



**Present:** Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Phyllis Watt Jordan '80, Katie Maxwell Schellhammer '95, DeDe Conley '72, Michelle Badger '06, Julia Schmitz '03, Lisa Longino '78

**PlusOnes Participants:** Jill Triana '99, Norma Valentine '93, Cynthia Hardy McCabe '74, Dianne Doss '93, Katie Robertson '97, Sarah Ince '99, Kathy Pegues '71, Alexa Schrimpf '97, Heidi Trude '07

**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

- **Aileen “Ninie” Laing '57**, professor emerita of art history, was named the **Distinguished Alumna for 2017** at the Reunion Convocation this past weekend <http://sbc.edu/news/beloved-professor-ninie-laing-57-named-2017-distinguished-alumna/>
- President Woo update at Reunion offers glimpse of the visioning process underway <http://sbc.edu/news/presidents-reunion-update-offers-glimpse-of-visioning-process/>
- **Tennis courts** are almost finished and the Van Der Meer tennis camp is returning this summer
- **SBC Spring 2017 Magazine** – was mailed out last month and is online <http://sbc.edu/magazine/>

#### 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 and details worked out.
  - 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
  - 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

- Suggestion made that there be more transparency and better feedback re. alumnae ideas that have been submitted and are under consideration by the college; people don't know that they have been heard
  - Possibility of posting the top 5 priorities being considered on our Alliance webpage
  - Suggestion of providing a feedback loop to provide status updates on all proposals submitted
- **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 recruited about 15 new Plus Ones at Reunion and they will start listening in on our biweekly Council calls
- Mary Pope is circulating a quick survey on Reunion with a section specifically for input to President Woo
- The stress is no longer on 5-year class reunions; the idea is all classes come home to campus every year
- **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)

- **2017 Online Silent Auction** (led by Norma Valentine '93) went very well and winning bidders are quickly completing the check-out process.
  - 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

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

- 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 as new software is deployed)
- Savannah Oxley of Admissions Office reports new software is being developed for recruitment/admissions, to be introduced soon

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

- We have raised \$43.5 million over the last 2 years and are trying to finish this FY very strong.
- Three classes raised more than \$1 million by Reunion, as announced at Convocation.
- We are moving to the finish line strategy for the remaining 21 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/>
- 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/>
- **Class giving statistics** updated weekly till June 30 finish line: <http://sbc.edu/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

- **Reunion Festival** was a great success, very well attended and the Bingo Card led to lots of interaction and engagement
- There were a couple of hitches in setup that we will work to improve next year. Will explore local alumnae attend the festival / lunch option for next year. Overall the festival and casual lunch idea – which is only in its 2<sup>nd</sup> year of execution, seems quite popular to engage alumnae across classes.
- Alumnae Daughters tour only had 2 daughters, both about 12 yrs old, but was fun and had one of the daughters ready to pack her bags to come to Sweet Briar by the conclusion of the tour; will work on better highlighting this tour next year and perhaps providing an incentive for alumnae to bring high-school age daughters to Reunion

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

- **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 from the College.
- News articles available online at <http://sbc.edu/news>
- Please send a welcome message to any new student who is listed on College social media pages.

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

- 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
- **Alumnifire** – keep posting jobs and internships! Don't forget to set up email alerts. Alumnae have made 290+ postings since January 1, 2017 <https://sweetbriar.alumnifire.com>
- **Sweet Work Weeks** –scheduled for July 31 – August 18<sup>th</sup>
  - Kathy Pegues 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
  - Pres. Woo wants to see us working on the dorms this time
  - Projects will include power washing, painting, landscaping, hospitality, and admissions and other clerical work
  - Suggestion that classes organize to have a specific project to complete over a week, whether during the Sweet Work Weeks period or at another time on campus (spring break, mini-semester break), since not everyone is available in the summer and August is hot in Virginia!

**The meeting was adjourned at 1:03 pm EDT.**

**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**  
**DRAFT as of June 4, 2017, (Updates noted in RED font and yellow highlights)**

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	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)
Dec 11	Board of Directors Teleconf	June 18-23	Explore Engineering Design Summer Course (for college credit)
Dec 11-15	Exams	<b>July 10-28</b>	<b>Forbes My Top College Competition (tentative scheduling)</b>
Dec 16th – Jan 17th	College Winter Break	<b>July 31 – August 18</b>	<b>Sweet Work Weeks</b>
		<b>Aug 24-26</b>	<b>Board of Directors on Campus</b>
		<b>Sep 22-23</b>	<b>Founders Day Weekend</b>
		<b>Oct 19-21</b>	<b>Board of Directors on Campus</b>

See full selection of calendars online at <http://sbc.edu/featured-events/>

**Board of Directors Upcoming Meetings and Major Event Dates on Campus for 2017-2018**

- August 24-26, 2017 – On campus Board of Directors meeting
- September 22-23, 2017 Founders Weekend
- October 19-21, 2017 – On campus Board of Directors meeting
- February 22-24, 2018 – On campus Board of Directors meeting
- April 19-21, 2018 – On campus Board of Directors meeting
- May 11-12, 2018 - Baccalaureate and Commencement