



**Present:** Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Phyllis Watt Jordan '80, Katie Maxwell Schellhammer '95, DeDe Conley '72, Julia Schmitz '03, Meg Guegan '92, Kathryn Yunk '91

**PlusOnes Participants:** Jill Triana '99, Norma Valentine '93, Cynthia Hardy McCabe '74, Jane Dure '82, Jean Bryan '82, Jeannette Pillsbury '72, Christie Cardon '96, Karen Hott '91, Jane Davis '03, Alexa Schriempf '97

**Alumnae Relations & Development:** Priscilla Carroll '87

**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 (6/20/2017, 7/11/2017 \*\* moved after July 4<sup>th</sup> holiday, 7/25/2017, 8/8/2017, 8/22/2017)
- 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**

- **Melissa Richards** has joined the staff as vice president for communications and enrollment. <http://sbc.edu/news/melissa-richards-appointed-vp-for-communications-and-enrollment-management-at-sweet-briar/>
- **The BLUR program** for high school students interested in the arts began on Sunday and will continue for several weeks.
- President Woo update at Reunion offers glimpse of the visioning process underway <http://sbc.edu/news/presidents-reunion-update-offers-glimpse-of-visioning-process/>
- **Fall Explore Chemistry Weekend for High School Girls** <http://sbc.edu/news/sweet-briar-launches-explore-chemistry-weekend-for-high-school-girls/> (\$35 to register, **Sept 22-23** on campus for hands-on projects weekend)
- **Fall Explore Engineering Weekend for High School Girls** <http://sbc.edu/engineering/explore-engineering-for-high-school-girls/> (\$35 to register, **Nov 10-11** on campus for hands on projects weekend)

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

- **Priscilla Carroll** offered her thanks for those who participated in reunion, mentioning specifically the work down auction, the engagement festival and a handful of alums who came early to help with details – checking rooms, making beds, stuffing packets, greeting people at the gate. Debra Elkins and Sarah von Rosenberg praised Priscilla for her organization and enthusiasm (and for helping run her 1<sup>st</sup> Reunion!).
- 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 and details worked out.
  - Contact an AA Council member or go to [sbc.edu/alumnae/submit-an-idea/](http://sbc.edu/alumnae/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

- We will come up with ways to provide feedback on ideas and proposals that have been submitted, possibly status updates on our Alumnae Alliance page for the top five being considered.
- Please encourage **class giving and participation** in honor of the **President Phillip Stone Legacy Challenge**
- **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
  - 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>)

## 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)
- **Save the Date**
  - **Founders Day 2017:** September 22-23, 2017, with inauguration of Pres. Woo
  - **Reunion 2018:** all-class reunion next year will be June 1-3, 2018

**Clubs and Virtual Auction:** Cady Thomas '98 and Kathryn Yunk '91 (not on call)

- **Priscilla** said the staff is making plans for **President Woo's introductory tour** and said some could coincide with the back-to-school events that clubs are hosting. She urged clubs to begin their planning now. Sarah V. reminded her to make clear whether these events should include prospective students, and Debra mentioned that the clubs are still in austerity mode. Katie Schellhammer asked whether clubs should start planning their back-to-school events, and Kathryn Yunk urged them to start planning. It's unclear when President Woo plans to travel.
- **Priscilla** spoke about the Talbots fundraiser, which was viewed as successful (expansion from the 2016 pilot at 1 store, to 26 stores across the USA. This is also the largest event Talbots has done!). SBC and Talbots may try some changes next year, such as finding clubs interested in participating before finding stores interested, to improve participation. Beyond the money raised, the fundraiser helped raise awareness that Sweet Briar is alive and well. Katie Schellhammer '95 suggested a communication sharing our successes and our lessons learned – AR&D to explore messaging options, depending on timing for end of year completion of the Sweet Briar Fund campaign on June 30th.
- **2017 Online Silent Auction** (led by Norma Valentine '93) went very well and winning bidders are quickly completing the check-out process. Norma is still working the process, finding buyers for items that are still available.
  - Last count shows \$34,000 raised for the college, with the total still rising; there were a total of 37,081 page views and 841 bids.
  - Norma reported that many people (20 to 30) mentioned to her at Reunion that they had no idea there was an auction, so we need to improve our outreach and notification to non-online alumnae for next year

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

- **Julia Schmitz** said the team is looking for a leader in Region 4B, which includes the upper Midwest.
- 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.
- Julia had 5-6 more people sign up to serve as an "AAR" (new name to be determined)

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

- No update on funding, but Sarah V. and Debra reminded the Council that there are two weeks left to make our goal. We have raised \$43.5 million over the last 2 years and are trying to finish this FY very strong. Sarah V. and Debra encouraged every council member to make a donation and share the news on Facebook to encourage friends and classmates to donate.
- Three classes raised more than \$1 million by Reunion, as announced at Convocation (1957, 1972, 1985).
- **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/](#)
- 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://sbcedu.alumnae-development/class-giving-statistics/>
- **Class giving statistics** updated weekly till June 30 finish line: <http://sbcedu.alumnae-development/class-giving-statistics/>
- **Williams Associates** info available at <http://plannedgiving.sbc.edu>

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

- **Phyllis Jordan** thanked Priscilla for her organization and enthusiasm at reunion. Priscilla gave props to Donna Dodd, who had worked out many planning details and documented pieces to allow alumnae to volunteer to work out the final many small tasks that make Reunion run smoothly.
- **Phyllis** said planning has begun for the fall magazine and a schedule for class notes is expected soon.
- Someone raised a question about a public spot for sharing class officers. The information is currently on Banner but not readily available to all alums. Phyllis said she keeps a separate spreadsheet and plans to update it soon with new officers elected at reunion

**Media, Marketing and Communications:** Sally Mott Freeman '76 and Meg Guegan '92 (not on call)

- **Meg Guegan '92** shared details of our work with Twitter, as well as the details of the #MyTopCollege contest.
- **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://sbcedu/news/>)
- Retweet, repost, like all the official posts from the College.
- News articles available online at <http://sbcedu/news>
- Please send a welcome message to any new student who is listed on College social media pages.
- Jean Bryan '82 asked about availability of reunion pictures. Katie Schellhammer '95 said she reposted it on the Alliance Facebook page. Please feel free to share the 100+ photos from Reunion to your classes!

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

- **Sweet Work Weeks** –scheduled for July 31 – August 18<sup>th</sup>
- **Priscilla** described heavy duty planning for **Sweet Work Weeks**. She said President Woo has prioritized the preparation of six dorms that will be in use next year. A lot of the flooring is being taken out now and replaced with new carpeting or hardwood floor. President Woo wants the residence halls painted during the first two weeks of Sweet Work Weeks, by Aug.10. The sign up is live on the website under the alumnae tab. She urged members to encourage friends to come. Faculty and staff have also volunteered to help with the painting. This fits into President Woo’s vision of “One Sweet Briar.” Katie Schellhammer asked at what age children could participate. Priscilla said children over 16 for this session, with the focus on the high number of alumnae expected to participate.
- **Kathy Pegues '71 and Ann Gately '70** working on projects and supply lists and organizing the Working Group with crew chiefs. If anyone has ideas, and wants to volunteer to help Kathy & team, contact Kathy Pegues '71
- **Katie Schellhammer** said that 100 percent of engineering graduates had found jobs. Some graduates are taking gap years. She said **Alumnifire** has had more than 300 postings since January 1, 2017 <https://sweetbriar.alumnifire.com>
- Barb Watts joined Sarah Clement '75 and Ellen Mouri '80 at the booth at the Festival with literature and information on Alumnifire and Career Beam and three iPads for signing up for Alumnifire
  - The bowling, jump rope and badminton were very popular especially because of the bingo card
  - We signed up about 25 more alumnae on Alumnifire
  - We collected about 100 surveys on Lifelong Learning circulated by Dede Conley and Cindy McCabe

**Since the next meeting falls on July 4, it will be postponed to July 11**

**The meeting was adjourned at 12.58 pm EDT.**

