



**Present:** Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Amy Leigh Campbell '97, Phyllis Watt Jordan '80, Katie Maxwell Schellhammer '95, Meg Guegan '92, DeDe Conley '72, Kathryn Hagist Yunk '91, Michelle Badger '06, Priscilla Carroll '87 (Director of Alumnae Relations), Clelie Steckel (AR&D),

**Absent:** Cady Thomas '98, Julia Schmitz '03, Sally Mott Freeman '76, Lea Harvey '90, Lisa Longino '78

**PlusOnes Participants:** Jane Dure '82, Jill Triana '99, Norma Valentine '93, Jane Page Thompson, Cynthia Hardy McCabe '74, Dianne Doss '93, Kate Polevitzky '93, Jean vonSchrader Bryan '82, Heather Ewing '90

**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 (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/>

#### News to Pass Along to Alumnae

- **Graduation Coverage**
  - Full Video of Commencement from Sweet Briar <http://sbc.edu/videos/commencement/>
  - Press Release <http://sbc.edu/news/against-predictions-sun-shines-on-sweet-briars-108th-commencement/>
  - <http://wset.com/news/local/sweet-briar-college-holds-108th-commencement-ceremony-saturday-morning>
  - [http://www.newsadvance.com/news/local/last-commencement-for-outgoing-sweet-briar-president/article\\_d699f062-417c-5ad6-ab5f-0b0912a9bec3.html?utm\\_medium=social&utm\\_source=email&utm\\_campaign=user-share](http://www.newsadvance.com/news/local/last-commencement-for-outgoing-sweet-briar-president/article_d699f062-417c-5ad6-ab5f-0b0912a9bec3.html?utm_medium=social&utm_source=email&utm_campaign=user-share)
- **SBC Spring 2017 Magazine** – online <http://sbc.edu/magazine/> and being mailed
- **Computer Science Program** has been approved by SACS -- <http://sbc.edu/news/sweet-briars-new-computer-science-program-receives-sacscoc-approval/>
- **Margaret Banister Writer-in-Residence Carrie Brown’s latest novel “The Stargazer’s Sister”** is 1 of 5 finalists in the running for the **Library of VA’s 14th Annual People’s Choice Awards**. Info and how to vote (thru July 15<sup>th</sup>) is included in <http://sbc.edu/news/sweet-briar-professors-critically-acclaimed-novel-a-finalist-for-peoples-choice-award/>
- **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

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

- How can alumnae/friends of the college 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 4<sup>th</sup> Alumnae Clubs event ideas got launched.
  - Contact an AA Council member or go to [sbc.edu/alumnae-development/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
- [www.sbc.edu/give](http://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.

### **Special Update from Mary Pope Hutson '83, AR&D**

- All indications for the college are where they need to be, Pres. Woo is moving fast, told us all we have no time to waste, everybody has to roll up their sleeves and everyone has to be 100% up to speed.
- 4 Task Forces: Academics, Messaging, One Sweet Briar, and Business Model. We plan to have a strategic plan by July to begin taking around the country.
- Sweet Briar Now and Forever to begin publishing updates for class giving weekly. Current numbers (to be released later on May 23<sup>rd</sup>, please help re-echo to various communications channels) – over \$13 million pledged, over \$10 million received.
- We still have two major priorities: encourage students to come; fundraising (we've already passed last year's goal but we need everybody to make a gift this year). Activate your classes, ask people to fulfill/accelerate their pledges. Finish line is 45 days away. Our alumnae engagement is second to none of any other liberal arts college in the country. Average class participation is over 21% but we'd love to see much higher stretch numbers!
- We were working on our Admissions Plan January through June. We are now working on the plan that will be active in July, an all-hands on-deck 50-state strategy.

### **AR&D requests to the AA Council and PlusOnes**

- Please encourage **class giving and participation** in honor of the **President Phillip Stone Legacy Challenge**
- **Invite all classes to attend Reunion!** President Woo speaking at the Alumnae Convocation and President Stone will be thanked with a celebration gala. **Reunion Registration** extended to 12 pm ET on May 24th <http://sbc.edu/reunion/reunion-registration/>
- **Please 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

### **Working Group Updates from the AA Council**

**Strategic Initiatives:** Debra Elkins '93, Sarah vonRosenberg '72 and DeDe Conley '72

- **Council operations:** agendas. Minutes available at <http://sbc.edu/alumnae-development/alumnae-alliance/>
- **Pres. Woo Inauguration** – planning underway, Ann Kiley Crenshaw '76 (Alumnae At Large Representative to the Alumnae Committee of the Board of Directors, serving on the Inauguration Planning Committee)
- We are giving the Distinguished Alumna Award at reunion, with President Woo presiding.

**Clubs and Virtual Auction:** Cady Thomas '98 and Kathryn Yunk '91

- **2017 Online Silent Auction** (led by Norma Valentine '93) is live. <http://sbc.edu/auction>; Working on flyer re. auction for the Reunion Festival.
- As of this morning (May 23) more than \$21,000 raised for the college.
- Auction closes Saturday night of Reunion (June 3)

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

- Completing calling juniors and finishing up college fairs targeting juniors. Everyone can always refer students using the online form (accessible via either Admissions or Alumnae pages). <http://sbc.edu/alumnae-development/refer-a-student/> or <http://sbc.edu/admissions/refer-a-student/>
- Working on flyer on AARs for Reunion Festival provided to Savannah Oxner '05 in Admissions to review

- AR&D are working with Admissions on new initiatives. College is deciding on what strategy to use with recruiting--use parents, etc--so we are in a holding pattern at this point to see what they need from us on admissions efforts.

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

- We are moving to the finish line strategy for the remaining 45 days before June 30. Encourage all to accelerate/fulfill pledges. Encourage classes to make a gift.
- **Phillip C. Stone Legacy challenge** – match \$5 million challenge from donors. <http://sbc.edu/news/sweet-briar-donors-commit-5-million-launching-phillip-c-stone-legacy-challenge/>
- **Class giving statistics** (as of May 15, 2017) <http://sbc.edu/alumnae-development/class-giving-statistics/>
- New SBC **updated online giving platform** is live at [www.sbc.edu/give](http://www.sbc.edu/give)
- 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
- **Williams Associates** info available at <http://plannedgiving.sbc.edu!>

**“Class Acts” and Reunion Festival:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- **Reunion Festival Booths Plan** – see page 3 of the Agenda. Can always use more volunteers!
- **5 flyers for the Reunion Festival:** (1) Reunion Festival + Alumnae Alliance overview; (2) The Network – Alumnifire; (3) AARs; (4) Silent Auction – on campus details; (5) Alumnae Daughters “insiders” tour of campus
- Phyllis needs volunteers for the Service of Remembrance for the readings (Scripture Lesson) and two people to read the names of the departed. Michelle will check with an '07 alum and Sarah V will check with Martha Holland for readings.
- Magazine is out, excellent edition. Writing the Class Notes went better this time, so the Red Pencil Brigade will be used again.

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

- **Operational focus to re-echo postings** to alumnae Facebook pages from official SBC Facebook pages (e.g., Sweet Briar College, Sweet Briar College Now and Forever) and the SBC news page (<http://sbc.edu/news/>)
- Retweet, repost, like all the official posts.
- News articles available online at <http://sbc.edu/news>
- Please send a welcome message to any new student who is listed on College pages.

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

- **Alumnifire** – keep posting jobs and internships! Don't forget to setup email alerts. Alumnae have made 290+ postings since January 1, 2017 (that's 58 postings per month!). <https://sweetbriar.alumnifire.com>
- **Sweet Work Weeks** –tentatively scheduled for July 31 – August 18<sup>th</sup>
- DeDe, Katie and Barb will hold teleconf on the Thursday before reunion, to discuss career planning/international.
- Cindy McCabe '74 will be on campus the week before Reunion--hopes to meet with Georgie Vairo and Gay Browne to discuss Lifelong Learning initiatives for the Network.

**The meeting was adjourned at 12:55 pm EDT.**

## Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates

Summer and Fall Semester 2016		Spring Semester & Summer 2017	
Aug 1- 19 <sup>th</sup>	Sweet Work Weeks	SBC Alumnae Club Events – check with local clubs for latest dates updated due to inclement weather	<b>Jan 5:</b> Annapolis / Baltimore <b>Jan 6:</b> New York, San Francisco <b>Jan 7:</b> Dallas, Detroit, Hunt Country VA <b>Jan 8:</b> Atlanta, Richmond, Triangle Club NC, Washington DC <b>Jan 14:</b> Boston, Charlottesville, Milwaukee/Chicago, Paris France <b>Jan 15:</b> 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 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/>