



Present: Michelle Badger '06, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Julia Schmitz '03, Sarah von Rosenberg '72, Amy Leigh Campbell '97, Lisa Longino '78, Phyllis Watt Jordan '80, Katie Maxwell Schellhammer '95, Kathryn Hagist Yunk '91, Ann Kiley Crenshaw '76, Priscilla Carroll '87 (Director of Alumnae Relations), Mary Pope Hutson (Vice President for Alumnae Relations and Development)

Absent: Meg Guegan '92, Cady Thomas '98, Sally Mott Freeman '76, Lea Harvey '90, Donna Dodd (AR&D), Clelie Steckel (AR&D)

PlusOnes Participants: Christie Cardon '96, Heather Ewing '90, Brendy Reiter Hantzes '81, Dianne Doss '93, Jane Dure '82, Jill Triana '99, Norma Valentine '93, Flo Rowe Barnick '80, Jean Bryan '82

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, include 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 (4/25/2017, 5/9/2017, 5/23/2017, Reunion 6/2-4/2017)
- 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

- Update from AR&D VP **Mary Pope Hutson '83:**
 - Mary Pope spoke about the phenomenal weekend on campus (4/8-9), with meetings of Friends of Arts and of Library groups. The Friends of Athletics with a golf tournament and an induction into the Hall of Fame. The Friends of Riding had their 90th annual horse show, which included leadership from the well-respected Devon Horse Show. The Devon officials spent time on campus and left convinced that Sweet Briar is a jewel.
 - Mary Pope said President-select Meredith Woo has arrived on campus and is living in the garden cottage. She is going over transition with Stone. "The excitement is palatable," Mary Pope says. "You will feel it wherever you go on campus." She met with senior staff for three hours to discuss issues. Staff members have submitted memos to help Woo develop the pillars of her strategic plan. Mary Pope said Woo will not begin traveling the country to meet with alums until August, at the earliest.
 - Mary Pope said fundraising is continuing apace. So far, 26 Talbot stores nationally across the country will be supporting Sweet Briar in a fundraiser May 4. Reunion planning is at a peak. The auction is about to launch. Planning has already begun for Sweet Work Weeks.
 - She said that the staff is in the process of collecting "lessons learned" from the past two years. In terms of fundraising, we are ahead of where we were last year at this time. We are moving smartly along toward the \$20 million goal, and are working on a number of donors, especially related to the Phillip Stone challenge. So far there are 3,380 donors. We're at about 21% participation level, but want to hit 60% participation for alumnae donors.
 - All former board members of Sweet Briar College are invited to the board meeting the weekend of April 21-22 to bring together all board members to discuss the future of the college.
 - Mary Pope said we are considering an initiative to capture donors from now defunct women's colleges who are interested in women's education
- **Priscilla Carroll '87** reported that there is going to be a news report coming out soon on what's going on with the tennis courts. She reminded council members to vote in the current online contest (Blue Ridge Outdoors – Best Adventure College for the Southeast and Mid Atlantic). She encouraged members to come to Reunion, especially for the events honoring outgoing President Stone.

Working Group Updates (listed alphabetically)

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

- Michelle said the AAR team has been concentrating on making junior calls. She said they've had some great calls and are letting girls know that Sweet Briar exists and what it's all about.
- They still need more volunteers, so please sign up to call students and send Sarah V or Debra a photo of you making calls
- AARs are also working to make sure last-minute spring fairs are covered.
- 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 more people to sign up to make phone calls to prospective students
 - **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 [UNDERWAY]
 - **Celebrate** (May-Jun): AARs to meet with SBC Scholarship Recipients at high school scholarship announcement nights. Photos + media releases instructions forthcoming.
- Please also remember the Refer a Student form: <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

- Reunion registration is open, please help promote this on social media and encourage people to sign up. **Early Bird Reunion Registration** open until 5 pm ET on May 3rd <http://sbc.edu/reunion/reunion-registration/>
- Phyllis Jordan said different Friends of Groups have agreed to participate in the engagement fair. (Planning grid below) – they welcome AA Council members, PlusOnes and other alumnae to help staff the Engagement Fair. Phyllis needs to know by May 1 who will be staffing each table; you need two people for each table
- She said Jean Bryan '82 and Flo Rowe Barnick '80 are working together to develop a plan for engaging older alumnae at the Fair
- Amy Leigh Campbell '97 is developing a bingo card that will encourage people to meet others from other classes
- **Sweet Briar College Magazine – expected to be out late April**

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

- Lisa noted that the College had recently published the funding Honor Roll for 2015-16 with mostly positive response.
- **Phillip C. Stone Legacy challenge** – match \$5 million from donors. <http://sbc.edu/news/sweet-briar-donors-commit-5-million-launching-phillip-c-stone-legacy-challenge/>
- **Class giving statistics** (as of 4-4-2017) <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
- **Williams Associates** info available at <http://plannedgiving.sbc.edu!>
- New SBC **updated online giving platform** is live at www.sbc.edu/give (The new site can do recurring gifts. You can also make gifts from mobile phones!)

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

- **2017 Online Silent Auction** (led by Norma Valentine '93) is currently accepting auction donations using the online donation link <https://a.pgtb.me/HKpVqP> Looking for sporting events and concert tickets, "guy" things for the auction

- **Talbots** and Sweet Briar College partnership for **May 4th Clubs events**. Holla holla to **Polly Crawford '93**, Talbots Regional Manager for this opportunity! Webinar held with Clubs leaders to discuss details on **Wednesday, April 12th at 8:30 pm ET. Talbots will donate to Sweet Briar 10% of purchases made during a “day of shopping,” as long as the purchaser mentions that she is supporting SBC.**

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

- 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/>.
- Alumnae Magazine will be out late April; design is almost quickly

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

- Katie S. and Sarah C. positioned to help Barb Watts and students as they begin full job search toward late spring / after graduation.
- Debra Elkins talked about the progress made on AlumniFire and the efforts to secure jobs and internships for students – targeting 100+ new job and internship postings from January to May (which would be more than the size of this year’s senior class of roughly 90 students). 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>)
- Amy Leigh Campbell '97 brought a group of 7 junior and senior government students to DC and visited the US Department of Health and Human Services (HHS) (hosted by Debra Elkins '93) and with Meg Guegan '92 at the Cato Institute. Debra said she spoke with students about how to get jobs and stressed that a hiring freeze in the federal government means more internships may be available.
- Holla Holla to **Karen Temple Hott '91**, who has been providing professional advising and assisting on campus with common areas renovations / interior decorations.

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

- Sarah von Rosenberg said the Strategic Working Group has received many good governance ideas but will wait to focus on them until after July 1.
- How Plus Ones they submit ideas for new initiatives or strategic initiatives?
 - We have a one-page proposal form, which is how the Virtual Auction idea got launched.
 - Go to sbc.edu/alumnae/submit an idea: <http://sbc.edu/alumnae-development/submit-an-idea/>
 - College reviews these proposals but may not be able to resource all of them at the same time given critical staff shortages
- 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
 - Expecting to take on governance updates after the June 30, 2017 timeframe because the AA Council is deployed helping the college with recruiting, fundraising, graduation plans, reunion.
- 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 12:57 pm ET

DRAFT Alumnae Alliance Engagement Fair (Saturday, June 3rd) at Reunion

AA Council Members – please confirm (1) your booth / game and (2) points of contact. Ideally we have 2-3 people working each booth / game (volunteering includes booth / game setup, running the game during the Engagement Fair, and breakdown / cleanup after the Fair)

PlusOnes – if you are attending Reunion, and willing to help with a booth, please let your WG Co-chairs and/or Phyllis Jordan '80 know ASAP (PhyllisWJordan@gmail.com). We would love to have 2-3 alumnae assisting with each booth / game!

Working Group	Booth / Game	Points of Contact	Fair Needs
Development WG	Cupcake Walk	TBD	4 dozen cupcakes
Clubs	Wine bottle toss (w/ some nonalcoholic bottles)	TBD	Wine bottles, hoops, table
MMC	Pin the tail on the vixen	Meg Guegan '92	Vixen board, tails, bracelets
Class Acts	Cornhole	Phyllis Jordan '80	Cornhole boards, Amy Leigh and LeLe Casalini
AAR	Video messages Sign up for AAR/ Admissions staff	TBD	Video camera, brochures, white boards
The Network	Bowling and Badminton w/Barb Info and sign up sheets for LinkedIn, AlumniFire	Sarah Clement '75	Badminton net and racquets, bowling pins and balls Handouts and/or sign up sheets
Strategic Planning	Tic Tac Toe + collecting strategic ideas / inputs for the Board / AA	Debra Elkins '93 Sarah vonRosenberg '72 DeDe Conley '72	We will bring table cloth, tic-tac-toe boards + X's/O's game pieces, and give-away bracelet trinkets for winners
Friends of Art	Coloring books	Nan Loftin '81	Coloring sheets, colored pencils books to sell
Friends of Library	Guessing Game – Facts about SBC	Katie Myers '06	
Friends of Riding	Horse shoes, horses	Katrina Bills '97	Horse and horse shoes
Friends of Athletics	Twister?	Megan Behrle '09	Twister mats, little prizes
Vixen Marketplace	Bookshop/Shop Sweet	Amy Leigh Campbell '97	
Auction Table	A table showing off some of the auction items	Norma Valentine '93	
Older Classes Outreach	TBD	Flo Barnick '80 Jean Bryan '82	
Information	Table with big copy of schedule, map	TBD	Big copy of schedule, map

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of April 9, 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/>