



**Present:** Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Katie Schellhammer '95, Kathryn Yunk '91, Sarah vonRosenberg '72

**Absent:** Sally Mott Freeman '76, Lisa Longino '78, Beth Ann Newton '86, Julia Schmitz '03, 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 7/26/2016; 8/9/2016; 8/23/2016; 9/6/2016; 9/20/2016)
- **Council Operations:** As appropriate, the Council will identify one action item per teleconf, and coordinate with the Board of Directors (BoD) or College Alumnae Relations & Dev. (AR&D).  
**Status:** AA Council does not have any items requiring coordination currently.
- **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 AR&D and BoD requests.
- **Keep the "4 P's"** – Passion for our alma mater, Professionalism, Patience, Perseverance
- After each meeting, minutes are drafted and reviewed by Council members. Minutes are then shared to the BoD Alumnae Committee and AR&D staff, and subsequently posted on the web by AR&D staff: See <http://sbc.edu/alumdev/alumnae-alliance-council-minutes>

### **Working Group Updates** (listed alphabetically)

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

- Continuing to coordinate with Regional Leads to prepare for AAR training later this summer.
- Enrollment numbers for 2016-2017 (Fiscal Year 2017) in the July 11, 2016 update from the College – expecting 175 in the entering freshman class. Target at the start of the Next is NOW campaign in Fall 2015 was to have 324 total enrolled for 2016-2017 (FY17) for all classes.
- Will reach out to several Washington DC / Northern Virginia / Maryland alumnae to help fill needs for AAR regional leaders.

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

- Will consider how to coordinate class officers social media tutorial with MMC (e.g., e-newsletters, Facebook, Twitter, Instagram, etc. asking for BriarWire news items, updating Banner info; finding "lost classmates", class notes)

**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** (\$10 M annual giving).
- College Financials released on July 11<sup>th</sup>. Sweet Briar Fund over \$10 million.  
<http://sbc.edu/news/sweet-briar-college-raises-more-than-10-million-and-celebrates-successful-recruiting-year-12-months-after-near-closure/>
- Class gifts data analysis underway, and will be shared soon.

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

- **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel (AR&D) for consideration.
- **Calendar of Featured (Public) Events at SBC** now online -- <http://sbc.edu/featured-events/>
- **AR&D Request for social media tutorial in coordination with Class Acts** – targeting late summer to highlight different social media platforms, tips and tricks. 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 30<sup>th</sup> 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 to “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 (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

- **Career Services Support:** Barb Watts in DC this week to meet with people to advance internship placements. Alumnae Alliance assisting with recommending connections to U.S. Dept of Health and Human Services and U.S. Dept of Energy. Alumnae Alliance will also support Ashton Reid '17, engineering student looking for potential career speakers.
- Will assist with advertising the **8 Honors Students** seminars and streaming video for their research presentations. Streaming had about 30 attendees per session.
- **August 1-19<sup>th</sup> Sweet Work Weeks:** around 100 alumnae registered. Will use Carson as a dorm to base operations. Class of 1964 also holding a mini-reunion during Sweet Work Weeks.
- **Alumnifire – Pearls of Wisdom (Josie Beets '00, Evangeline Taylor '00, Eleanor O'Connor '09)** will post Pearls of Wisdom on Wednesdays to Twitter and Instagram. 1<sup>st</sup> draft of Alumnifire training underway. SBC has the #1 all women’s network with a ratio of 15:1 alumnae to student.
  - [Alumnifire] <https://sweetbriar.alumnifire.com>
  - [TWITTER #PearlsOfWisdom] <https://twitter.com/search?src=typd&q=%23pearlsofwisdom>
  - [INSTAGRAM – #PearlsOfWisdom] <https://www.instagram.com/explore/tags/pearlsofwisdom>
- **Lifelong Learning** – proposal submitted by **Cynthia Hardy McCabe '74**, who has professional experience designing and operationalizing such offerings in a rural community college program.
- **Alumnae Stories** – **Edna Ann Loftus '72** and **Grace Mary Oates '64** could potentially assist
- **“Spiritual Life” Alumnae Assistance Idea** – submitted by **Tracy Gatewood '83** regarding alumnae help to College Student Life programs.

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

- **Richmond Club** is proposing a **5-K run fundraiser** on campus during Founder’s Weekend.
- Beginning coordination with Geo / Regionals and Regional AARs re. **Back to School Events**

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

- **Presidential Search Committee & Alumnae Committee of the Board**
- Presidential Search Committee has also asked for alumnae input on the Presidential Search via SurveyMonkey and has a structured survey to address key qualities the next President must have, and priorities alumnae think the next President must take on.  
<https://www.surveymonkey.com/r/SweetBriarPresidentialSurvey> More info on the Presidential

Search is available at <http://sbc.edu/presidential-search/>

- The Executive Search Firm hosted 2 webinars, which had about 40 alumnae participating in each. Alumnae discussed many of the same questions that are also covered in the online survey. The search firm mentioned the overall timeline to solicit inputs, upcoming effort with the search committee to develop a particular recruiting posting for the executive position, and that the posting will include vetting criteria. The position posting will be shared more broadly in August, so that alumnae can assist with potentially identifying candidates for consideration. The search firm and the Board Committee will meet with top candidates at “airport interviews in late fall, with selection in spring 2017.
- Some alumnae noted challenges in not receiving the e-invites from the College, missing emails from the College, or only seeing the invites online. Opportunity for the Alumnae Alliance to continue to help advertise and remind alumnae to check spam filter settings, and to confirm email addresses with the College AR&D / Banner.
- **Martha Tisdale Cordell '82**, Associate Dean at the University of Tulsa College of Law, who has served on a number of Presidential and Provost level executive searches, will represent the Alumnae Alliance on the **Presidential Search Committee**.
- **Ann Kiley Crenshaw '76** serving as an at-large member for the **Board / Alumnae Committee**.
- Alumnae bios, photos, majors for “**Major Outcomes**” request from College MMC proceeding. **Jane Dure '82** assisting with writing up materials.
- Strategic Initiatives WG continuing 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. Will review the Alumnae Alliance Volunteers Handbook and target some working group areas of need especially social media forum support to assist / bolster team leaders with additional contents postings for Twitter, Instagram, Alumnifire, Facebook sites. Will seek more volunteers to take on targeted roles to make sure multiple communications channels reach broader groups of alumnae.
- **SWAG and Class of 1964** – will explore developing a tutorial session and ideas for how to keep your class engaged in all things Sweet Briar.
- Will add **Gardening Working Group** of alumnae under Strategic Initiatives. Will challenge them to come up with an interesting name such as “Rose Squad” or “Gardening Gang”. A group of alumnae including **Jean von Schrader Bryan '82** are already working with Donna Meeks in SBC Buildings and Grounds. Could reach out to **Jeanette Rowe Cadwallender '79**, who recently completed volunteering as president of the Garden Club of Virginia.

### **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.**