



**Present:** Michelle Badger '06, Sarah Clement '75, Debra Elkins '93, Heather Ewing '90, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Norma Valentine '93, Sarah von Rosenberg '72, Kathryn Yunk '91,

**Plus Ones:** Nancy Bulls '93, DeDe Conley '72, Sarah Reidy Ferguson '96, Carter Frackleton '72, Brendy Hantzes '81, Jessica Hively '97, Sarah Ince '99, Liz Jarvis '75, Suzanne Liscouski '91, Cyndi McCabe '74, Eleanor O'Connor '07, Jeanette Pillsbury '72, Katie Robertson '97, Julia Schmitz '03, Mary Sue Thomas '72, Debbie Thurman '76, Katie Weidner '88,

**Staff:** Priscilla Carroll '87

**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 (9/5/2017; 9/19/2017; 10/3/2017; 10/17/2017; 10/31/2017; 11/14/2017; 11/28/2017; 12/12/2017)
- 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/>

**Two Key FYIs:**

- [www.sbc.edu](http://www.sbc.edu) has a lot of **NEW College web page updates showing new branding.**
- Online registration now available for **Founders Day / Inauguration and Alumnae Leadership Training Conference** (Sept 22-24) for Alumnae Alliance Council Members, Class Presidents and Fund Agents, Reunion Leadership Teams, Regional Club Leaders, and Club Presidents -- <http://sbc.edu/inauguration/rsvp/>

**Opening Comments:** Debra Elkins opened with news that the Alumnae Alliance is emphasizing **enhanced communications** to help the College reach 9 decades of alumnae with timely news. We are putting together a team of volunteers that includes members with expertise in traditional and social media. We’ve also added a communications focus to recent AA Council meetings (with lots of info for sharing) and on the AA Facebook page. Stay tuned!

Sarah von Rosenberg urged Council members and Plus Ones to attend **Founders Day 2017** on Friday morning, September 22, 2017, with inauguration of President Woo on Friday afternoon, Sept. 22. Ann Kiley Crenshaw '76 is part of the Inauguration planning committee. It will be a big event with a walk up to Monument Hill in the morning, Inauguration in the afternoon, and a gala event that night. Registration information has been emailed to all alumnae.

**Founders Day and Inauguration Information:** <http://sbc.edu/inauguration/schedule-of-events/>

**To RSVP for Inauguration (by Sept 5):** <http://sbc.edu/inauguration/rsvp/>

**Staff Requests and Updates:**

- Priscilla thanked everyone who participated in Sweet Work Weeks, which drew 100+ alumnae and a total of 167 volunteers. This included staff, faculty, family and friends. She said alumnae helped paint 210 dorm rooms, 13 hallways and two parlors. They contributed over 3,400 volunteer hours, about 2,100 of which were painting. They spent another 700+ hours on outdoor projects. The volunteers wrote more than 300 welcome notes to every new and returning students, as well as 140 to prospective students. They did 5,000 square feet of power washing. The

work extended into every corner of campus, from Monument Hill to the Boathouse. President Woo participated and had a great time, meeting many alumnae.

#### **Sweet Work Weeks Press Coverage**

- [http://www.roanoke.com/news/education/higher\\_education/alumnae-other-volunteers-work-to-beautify-sweet-briar-college/article\\_33467e50-2150-5ac4-9fb2-d50ef73e915f.html](http://www.roanoke.com/news/education/higher_education/alumnae-other-volunteers-work-to-beautify-sweet-briar-college/article_33467e50-2150-5ac4-9fb2-d50ef73e915f.html)
- <http://wset.com/news/local/sweet-briar-alumnae-help-to-clean-up-campus>,
- [http://www.newsadvance.com/news/local/alumnae-other-volunteers-work-to-beautify-sweet-briar-college/article\\_bdfec8dc-78a8-11e7-a1d5-2716a10da78b.html](http://www.newsadvance.com/news/local/alumnae-other-volunteers-work-to-beautify-sweet-briar-college/article_bdfec8dc-78a8-11e7-a1d5-2716a10da78b.html).
- **President Woo's alumnae tour** is just getting started with the first event on September 6<sup>th</sup> in Richmond. She'll be rolling out her new vision for the college this fall. Stay tuned for invites. The College is organizing things from the President's Office to manage President Woo's schedule and to handle all the payment details, and planning logistics for the events.
- President Woo hosted **Opening Convocation on Aug. 23** and unveiled the new branding. Please share the news coverage with alumnae!
  - **SBC Press Release outlining President Woo's vision:** <http://sbc.edu/news/sweet-briar-opens-112th-academic-year-with-new-president-new-look-and-new-ideas/>
  - News and Advance coverage -- [http://www.newsadvance.com/news/local/new-year-new-president-meredith-woo-addresses-sweet-briar-convocation/article\\_5d1eb0aa-886c-11e7-9b50-5f67f8132c92.html](http://www.newsadvance.com/news/local/new-year-new-president-meredith-woo-addresses-sweet-briar-convocation/article_5d1eb0aa-886c-11e7-9b50-5f67f8132c92.html)
- Priscilla says everyone is excited about the reinvigorated **Parents Council**, which will work in tandem with the Alumnae Alliance to help with recruiting, attendance at sports events and student live issues. AA Council and AR&D will coordinate to have the Parents Council provide an overview briefing for a future teleconf.
- **Families Weekend** is being planned for Oct 13-14, 2017 at Sweet Briar.

#### **Working Group Updates from the AA Council**

**“The Network” and Lifelong Learning:** Katie Schellhammer '95 and Heidi Trude '07 (*interim*)

- **AlumniFire:** Debra Elkins said we have a ratio of 15 alumnae on AlumniFire for every student. She expects some internships to post in the fall for spring or summer. She expects a report from Barb Watts soon. She urged alumnae to setup email alerts. <https://sweetbriar.alumnifire.com> Around 1,700 alumnae, students and faculty registered online (ratio of 15 alumnae per student!). Benchmark results from Jan 1-June 30 – alumnae submitted 178 job and internship postings (some with several opportunities per posting).
- Katie Schellhammer reported that she is collecting ideas for **Lifelong Learning**, and a working group is continuing development of preliminary ideas. There will be at least three phases. The first will be alumnae-to-alumnae online chats/presentations to begin this fall. The second phase will be the recording and distributing of on campus presentations and events. The third phase will be a larger Lifelong Learning on and off campus. Details on phase 3 are being developed, but it won't be in the immediate future. We welcome topic ideas and alumnae experts who may wish to share their knowledge and expertise.

**Clubs and Virtual Auction:** Kathryn Yunk '91 and Norma Valentine '93 (*interim*)

- Norma Valentine reported that we had 17 clubs and more than 200 alumnae, students and prospectives attended **Back-to-School** events.
- Kathryn Yunk has been encouraging Clubs to start planning for **Sweet Briar Day in early January**. Priscilla urged clubs to invite prospective students to these events. It's another touch we can make with possible recruits. Neat Fact: Traditionally celebrated on December 28th, the annual observance of Sweet Briar Day began in 1922.
- Priscilla reiterated that **Club and Class Leaders are invited for Founder's Day and Inauguration Day Weekend to also participate in Alumnae Leadership Training on Sept 23-24** (Saturday and Sunday, after Friday's Founder's Day and Inauguration events). Norma Valentine and Kathryn Yunk are preparing to send out an email to Club officers. Fund agents and class presidents have been invited, as well.
- Accepted students have told Admissions that they enjoy seeing the list of active Alumnae Clubs and the schedule of Back-to-School events on the Admissions page (<http://sbc.edu/admissions/accepted-students/>) and all the postings on the regional Facebook pages. Keep it up!

**Alumnae Media, Marketing and Communications (MMC):** Sally Mott Freeman '76 and Meg Guegan '92

- Debra Elkins said that both Sally Mott Freeman, who's promoting her new book, and Meg Guegan, who's starting law school, are stepping down from the AA Council. The Alumnae Alliance will establish interim co-chairs—for both traditional and social media--while the nomination process is ongoing.
- **SBC Magazine** – Phyllis Jordan said the next issue is set to arrive in mailboxes around Halloween. Jane Dure is editing the magazine this fall, with Phyllis in an assisting role. They are looking for anyone with a journalism / copy editing background, who would like to assist with Magazine assembly of class notes. If interested, please contact Phyllis at [PhyllisWJordan@gmail.com](mailto:PhyllisWJordan@gmail.com). **Class notes** are due to your class officers team by Sept. 1 to the College by September 15 for the next magazine. Can also submit at <https://sbc.edu/magazine/submit-class-notes/>
- **Operational focus to re-echo postings** to alumnae social media from official SBC social media (e.g., Sweet Briar College, Sweet Briar College Now and Forever Facebook, SBC Twitter and Instagram accounts) and the SBC news page (<http://sbc.edu/news/>). Class and Club Leadership Teams are encouraged to use the news roundups on p. 3 of this agenda, and postings from the Alumnae Alliance to share to Classes and Clubs alumnae.
- **Social Media Update** – alumnae with MMC expertise beginning to explore potentially providing an alumna-driven supporting presence (e.g., Facebook, Twitter, and Instagram), in preparation for President Woo's fall tour, including a “national messaging campaign, in light of the curricular initiatives and re-thinking of Sweet Briar's competitive positioning” (mentioned on p. 3 of the July 14-15, 2017 Board report <http://sbc.edu/president/wp-content/uploads/sites/8/sweet-briar-college-board-report-7-14-15-17.pdf>)

**Admissions Ambassadors:** Michelle Badger '06 and Heather Ewing '90 (*interim*)

- Heather Ewing said that the admissions office has put out an email asking folks to reenlist as Admissions Ambassadors (formerly Alumnae Admissions Recruiters (AARs)). She and Michelle are talking with Savannah Oxner about the handbook and other strategies to make sure that we are all on the same page for recruiting the class of 2022. Heather said **the switch from AAR to Alumnae Ambassadors reflects that we are expanding to include families, friends, parents in recruiting.**
- Everyone can always refer students using the online form <http://sbc.edu/admissions/refer-a-student/>
- Michelle asked that the new Parent Council should coordinate with the Alumnae Alliance and admissions office to make sure that their message and efforts align. Council leadership will coordinate an update briefing with AR&D for a future teleconf.
- The Admissions Ambassadors program is now recruiting for the 2017-2018 recruiting cycle to represent SBC at college fairs, to talk with prospective students, and to build relationships with key schools and counselors. A Google Docs signup form has been distributed by email and online. Please share and encourage alumnae to re-register if they wish to participate in recruiting for this year. Please use the Google Docs [form linked here](#) to confirm if you are still willing to serve as a volunteer.

**Strategic Initiatives:** Debra Elkins '93, Sarah vonRosenberg '72 and Sarah Clement '75 (*interim*)

- **Council Operations:** agendas. Minutes available at <http://sbc.edu/alumnae-development/alumnae-alliance/>
- **Sarah vonRosenberg said the 6-month Alliance priorities** have been distributed for the Council's review. It is important to review this. All the priorities focus around alumnae engagement, students recruiting and retention and fundraising. They will adjust as the College asks for more help.
- **Strategic Initiatives / Governance Working Group – Sarah Clement '75,** reports they are working on a document that includes a nomination form for positions within the AA. The document is nearly finalized. The current Council has several openings, and so for now, new volunteers are working as “interim” until this formalized structure is in place. She said the alliance will put out nomination forms, including a Wufoo form in the weeks ahead. We have five working groups where we need new nominees. In the case of MMC, we're looking for four nominees—two in traditional media and two in social media.
- In addition, over the next 6+ months the Governance WG will refine Council Guiding Principles and Core Values, and review the AA relationship to the College framed by the Sweet Briar Institute Trust and the Board By-Laws, SACS Accreditation Principles, accounting and tax considerations, and directors & officers' insurance liability concerns. More to follow on this, because we know many alumnae are interested in and want to have input on refining governance!
- Also, the Governance WG has received a request from the Board / Buildings, Grounds and Technology Committee to assist with identifying an alumna to serve on this committee. The Board / BG&T Committee requested a similar nominations process to other Board Committee roles filled previously.

- **Expanding PlusOnes** – continuing to recruit and engage PlusOnes using personal outreach of Council members and other PlusOnes. Initial pilot in Jan – Feb 2017 had 34 invited alumnae to evaluate idea; 1<sup>st</sup> Phase Soft Rollout in Mar – June 2017 had around 30 participants (15 going forward from pilot, and 15 additional recruited), Phase 2 Expanding Alumnae Operational Volunteering – July – Dec 31 2017 (added 32 new alumnae since Reunion!).

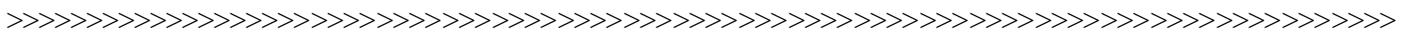
**Development Working Group:** Lisa Longino '78 and Lea Harvey '90

- Lisa Longino says the Development Working Group is entering all information into Banner, so they can be ready to go for the next fundraising push that will be after Founders Day.

**Plus Ones questions / discussion items:**

- A question was raised about social media questions concerning changes to the **campus healthcare system** and budget cuts. Council members asked if they could be provided with more information, so they could respond to these concerns with the facts. Council leadership agreed to connect with the college communications team to arrange for that.
- Aug 24, 2017 UPDATE SBC let us know that they have **updated the Health and Wellness web pages** (<http://sbc.edu/health-and-wellness/>) with all the information about medical services at Centra, and how the College is supporting. There is a chart explaining who to contact on this page: <http://sbc.edu/health-and-wellness/frequently-asked-questions/>

The meeting was adjourned at 12:58 pm EDT.



**News to Pass Along to Alumnae** (Special thanks to **DeDe Conley '72** for the news roundup!)

- **WSLS:** Aug 3, 2017: President Woo addressed the Lynchburg Regional Business Alliance and talked about her vision for the college. <https://www.wsls.com/top-stories/whats-news-today-august-9-2017>.
- **Explore Chemistry Weekend for High School Girls: Both sessions SOLD OUT!** Sept. 22-23, 2017 (full), Oct. 13-14, 2017 (full), More info: <http://sbc.edu/chemistry/explore-chemistry-weekend-for-high-school-girls/>.
- **Explore Engineering Weekend for High School Girls: Nov 10-11, 2017 (open)**, Cost is \$35 and includes room and board, snacks, supplies and a T-shirt. Register by Oct 1. <http://sbc.edu/engineering/explore-engineering-for-high-school-girls/>
- **Vixen Sports Calendar:** <http://vixenathletics.com/composite?d=2017-08-26>. Highlights: Sept 15th at Va Tech, Alumni Meet; Sept 17th Golf vs Hollins at Poplar Grove; Sept 23 Field Hockey Alumnae Game; Sept 24th Soccer Alumnae Game; Sept 26th Riding at Randolph College.
- **Sweet Briar Hosts CCL soccer training camp:** Leading into the Gothia Cup which offers annual soccer competition in Sweden for boys and girls in the U-11 through U-18 age groups with 1,763 teams from 82 nations, there was a three-day training camp at Sweet Briar College. <http://www.heraldmillmedia.com/sports/>
- **New SBC Athletics Coaches Update:**
  - Interim Athletics Director Donna Hodgert has announced the hiring of Adam New as the head golf coach and Dustin Hale as the new head tennis coach at Sweet Briar College.
  - GOLF: <http://vixenathletics.com/sports/wgolf/2017-18/releases/20170810n72vdc>.
  - TENNIS: <http://vixenathletics.com/sports/wten/2017-18/releases/20170817p1iozk>
- **Clemson University news release on collaborative USDA research at Sweet Briar.** Sweet Briar is a sub-awardee on the grant, and some of the data is being collected by sustainability interns working on campus. <http://newsstand.clemson.edu/mediarelations/study-to-measure-biofuels-impact-on-climate-from-the-field-to-the-power-plant/>.
- **SBC hosts Mid Atlantic Band Camp** <http://www.midatlanticcamps.com/files/MSBandCampBrochure.pdf>
- **Lendedu statistics for 2015-2016 school year: 69 % of Sweet Briar student have debt, average \$25,354.** <https://lendedu.com/blog/school-student-loan-debt-rankings-by-state#tab-con-47>. National average is \$25,400.
- **Dr. Lauren Lazaro '09** is now an Assistant Professor of Agronomy and Weed Science at Louisiana State University. Dr. Lazaro received her Ph.D. in the Department of Plant Biology at Southern Illinois University, and her B.S. in Biology from Sweet Briar College in 2009. Her interests are integrated weed management, weed ecology/biology, harvest weed seed control. <http://www.lsuagcenter.com/profiles/LLazaro>

- **Alumna Obituary: Patsy Ticer '55, first elected female Mayor of Alexandria, VA then a four term Virginia State Senator:** [https://www.washingtonpost.com/local/obituaries/patsy-ticer-four-term-virginia-state-senator-dies-at-82/2017/08/07/b3a73d04-7b90-11e7-9d08-b79f191668ed\\_story.html?utm\\_term=.4634220063f1](https://www.washingtonpost.com/local/obituaries/patsy-ticer-four-term-virginia-state-senator-dies-at-82/2017/08/07/b3a73d04-7b90-11e7-9d08-b79f191668ed_story.html?utm_term=.4634220063f1),
- **Exhibit in Benedict** to see when on campus for Inauguration and Founder's Day, very interesting, featuring intentionally unidentified historic architectural drawings of campus buildings: *Interactive exhibit challenges students to explore Sweet Briar campus.*
  - <https://sbc.edu/news/interactive-exhibit-challenges-students-to-explore-sweet-briar-campus/>.
  - [http://www.newsadvance.com/the\\_burg/artscene/interactive-exhibit-encourages-exploration-of-sweet-briar-campus/article\\_bc5b946b-bc43-5a7f-9bc0-0d41d2262fac.html](http://www.newsadvance.com/the_burg/artscene/interactive-exhibit-encourages-exploration-of-sweet-briar-campus/article_bc5b946b-bc43-5a7f-9bc0-0d41d2262fac.html)

**Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates**  
**DRAFT as of August 20, 2017, (Updates noted in RED font and yellow highlights)**

Summer and Fall Semester 2017		Spring Semester & Summer 2018	
July 30 - Aug 13	17 Alumnae Clubs hosting Back-To-School events	Sweet Briar Day Alumnae Club Events	Alumnae Clubs host events in late December / early January before students return for classes
July 31 – Aug 18	Sweet Work Weeks	Jan 15	Classes Begin
Sweet Briar Alumnae Club Back-to-School Events	Late July / Early August before students return to school on August 18 <sup>th</sup>	Feb 22-24	Board of Directors on Campus
Aug 24-26	Board of Directors on Campus Expecting committee meetings to be scheduled (e.g., Alumnae Committee, Buildings, Grounds & Technology Committee)	Mar 2-11	College Spring Break
Aug 18-22	New Student Orientation and Registration	Apr 19-21	Board of Directors on Campus
Aug 24	Classes Begin	May 1-7	May 1: Classes end; May 3-7: Exams
<b>Sep 22-24</b>	<b>Founder's Day, President Woo's Inauguration, Alumnae Leadership Training Conference</b>	May 12	Commencement (Class of 2018)
Sep 22-23	Explore Chemistry Weekend for High School Girls	June 1-3	Reunion (3's and 8's as featured classes). All classes invited to "come home"
Sep 28 – Oct 1	College Fall Break		
Oct 13-14	Explore Chemistry Weekend for High School Girls		
<b>Oct 13-14</b>	<b>Families Weekend</b>		
Oct 19-21	Board of Directors on Campus		
<b>Nov 10-11</b>	<b>Fall Explore Engineering Weekend for High School Girls</b>		
Nov 18-26	College Thanksgiving Break		
Dec 8	Classes End		
Dec 10-14	Exams		