



Present: Michelle Badger '06, Amy Leigh Campbell '97, Sarah Clement '75, Deirdre "DeDe" Conley '72, Debra Elkins '93, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Kathryn Yunk '91, Sarah vonRosenberg '72

Absent: Sally Mott Freeman '76, Meg Guegan '92, 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 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 College Alumnae Relations & Dev. (AR&D).
Status: AA Council will discuss and align priority efforts for Summer and Fall 2016 to College priorities. AA Council Co-Chairs will begin weekly teleconfs with Mary Pope Hutson '83, VP of Alumnae Relations and Development to further coordinate efforts in support of the College.
- **Council talked with Mary Pope Hutson '83, VP of Alumnae Relations and Development** on the teleconfs to receive an update of the College
 - The College is going to hire two positions: (1) Director of Alumnae Relations and (2) Director of Sweet Briar Fund Annual Giving to strengthen relationships with alumnae.
 - This year will be challenging in a new way for the operational turnaround – it will require focus and persistence to deliver on key challenges and opportunities.
 - MPH also made it clear that the College recognizes the significance of alumnae volunteering and engagement – which we will collectively need to align and focus alumnae efforts to College needs and priorities.
 - She highlighted efforts underway under the Development Working Group including the Foundations & Corporations Team, Planned Giving, Major Gifts / Major Donors, and that the College will ask for the AA Council / AA's help in analyzing data from this year's campaign to plan for next steps, including an Dev WG meeting on Aug 22-23rd.
- **Pace WG efforts and prioritize to Updated College Priorities:** "Money and Students" - (A) fundraising; (B) student recruiting; (C) strengthening and deepening alumnae engagement and volunteerism and (D) supporting other AR&D 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

- Offered several webinar and teleconfs training sessions for Regional Leads to prepare for AAR and AdmissionsAdvocate rollout training later this summer. All AAR work will interface through AdmissionsAdvocate software portal!

- 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

- Moving forward to work on a Class Officers Audit to make sure every class has a President, Secretary, Social Media Secretary (or Secretaries), and Fund Agent (or Fund Agent team). Will engage **Flo Rowe Barnick '80** and **Dorsey Tillett Northrup '75** to potentially support.
- Will consider how to coordinate class officers social media tutorial with MMC (e.g., e-newsletters from the College, Facebook, Twitter, Instagram, Pinterest, Alumnifire, LinkedIn, etc. asking for BriarWire and Vixen Watch news items, updating Banner info; finding “lost classmates”, class notes compilations)

Development Working Group: Lisa Longino '78 and Beth Ann Newton '86

- Continuing to support data analysis out of the FY2016 Next is NOW effort, and beginning to plan for Fall 2016 – Spring 2017 efforts.
- Class gifts data analysis shared by decade.

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. Ideally AA Council / MMC will help broadly distribute information and provide training for interested alumnae.
- **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:** nothing to report this period. Next steps are to send Alumnifire training proposed pdf to Barb Watts to get her thoughts and discuss the proposed path forward.
- **August 1-19th Sweet Work Days:** around 100 alumnae registered. **Overview video** <https://www.youtube.com/watch?v=knRtf9Ic9ao&feature=youtu.be>
- **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. 1st draft of Alumnifire training completed and shared with AR&D for approval. 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. Also exploring FreeConferenceCall.com as platform to host webinars / teleconfs and record sessions which can be archived and reviewed later by interested alumnae. May investigate Zoom – platform that the Board of Directors is using. Intent is to use something that is easy, \$0 cost, completely alumnae driven and supported, and widely deployable for many AA needs.
- **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.
- Coordinating Sweet Briar’s placement in the **Forbes Annual #MYTOPCOLLEGE 2016 CHALLENGE**, which ends at midnight on August 3rd. SBC won First Place in 2015. Every little bit of public relations likes this helps with recruiting! There is only 1 week left and SBC is currently in 2nd place. Forbes states, "we are looking specifically at the theme of “connections.”
- Each online post must include a type of 'connection' written along with **"#MyTopCollege”** and **“@sweetbriaredu”** in the text. Public sites that will be counted in the contest include: Twitter, Facebook, Instagram, Vine, and Pinterest.
- Online rules:: <http://www.forbes.com/sites/cartercoudriet/2016/07/08/nominate-your-school-for-mytopcollege-2016/#1fb8756f6fe9>
- Special thanks to alumnae providing photos and memes including **Lenora “Lion” Farrington-Sarrouf'94**, **Jane Dure '82**, **Lele Casalini '82** (for the SBC double rainbow image), **Dianne Hayes Doss '93**, and **Kate Polevitsky '93** (for that marvelous sailboat sail image)

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

- **Richmond Club** will host a **5-K run fundraiser** at SBC during Founder’s Days (Sept 23-24).
- Continuing 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

- Alumnae bios, photos, majors for **“Alumnae Majors & Outcomes” request from College MMC** proceeding. **Jane Dure '82** assisting with writing up materials. Council members will be asked to each find 10 more alumnae bios. The goal is to collect 200 bios, photos, and media release forms for initial batch submission.
- 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.

Other news to pass along

- **ODAC All-Academic Team recognized 46 Sweet Briar students** <http://sbc.edu/news/odac-all-academic-team-boasts-46-sweet-briar-students/> To earn the recognition, students participated in an ODAC-sponsored sport and had a 3.25 or higher cumulative GPA for the 2015-16 school year.
- **Dave Matthews Band to release the 1996 live acoustic recording of the concert in the SBC Dell.** All proceeds to benefit Sweet Briar College. <http://sbc.edu/news/dave-matthews-band-releases-recording-of-1996-solo-concert-at-sweet-briar-college/>
- **Key Dates for Fall 2016 – Spring 2017**

Aug 1- 19 th	Sweet Work Weeks
Aug 18-20	Board of Director's On Campus
Aug 19-20	New Student Orientation
Aug 25	Classes Begin
Sep 18-21	Online Streamathon
Sep 23-24	Founder's Day
Oct 22	Amherst County Day Proposed Weekend
Nov 10-12	Board of Director's On Campus
Dec 9	Classes End
Dec 11-15	Exams
Jan 18	Classes Begin
Mar 3-12	Spring Break
May 2	Classes end
May 4-8	Exams
May 13	Commencement

The meeting was adjourned promptly at 1 pm ET.