



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
June 14, 2016

Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Debra Elkins '93, Sally Mott Freeman '76, Meg Guegan '92, Phyllis Jordan '80, Katie Schellhammer '95, Julia Schmitz '03, Kathryn Yunk '91, Sarah vonRosenberg '72

Absent: Deirdre "DeDe" Conley '72, 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

- **Council** meets twice per month via teleconf. Upcoming Tuesday teleconfs from 12 – 1 pm ET (upcoming teleconfs on 6/28/2016; 7/12/2016; 7/26/2016; 8/9/2016; 8/23/2016)
- **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:

- AA Council will coordinate final push support through Development WG with AR&D.
- AA Council will coordinate to assist the Director of AARs to help her roll out training over the summer. AAR WG co-chairs will ideally meet with the new VP of Enrollment once he is on board in July to highlight the AAR program and seek guidance for how he would like to proceed.
- Council will complete recommendations for Board of Directors Alumnae Committee and Presidential Search Committee by June 19th and send nominations packages to Committee chairs.
- **Pace WG efforts and prioritize to Updated Board and College Priorities: "Money and Students"** - (A) fundraising; (B) student recruiting; (C) strengthening and deepening alumnae engagement and volunteerism and (D) 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> for Council operations and **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

- Will work with AAR Director and AR&D to coordinate Regional Leads AAR training.
- New VP of Enrollment Bill Allen, Jr. is scheduled to start at Sweet Briar in July.
<http://sbc.edu/news/sweet-briar-college-names-permanent-vp-of-enrollment-management/>

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

- Highlights of backbrief on Reunion – things that went really well and things to work on for next year. AA Council will anonymize and share notes to AR&D
- Will follow up next on Class Notes options development. AR&D has also asked for help in getting alumnae to update contact information and career information in Banner.

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.
- **Final push for Next is NOW before the June 30, 2016 end of fiscal year deadline.**

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

- AA Council MMC asked to identify who-what-when-where-why-how options for social media channels to reach alumnae with communications, once the June 30th Next is NOW campaign numbers have been finalized and are ready for release. Ideally AA Council / MMC will help broadly distribute information.
- **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** – review and planning for potential August session underway
- Beginning to pursue option and proposal development with an alumna who has experience with **lifelong learning**. More to follow!
- Will have **Josie Beets '00 and Evangeline Taylor '00** begin developing **Updated Alumnifire Training** for Career Services, and Alumnifire media postings using “Pearls of Wisdom”. See <https://sweetbriar.alumnifire.com> 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.
- Will follow up with **Tracy Gatewood '83** regarding “spiritual life” assistance from alumnae for College Student Life programs. Potentially this could be an alumnae subgroup supporting Chaplains Matt Gaventa and Kathy Chase '67 through Kelly Kraft-Meyer / Student Life.

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

- Will follow up after 1st in-person meeting at Reunion to begin sharing good ideas and practices across Regions
- **Evangeline Taylor '00** to help setup a **Clubs WG Google DropBox** and provide some user guide / training notes on how to use DropBox

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

- Update on **nominations packages for Presidential Search Committee & Alumnae Committee of the Board**. Requested that Council members review materials and make recommendations which will be consolidated and shared to the Board of Directors Committee Chairs by June 21, 2016.
- Alumnae bios, photos, majors for “**Major Outcomes**” request from College MMC proceeding. Jane Dure '82 assisting with writing up materials.
- Strategic Initiatives WG to work on “**Pearls of Wisdom**” draft out of Reunion submissions, and circulate materials for comment to SWAG (States Women’s Advisory Group) for additional input and ideas to support Career Services. Will also provide to “The Network” / Alumnifire subgroup for potential consideration as materials to post regularly as photo / quotes short media clips and blog starter items.
- Strategic Initiatives WG to begin drafting a **rolling nominations process and refining position descriptions for Council seats**, to start evolving Council representation as needed, and as part of an ongoing term replacement process.

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.