <http://sbc.edu/reunion/registration/>
- Organizing our engagement fair/carnival. Each working group needs to have a plan by May 3, so that we can get details to reunion planners.
- Developing guidelines for alumnae marketplace and recruiting participants
- Planning prospective daughter events, since AR&D doesn't have bandwidth
- Putting together babysitting list for people with infants and young children.

**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.
- **Sweet Briar Forever Streamathon on the Briar 92.7** from Monday – Wednesday, March 28-30, 2016 from 7 pm – 10 pm ET. Hear the Briar 92.7 at <http://radio.securenetsystems.net/v5/briar927>.

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

- Update from discussion with new College MMC Director Joelle Ziemian on how AA/MMC WG can engage. Will begin working on a few areas that alumnae can immediately help College MMC with.
- 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](mailto: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 March 27, 2016)** 661 Vixens offering informational interviews; 462 Vixens offering job shadowing; 300 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 web browser screen that says “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 Days (May 16-May 25th)** – shortened to not conflict with other summer camps and to permit the College to prepare for Reunion. **2016 Sweet Work Days Leaders are Megan Lyon '80 and Ann Gately '70.** If anyone is interested in volunteering, please have them submit their information online at <https://sweetbriarcollege.wufoo.com/forms/s1e087160rydsh7/> Volunteer tasks will cover gardening, painting (indoors / outdoors), pressure washing, light carpentry (indoors / outdoors), grounds – outdoor cleanup, administrative tasks, light upholstery work
- **Career Development** looking for alumnae panelists for the Government Affairs and International Relations Panel at 6:30pm on Wednesday, April 13th. If you can participate, please contact Barbara Watts at [bwatts@sbcedu](mailto:bwatts@sbcedu).

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

- Holding regular teleconf meetings with the regional leaders including latest teleconf on March 20<sup>th</sup>
- Key updates: Introduced Brianna Brown '82, Texas and Barbara Baisley '92, Maryland & West Virginia

- Reunion – will host an in-person Clubs meeting on Friday, June 3, and participate in the engagement fair
- Club Fundraising – waiting for confirmation still from the college on the draft list about what events are ok
- Heard from each of the regions about their upcoming plans and questions.

**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
- Working on draft “**partnership principles**” with AR&D. Reviewing SACS Accreditation Principles <http://www.sacscoc.org/principles.asp> especially parts on governance and fund-raising oversight.
- **Land Use & Sustainability Working Group** – Led by **Lisa Hite '79**. Researching development opportunities for matching grant. Exploring potential Earth Day Speakers for next year. 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.**