



Present: Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Amy Leigh Campbell '97, Phyllis Watt Jordan '80, Julia Schmitz '03, Katie Maxwell Schellhammer '95, Meg Guegan '92, Priscilla Carroll '87 (Director of Alumnae Relations), Claire Griffith (AR&D),

Absent: Cady Thomas '98, DeDe Conley '72, Sally Mott Freeman '76, Kathryn Hagist Yunk '91, Michelle Badger '06, Lea Harvey '90, Lisa Longino '78,

PlusOnes Pilot Participants: Jane Dure '82, Jill Triana '99, Norma Valentine '93, Sara Parsatoon '11, Katie Weidner '88

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 (5/9/2017, 5/23/2017, 6/6/2017, 6/20/2017)
- 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

- 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: <http://sbc.edu/alumnae-development/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
- <https://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 **attend Reunion (June 2-4**, honoring 2’s and 7’s but all classes are encouraged to “come home!”); Early Bird reunion registration open until 5 pm EDT on May 3rd <http://sbc.edu/reunion/reunion-registration/>

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 help identify and nominate other alumnae to potentially participate in the future as additional PlusOnes.

News Roundup (in case you want to forward on in an alumnae newsletter)

- **Girls on the Run 5K** hosted by SBC on Sat. April 29th
- **SBC breaks ground on the new tennis courts**
- **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). Meredith Woo inauguration tentatively also scheduled that weekend

Special Report from Priscilla and Claire, AR&D

Many exciting end of semester/end of school year performances and shows on campus. Griffiths are hosting the Fancy Hat Brunch for seniors at Hubbard House. Talbot's Day of Shopping for SBC coming up next Thursday May 4th; Virtual Auction to benefit SBC opened this week. Board of Directors met on campus last week; Mary Pope worked with Teresa and President Stone to invite all 200 former SBC Board members to this meeting and about 12 accepted the invitation and attended a dinner held in the Library with the Board and Presidents Woo and Stone and Mrs. Stone. The next night, dinner was hosted at the FAC with food trucks and a skiffle band featuring 15 students and 5 or 6 faculty members.

Working Group Updates (listed alphabetically)

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

- AARs need two volunteers to cover their booth at the Engagement Fair since neither Julia nor Michelle can attend reunion this year. **PlusOnes we need you – let us know if you can help represent the AAR booth at Reunion!**
- Completing calls to juniors in high school to build the recruiting pipeline and establish initial relationships
- Spring AAR 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 [UNDERWAY]
 - **Celebrate** (May-Jun): AARs to meet with SBC Scholarship Recipients at high school scholarship announcement nights. Photos + media releases instructions forthcoming. [COMING SOON – MAY/JUNE]
- 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

- We still need some volunteers to help (wo)man the booths at the reunion Engagement Fair. Friends of Art wants to have a booth but has no one to sit at their booth!
- Phyllis needs to know by May 1 who will be staffing each table; you need two people for each table
- Amy Leigh is working on the fliers for the Engagement Fair and will do a Bingo Card
- Phyllis would like the alumnae daughters tour to be mentioned on the program for reunion
- **Sweet Briar College Alumnae Magazine – has gone to the printer!**

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
- **Williams Associates** info available at <http://plannedgiving.sbc.edu!>

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

- **Virtual Silent Auction** – site went live at 11:45 pm on April 24 and by noon the following day we had 4800 views and had raised \$5600. Norma still accepting donations for the auction. Check out the items included in the auction so far at <https://www.32auctions.com/sweetbriar2017>
- Focus this spring on celebrating Phil's service and welcoming Meredith Woo.
- **Talbots** is hosting a Day of Shopping to benefit SBC all day on May 4th. Ten percent of purchases made in person, online or by telephone on May 4th by anyone 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. This year, 26 stores are participating. Talbots and SBC special event landing webpage <https://www.talbots.com/online/landing/landingPage.jsp?landingPage=SweetBriarEventListing>

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

- Ongoing effort to support and repost/echo what the college is doing.
- AR&D has a schedule for social media posts: President Stone Legacy Challenge posts every M, W, F leading up to commencement. Posts about Reunion and Talbot's Day of Shopping every Tues and Thurs. Please repost these posts all over your social media sites.
- All of us should also scan the Sweet Briar College/News site and the Sweet Briar Now and Forever page and post any news from there anytime.
- Remember the guideline that One Must 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

- Evangeline Taylor prepared a one-page flier about sweetbriar.alumnifire.com to use for our booth at Reunion Engagement Fair. Alumnifire has more than 25 new job and internship postings targeted for students each month
- Vixen-to-Vixen subgroup exploring options to better adapt to alumnae needs and communication preferences

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

- 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/>
- 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 early bird registration is open, please help promote this on social media and encourage people to sign up

The meeting was adjourned at 1:00 pm ET.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of April 23, 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	26 Alumnae Clubs Talbots Shopping 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 16th – Jan 17th	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/>

26 Events at Talbots Nationwide on May 4, 2017

Mention “supporting Sweet Briar” at checkout at the participating Talbots stores and Talbots will donate 10% of your purchases to Sweet Briar College. In-store shopping parties at the participating stores for Sweet Briar alumnae, friends & family from 4 p.m. to 7 p.m. Qualifying purchases can be made at the participating stores all day long by (1) shopping in person or (2) by calling in an order to one of 26 stores below (with free shipping!)

Talbots and SBC special event landing webpage

<https://www.talbots.com/online/landing/landingPage.jsp?landingPage=SweetBriarEventListing>

State	Store Address	Store Phone Number
Alabama	243 Summit Boulevard, Birmingham	205-970-0509
Georgia	2391 Peachtree Road, Atlanta (Buckhead)	404-261-9222
Georgia	4300 Paces Ferry Road, Atlanta (Vinings)	770-435-4999
Georgia	7300 North Point Parkway, Alpharetta	678-297-9600
Georgia	3500 Peachtree Road NE, Atlanta (Phipps)	404-364-0299
Indiana	8702 Keystone Crossing, Indianapolis	317-846-6336
New York	Madison Avenue, New York City	212-838-8811
North Carolina	438 Woodburn Road, Raleigh (Cameron Village)	919-834-6188
North Carolina	6401 Morrison Boulevard, Charlotte	704-364-0580
Ohio	25313 Cedar Road, Lyndhurst (Legacy Village)	216-382-2855
Ohio	4162 Easton Gateway Drive, Columbus	614-418-5962
Pennsylvania	1719-1721 Walnut Street, Philadelphia	215-569-8088
South Carolina	261 Kings Street, Charleston	843-965-5093
Tennessee	419 Hillsboro Pike, Nashville	615-385-1042
Texas	2028 West Gray Houston (River Oaks)	713-524-1514
Texas	660 Sam Houston Parkway, Houston	713-365-0212
Texas	West Houston Woman: 12850 Memorial Drive, Houston	832-358-3041
Texas	880 Kingwood Drive, Kingwood	281-312-0375
Texas	8687 N Central Express, Dallas (Northpark)	214-346-0356
Texas	1900 Preston Road, Plano	972-867-5440
Texas	2540 South University Drive, Fort Worth	817-336-6111
Virginia	601 N Washington Street, Alexandria	703-684-0392
Virginia	8022 Tysons Corner Center, McLean	703-442-0700
Virginia	1027 Emmet Street, Charlottesville	434-296-3580
Virginia	Boonsboro Shopping Center, Lynchburg	434-384-0764
Virginia	6223 River Road, Richmond	804-288-0020
Virginia	Richmond Woman: 6237 River Road, Richmond	804-282-6315
Virginia	300 Monticello Avenue, Norfolk	757-622-4334

And browse the online catalog at talbots.com!