



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
May 10, 2016

Present: Michelle Badger '06, Sarah Clement '75, Debra Elkins '93, Sally Mott Freeman '76, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72, Kathryn Yunk '91

Absent: Amy Leigh Campbell '97, Deirdre "DeDe" Conley '72, Meg Guegan '92, Lisa Longino '78, Beth Ann Newton '86, Cady Thomas '98

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

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

- **Bookshop New Online Website** and E-Commerce Portal Launched <http://shopsweet.sbc.edu/>
- Sweet Briar College is the winner of a once-in-a-lifetime visit from "Stand by You" and "Fight Song" singer, **Rachel Platten**, through Chegg Music 101. See the press release at <http://sbc.edu/news/rachel-platten-will-share-her-fight-song-with-sweet-briar-college-as-part-of-cheggmusic-101-series/> Debrief from AA Council MMC Team said the concert was fantastic
- **Key Dates: Graduation is May 14th; Sweet Work Days are May 16th -25th; Reunion is June 3rd-5th.** Web links are included below to sign up to attend any or all of these College events.
- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 5/24/2016; 6/7/2016; 6/21/2016)
- **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 to continue supporting on AAR work, with Geo/Regionals Virtual Online Auction, Development WG, and related to Board Working Committee alumnae nominations process execution and timing.
- **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

- **AARs will focus April – May** 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
- Coordinate calling and following up with accepted students who have yet to commit. Encouraging AARs and providing timely tips / "soft training" via email
- Finalizing spring college fairs and staffing with AAR volunteers as needed; creating a fall career fairs list

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

- **Reunion (June 3-5, 2016).** Register online at <http://sbc.edu/reunion/>.
- **Reunion classes: 1's and 6's; targeting 500 attendees for "breakeven";** See YouTube video on **Reunion** <https://www.youtube.com/watch?v=LYWxOVxV4hA&feature=youtu.be>
- **AA Council WG Booths for Reunion Engagement Fair (Saturday, 11 am -2 pm)** – WGs discussed engagement fair details.

- Additional AA Support - Alumnae Marketplace; prospective daughter events; babysitting services
- Other key events:
 - **College Update from President Stone** for All Classes (Saturday, 9:30 am – 10:30 am; Library)
 - **Best Practices for Clubs and Classes — Alumnae Panel** from 2 – 2:45 p.m. | Benedict Hall
- **Presentation of the 2015 Distinguished Alumna Award to the Saving Sweet Briar Board – Sarah VonRosenberg '72 and Debra Elkins '93, Alumnae Alliance co-chairs, presiding. 7 pm, Prothro Hall**
- For more info on the evolving schedule of events, see <http://sbc.edu/reunion/schedule-of-events/>.

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.
- Friends of Art / Athletics / Library web info now online <http://oldweb.sbc.edu/alumdev/ways-give>
- Next Is NOW updates & FAQs online - videos from Pres. Stone <http://oldweb.sbc.edu/alumdev/next-now>
- Will continue to focus Next is NOW campaign on percentage of alumnae participating.
- Will coordinate with Geo/Regional Clubs re. Virtual / National Auction

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

- Ad hoc support to the college as requested, continuing to regularly post stuff to Facebook channels
- Coordinating request to alumnae for biographies, professional photographs, and majors/minors at SBC. Will support SBC MMC to update academic websites with alumnae stories to help show SBC is “career focused and future oriented.”
- **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 and has a **ratio of 15 alumnae ready to help each student with internships, jobs and career mentoring.**
 - **Current Alumnifire Statistics (as of May 8, 2016)** -- 668 Vixens offering informational interviews, 462 Vixens offering job shadowing, 302 active employers, 186 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 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 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 Weeks** are **May 16-25** and **August 1-9, 2016** **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
- Offering support for Career Services for April needs – graduating seniors assistance. Assisting Barb Watts, Director of Career Services with strategic planning as asked.

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

- **Will host an in-person Clubs / Regional Leadership Meeting during Reunion** on Friday, June 3 in Cochran Library. Expecting an overwhelming attendance from the leadership group. This will be the group’s first in-person meeting since newly formed in the last seven months.

- **SBC online auction underway! Norma Bulls Valentine '93** is chairing the auction efforts. Please donate or ask your friends, family or colleagues to donate (submit donation info online at <https://sbc.pgtb.me/8KqwnD>). Auction bidding starts after Friday, May 13th – to see donations check out www.sbc.edu/auction.

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

- Accepting **nominations for Presidential Search Committee and Alumnae Committee of the Board**
 - Alumnae Alliance Council continuing to advertise and support the Board of Directors to operationalize **nominations for alumnae representation to various Board Working Committees** including:
 - Alumnae Alliance representation on the Board Presidential Search Committee
 - Alumnae Alliance representation on the Alumnae Committee of the Board of Directors
 - E-distribution via a MailChimp push, advertising on Facebook and the Vixen Watch, and will be forthcoming in an e-copy and paper copy of the Briar Wire.
 - Here's the web link to nominate someone (self-nominations are welcome) <https://a.pgtb.me/rkS1Fg>
- **Graduation** – AA Council remarks and welcome the Class of 2016 to the Alumnae Alliance.
- **Ellen Bowyer** to receive **Founders Medal** at graduation <http://sbc.edu/news/sweet-briars-inaugural-founders-medal-to-be-presented-to-amherst-county-attorney-ellen-bowyer/> Amy Leigh Campbell '97 and Debra Elkins '93 will be at Commencement and will try to find Ellen and congratulate her in person and take a photograph together on behalf of the AA Council.
- Provided quick turn advice and research coordinated with Pam DeWeese, Dean of the Faculty and Vice President for Academic Affairs and Kelly Kraft-Meyer, Dean of Student Life and Academic Support on whether SBC should keep “pre-law” listed as a major on its web site. Current thinking from law school professors is that students are better off majoring in a particular major such as government, international affairs, history, English, psychology, STEM.
- Other interesting news item to pass along: Frostburg Ed.D. research dissertation project “The Battle to Save Sweet Briar” by Lili Leonard <https://m.youtube.com/watch?feature=youtu.be&v=-ic-UGlj0bI>
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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.