



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
July 11, 2017

Present: Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Phyllis Watt Jordan '80, Katie Maxell Schellhammer '95, DeDe Conley '72, Michelle Badger '06, Meg Guegan '92, Kathryn Yunk '91, Lea Harvey '90
Plus Ones Participants : Norma Valentine '93, Cynthia Hardy McCabe '74, Beth Ike '96, Sarah Reidy Ferguson '96, Jean Bryan '82, Katie Weidener '83, Kate Schlech '70, Jane Dure '82, Flo Barnick '80, Dianne Doss '93, Hallsey Brandt '16, Kelly Collins '13, Alexa Schriempf '97, Kathy Pegues '71
Staff: Clelie Steckel, Mary Pope Hutson, Priscilla Carroll

Meeting Purpose: Regular teleconf of the SBC Alumnae Alliance Council (AA Council) to coordinate efforts. Plus Ones who listen in on standing AA Council teleconfs, and participate as appropriate, include 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 (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

- **Sally Mott Freeman** is having great success on her book tour on The Jersey Brothers, including a presentation on Meet the Press in early July. <http://www.cbsnews.com/videos/face-the-nation-book-club/>
- Six SBC Students were named to the 2016-2017 Virginia Sports Information Directors Academic All-State Team <http://sbc.edu/news/six-sweet-briar-students-named-to-academic-all-state-team/>
- Honors summer research leads student East – and into the College archives <http://sbc.edu/news/honors-summer-research-leads-student-east-and-into-the-college-archives/>
- SBC announces James Alouf M.Ed. fellowship program <http://sbc.edu/news/sweet-briar-college-announces-m-ed-fellowship-program/>
- Future problem-solvers design, build and code their way through Explore Engineering projects <http://sbc.edu/news/future-problem-solvers-design-build-and-code-the-ir-way-through-explore-engineering-projects/>
- Blue Ridge Summer Institute for Young Artists (BLUR) kicks off 7th year at SBC <http://sbc.edu/news/blue-ridge-summer-institute-for-young-artists-kicks-off-seventh-year-at-sweet-briar/>

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

- **Mary Pope Hutson** thanked the AA and the working groups for their continuing work. She values the volunteer hours and the relationships we’re helping to build. She said they still haven’t finished counting all the dollars coming in and hopes to have numbers for the Board when they arrive on campus for the weekend. She said the AR&D staff had an 8-hour retreat and stressed the strong volunteer work from alums, ranging from reunion to club activities, from fundraising to internships. “There is no other college that has the kind of engagement that we do.” She spoke about Sweet Work Weeks and the engagement of faculty and staff, as well as alums who have signed up to work this summer.
- Mary Pope said Meredith Woo, as part of a special initiative to refurbish the dorms, has asked that the college frame about 400 of the works of art in the college collection, so that every student can enter a lottery to have a work of art hanging in their room, as well as the parlors and open spaces. Mary Pope also said there is an

initiative to refurbish Sweet Briar House, including a special task force of alums with expertise in historic preservation and design. Katherine Kilpatrick '74 has been heading the effort.

- Mary Pope says there will be a special admissions outreach plan involving AARs that will launch in early August. She said the college continues to work on enrollment through the summer.
- Mary Pope encouraged all AA council members to think about how to improve the Alliance and support the college. She is encouraged by everything that has been accomplished. She said they are looking at dates for a 14-16 city tour with President Woo from early September to November 15. The theme will be a new era, a new vision for Sweet Briar. President Woo will wrap up a strategic plan, which Mary Pope described as “thrilling,” by the end of August.
- 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 4th Alumnae Clubs event ideas got launched and details worked out.
 - Contact an AA Council member or go to 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 von Rosenberg '72 and DeDe Conley '72

- **Sarah von Rosenberg** noted that the AA has been operating for under two years. She said the criteria for Plus-Ones are a skill set you want to share with the college, and a willingness to work co-operatively together with others in service to the College and its alumnae. Be thinking about priorities for the AA over the next six months. We welcome your input as you see things that need retooling. Please help us keep recruiting people to join these calls. Over the next two years we will be tweaking and refining the AA, especially governance and communications, to continue building out and defining what the “Sweet Briar effect” is. We will be helping alums (with areas of focus including clubs, networking, Alumnifire), but our priority has to be using our skill sets to help the college with recruiting students! **Debra Elkins** described it as a virtual organization that works together to not only help the college, but build volunteers’ leadership skills.
- **Council operations:** 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). Please encourage alumnae to come to this event.
- **Save the Date**
 - **Founders Day 2017:** September 22-23, 2017, with inauguration of Pres. Woo on Sept. 22
 - **Reunion 2018:** all-class reunion next year will be June 1-3, 2018

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

- Are organizing the Back to School Days events, please make sure the word gets out because we know the data in Banner is not complete. Kathryn Yunk noted that the Back to School events are very casual, ice cream socials or cupcake gatherings, about a half dozen have been scheduled so far. We are including prospective students this year, as well as current students and alumnae. If you know anyone who would like to host one please let us know.
- Talbots event in May: we raised about \$7000; 26 clubs worked with Talbot’s stores to host events. That was the largest event Talbot’s has ever done, and SBC’s first clubs national event of this type. Overall – very successful to learn things in the SBC clubs and Talbot’s partnership, for potential future events.
- Debra Elkins stressed that some of the data in Banner is not up to date. She and Sarah encouraged AA members to keep asking other alumnae if they are getting information from the college. If not, it could be

their Banner information is out of date. We always can help the College collect better information at club events and share with the AR&D to connect alumnae back to the College.

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

- **Michelle Badger** encouraged AA members to share any college fairs they hear about. She and Julia will share the information with Savannah Oxner '05 in the admissions office to determine whether we need to staff it.
- **Sarah von Rosenberg** said that President Woo has a roll out plan for announcing admissions and fundraising numbers later this summer.

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

- **Lea Harvey** said the working group is having a retreat in late July and will share more after that meeting.
- New SBC **updated online giving platform** is live at www.sbc.edu/give
- **Williams Associates** info available at <http://plannedgiving.sbc.edu>

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

- **Phyllis Jordan** said planning has begun for the fall magazine and plans to send out a schedule for class notes this week. It looks like class notes will be due in early September, with the magazine going to the printers in early October and in mailboxes by Halloween. Need experienced copy editors to help edit the class notes. If anyone is interested, in helping copy edit, please contact Phyllis Jordan.
- Phyllis raised the idea of inviting reunion class officers to Founders Day and giving them some intensive training on how to building fundraising and engagement.

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

- **Meg Guegan '92** shared details of our work with Twitter, as well as the details of the #MyTopCollege contest.
- **Heidi Trude** has prepared a tipsheet for setting up Google Alerts so that you can get a weekly or monthly update of news involving the college. This can help alums that say they don't receive the updates from the college.
- New VP of Marketing/Communications starts Monday July 17
- **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://sbcc.edu/news/>)
- Retweet, repost, like all the official posts from the College.
- News articles available online at <http://sbcc.edu/news>
- Please send a welcome message to any new student who is listed on College social media pages.
- Jean Bryan asked about availability of reunion pictures. Katie Schellhammer said she posted it on the Alliance Facebook page. Reunion photos are also posted online on SBC's Flickr account at <https://www.flickr.com/photos/sweetbriarcollege>

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

- **Sweet Work Weeks** –scheduled for July 31 – August 18th
- **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 (<http://sbcc.edu/alumnae-development/sweet-work-weeks/>); so far about 100 volunteers have signed up. 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 no younger than 16.
- **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
- **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 175 postings since January 1, 2017 <https://sweetbriar.alumnifire.com>

Plus Ones questions:

- What is happening with the Adopt a Vixen program? Student confidentiality/privacy concerns (covered by FERPA (Family Educational Rights and Privacy Act of 1974, see <http://oldweb.sbc.edu/catalog/academic-procedures>) limit the information that alumnae can receive about students. Idea presented that Clubs take this program on as Adopt a Residence Hall rather than an individual student, to conform with regulations on student privacy and confidentiality.
- What about the college art collection and art management if placed in student dorms? Friends of Art is assisting the College with art collection management, particularly framing art. The art framing effort is not part of Sweet Work Weeks!

The meeting was adjourned at 1:00 pm EDT.

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of July 11, 2017, (Updates noted in RED font and yellow highlights)

Summer and Fall Semester 2017		Spring Semester & Summer 2018	
July 31 - Aug 18	Sweet Work Weeks	Sweet Briar Day Alumnae Club Events	Early January before students return for classes
Sweet Briar Alumnae Club Back-to-School Events	Late July / Early August before students return to school on August 18 th	Jan 15	Classes Begin
Aug 24-26	Board of Directors on Campus	Feb 22-24	Board of Directors on Campus ** AA Council onsite meetings with AR&D and possible briefing to the Board (Feb 23)
Aug 18-22	New Student Orientation and Registration	Mar 2-11	College Spring Break
Aug 24	Classes Begin	Apr 19-21	Board of Directors on Campus
Sep 22-23	Founder's Day Weekend and ** President Woo's Inauguration	May 1-7	May 1: Classes end; May 3-7: Exams
Sep 22-23	Explore Chemistry Weekend for High School Girls	May 12	Commencement (Class of 2018)
Sep 28 – Oct 1	College Fall Break	June 1-3	Reunion (3's and 8's as featured classes) All classes invited to "come home"
Oct 19-21	Board of Directors on Campus		
Nov 10-11	Fall Explore Engineering Weekend for High School Girls		
Nov 18-26	College Thanksgiving Break		
Dec 8	Classes End		
Dec 10-14	Exams		

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

Alumnae Alliance Council and PlusOnes Upcoming Teleconfs – every 2 weeks

- July 25
- Aug 8; Aug 22
- Sept 5; Sept 19
- Oct 3; Oct 17; Oct 31
- Nov 14; Nov 28
- Dec 12