



Present: Debra Elkins '93, Kathryn Hagist Yunk '91, DeDe Conley '72, Sarah von Rosenberg '72, Phyllis Watt Jordan '80, Katie Maxwell Schellhammer '95, Lea Harvey '90, Michelle Badger '06, Julia Schmitz '03, Ann Kiley Crenshaw '76

Absent: Cady Thomas '98, Sally Mott Freeman '76, Lisa Longino '78, Sarah Clement '75, Meg Guegan '92, Amy Leigh Campbell '97

PlusOnes Pilot Participants: Jane Dure '82, Jill Triana '99, Norma Valentine '93, Dianne Doss '93, Eleanor O'Connor '07, Sarah Ince '99, Cyndi McCabe '74

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. PlusOnes also listen in on standing AA Council teleconfs, and participate as appropriate, to assist 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 (5/23/2017, 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 alums 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/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!”); <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)

- **Upcoming Graduation:** The 2017 graduation is set for Saturday, May 13. Debra Elkins stressed the need to contribute to the Phil Stone Legacy Challenge, which aims to raise \$5 million in matching funds. Ann Kiley Crenshaw said the inauguration would come Founder’s Day weekend in the fall (September 22-24, 2017). Debra encouraged alums to come back for that weekend.
- **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/>

Working Group Updates (listed alphabetically)

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

- Michelle Badger reported that junior calls were wrapped up at the end of April, but admissions is still waiting for input from everyone who made calls. The goal is to build the recruiting pipeline and establish relationships.
- AARs need help covering their booth at the Engagement Fair since neither Julia nor Michelle can attend reunion this year. Diane Doss has volunteered to help.
- 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

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

- Phyllis Jordan updated the council on the Alumnae Alliance Festival, saying that most of the spots have been filled to staff the booths, but she could use some extra help. Some of the booths have only one worker. She is going to talk off line with the AAR WG, who have an ambitious plan to make videos but only one volunteer signed up to do it. She asked about the need for an information booth, and it was decided that the information booth would be wrapped into the Strategic Initiatives booth.
- Phyllis said she and Priscilla Carroll have been talking about the alumnae daughters tour. The plan is to launch the tour at 3 p.m., then follow up with an informal information session with the teens and recent graduation along with cupcakes.
- **Sweet Briar College Alumnae Magazine – coming soon!**

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

- Lea Harvey described how the focus for her working group over the next few weeks will be the finish line strategy to reach the \$20 million goal by June 30. Debra stressed that alums should give every year, rather than just give in their reunion year. Debra said there are no numbers out yet on the progress toward that goal. New SBC **updated online giving platform** is live at www.sbc.edu/give
- 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/> DeDe Conley said that the website with class giving is very motivational.
 - 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/>

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

- **Talbot's Event:** Kathryn Yunk described how the May 4 fundraiser at Talbot's included 26 stores. She doesn't have a total for how much was raised but expects to receive a check in the next 30 days. She thanked everyone who got involved and encouraged people to get involved in next year's effort.
- **Virtual Silent Auction:** Norma Valentine described how the auction has already raised more than \$19,000 and received more than 20,000 page views. Debra noted that Reunion is three weeks out, and the interest is expecting to rise. Norma is still accepting donations for the auction. Check out the items included in the auction so far at <https://www.32auctions.com/sweetbriar2017>

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

- Eleanor O'Connor '07 urged everyone to keep pushing the auction on their various social media platforms. She encouraged those posting about reunion to use the hashtag: #SBCReunion17. She also encouraged members to tweet or post photos from Sally Mott Freeman's book talk in Washington D.C. on May 9.
- 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 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

- Katie Schellhammer said she and Sarah Clement had been working with Barb Watts to coordinate career placement efforts. Debra reminded Council members and PlusOnes to post on AlumniFire and said they still have internships available. Katie encouraged people to post articles and jobs on LinkedIn.

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

- The Distinguished Alumna Award will be presented at Reunion, with President Woo presiding.
- 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 registration is open, please help promote this on social media and encourage people to sign up.

Other Matters

- Michelle Badger mentioned that some people have spoken to her about the funding Honor Roll publication that came out. Some alumnae who gave less money felt that only high-dollar donors matter to the college. Debra and Sarah suggested ways that those with smaller contributions could be honored. Lea Harvey to take the information back to the Development WG for consideration.
- Debra Elkins noted that some questions have been raised about comings and goings among the faculty and staff. She stressed that the Council does not comment on these or weigh in on them. The college is going through its typical end of year transition with faculty and staff. There will be people coming and going.

The meeting was adjourned at 12:56 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/>

Alumnae Alliance Festival

Group	Game	Contact	Needs
Development	Cupcake Walk	Lea Harvey	4 dozen cupcakes ordered
Clubs	Wine bottle toss (w/ some nonalcoholic bottles)		Wine bottles, hoops, table (Amy Leigh has hoops, Clubs brings bottles)
MMC	Pin the tail on the vixen	Meg Guegan, Jane Dure	Vixen board printed, MMC brings tails, bracelets
Class Acts	Cornhole	Phyllis Jordan	Cornhole boards, Amy Leigh and LeLe
AAR	Video messages Sign up for AAR/ Admissions staff Rotating pictures of college fairs	Diane Doss	Video camera, brochures, white boards
Network	Bowling and Badminton w/Barb Info and sign up sheets for LinkedIn, AlumniFire	Sarah, Evangeline Taylor, Barb Watts	Badminton net and racquets, bowling pins and balls Handouts and/or sign up sheets
Strategic Planning/Info Table	TicTac Toe, Collecting ideas for board/AA Big map	Deb/Sarah/DeDe	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??	Pam Fine will provide coloring sheets, Sarah C. will bring colored pencils
Friends of Library	Guess the number of books	Katie Myers (Dr. John Goulde will man the booth)	Awaiting details
Friends of Riding	Horse shoes, horses	Katrina Bills	They will provide horse and horse shoes
Friends of Athletics	Spinning wheel	Megan Behrle	Jeanne will provide the wheel
Vixen Marketplace	Bookshop/Shop Sweet	Amy Leigh	Amy Leigh coordinating merchandising
Auction Table	A table showing off some of the auction items	Norma Valentine, Jane Page Thompson	Norma bringing auction items
Older Classes Outreach		Flo Barnick/Jean Bryan	