



Sweet Briar College Alumnae Alliance Council

Meeting Minutes
August 8, 2017

Present: Sarah Clement '75, Debra Elkins '93, Sarah von Rosenberg '72, Norma Valentine '93, Kathryn Yunk '91, Lisa Longino '78, Lea Harvey '90, Heather Ewing '90, Michelle Badger '06, Katie Schellhammer '95, Phyllis Jordan '80, Amy Leigh Campbell '97

Plus Ones: DeDe Conley '72, Nancy Bulls '93, Sarah Reidy Ferguson '96, Evangeline Taylor '00, Hilary Cook '05, Alison Hall '97, Brendy Hantzes '81, Lenora Farrington Sarrouf '94, Cathy Foose '78, Jeanette Pillsbury '72, Cyndi McCabe '74, Rebecca Nelson '94, Amanda Diamond Ring '98, Julia Schmitz '03, Liz Jarvis '75, Dianne Doss '93, Jill Triana '99, Amy Campbell Lamphere '80,

Staff: Priscilla Carroll '87

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, 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 (8/22/2017, 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/>

Staff Requests and Updates: Priscilla noted that Sweet Work Weeks is going great and runs every day (including weekends) July 31 through August 18, the day new students arrive.

- Please come to Sweet Work Weeks! They are still taking registrations.
- 17 Alumnae Clubs are hosting Back-To-School gatherings starting this weekend. Many thanks to the Clubs for the personal touch to gather alumnae and to talk with current students. Request of PlusOnes and Council members to please attend the event in your area and send photos (group photos or photos of alumnae rather than of students or prospective students due to Federal privacy laws) for posting online.
- Class and Club Leaders will be invited to attend 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). Keep an eye out for a Save-the-Date email forthcoming!
- President Woo's alumnae tour is just getting started with the first event on September 6th in Richmond. The College is leading event planning from the President's Office. Stay tuned for more details!
- Families Weekend is being planned for Oct 13-14, 2017 at Sweet Briar.

Update on Founders Day and Inauguration Planning: Founders Day 2017 is Friday morning on 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/>

Working Group Updates from the AA Council

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 '72** 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. Document is nearly finalized. Current Council openings, and so for now, new volunteers are working as "interim" until this formalized structure is in place.
- **Council Leadership & Change Management – interim co-chair volunteers** are noted until the AA Council can refine and execute an open volunteers' solicitation and nominations process. This is similar to how the Council provided alumnae representation to two Board committees previously. The Council is now moving forward with leader transitions.
- **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; 1st 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 29 new alumnae since Reunion!).

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

- The Development Working Group and Alumnae Relations & Development Staff had a productive retreat at Sally Mott Freeman's home. They reviewed the year, celebrated the \$21 million, and planned for the future. They addressed each unit of the AR & D. They will continue to focus on alumnae engagement and coordinating messaging – as well as marketing for the college. Messaging will focus on the College's vision for the future. Pres. Woo tour will help have a national conversation about SBC's vision during her 17 cities tour this year. More info to come.
- **Results** (sent via email to alumnae on July 20, 2017): **Sweet Briar College raised over \$21 million, setting fundraising record second consecutive year, including \$14.1 million for fiscal year 2017 and \$7 million in future-year commitments.** From 2015 to 2017, Sweet Briar donors have contributed \$43.8 million dollars, the largest two-year total in the 116-year history of the College.
- **Special Thanks and Recognition of Alumnae Contributions:** "Sweet Briar is extremely fortunate to have such loyal alumnae and friends," President Meredith Woo shared. "Your vote of confidence is meaningful and your generosity helps ensure the College's continuous success."
- In addition to financial contributions, the College benefited from alumnae service totaling thousands of volunteer hours, an **in-kind value** for professional services of **over \$13.8 million from 335 alumnae volunteering an estimated 116,400 hours.** These volunteers demonstrated their commitment to the College through, among other activities, recruiting students, assisting with fundraising projects, helping to plan alumnae club events and Reunion, and assisting current students with finding internships and employment after graduation.

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

- Lifelong Learning is in the development stages. 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.
- **Sweet Work Weeks (July 31- Aug 18)** – Lots of "budget relieving" tasks being carried out – painting, power-washing, landscaping, etc. **Kathy Pegues '71, Ann Gately '70, Vikki Schroeder '87, Alexa Schriempf '97** and others assisting with the 3-week campaign. President Woo has asked faculty and staff to join alumnae and other volunteers to help paint the six residences that students will use during the upcoming year. This joint volunteer effort will put into practice President Woo's principle of "One Sweet Briar," everyone working together to support the shared goal of advancing the College.

- **Alumnifire** - Don't forget 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).

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

- 17 Clubs planning and hosting **Back-to-School** events before new students arrive on campus on Aug 18th. Club gatherings and activities are valuable opportunities to build connections among generations of alumnae, current and prospective students, their families, and other friends of Sweet Briar College. Thank you to those Clubs that are holding events – we look forward to seeing photos!
- Clubs are encouraged to go ahead and set a date for the December/January Sweet Briar day and share with the Alliance, so the Alumnae Office can plan accordingly.
 - 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

- **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/>)
- The Council discussed that College communications will focus on student enrollment, along with the new branding and national conversation for Sweet Briar's academic restructuring and tuition reset. Alumnae MMC can help by getting these messages from the College out into various alumnae informal communications channels to reach 9 decades of alumnae.
- **SBC Magazine** -- The next issue is targeted for Fall 2017. If anyone has a journalism / copy editing background, and would like to assist with Magazine assembly of class notes, please contact Phyllis Jordan '80 PhyllisWJordan@gmail.com. **Class notes** are due to your class officers team by late Aug, to the College by early September the for next SBC Magazine. Can also submit at <https://sbc.edu/magazine/submit-class-notes/>

Alumnae Admissions Recruiters (AARs): Michelle Badger '06 and Heather Ewing '90 (*interim*)

- Everyone can always refer students using the online form <http://sbc.edu/admissions/refer-a-student/>
- AAR program now recruiting AARs 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. An AAR 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.

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

- **Reunion 2018:** 3's and 8's are celebrating 5-year milestone reunions; all classes are invited to “come home!”
- **Reunion Save-the-Date:** scheduled for June 1-3, 2018

Plus Ones questions / discussion items:

- Can you provide more info on the fundraising results and the Development Working Group? Yes – info covered in a recent email from the College highlighted the preliminary financial results, especially all the alumnae support provided in-kind for the college, the thousands of alumnae volunteer hours, and the many ways alumnae give back – serving as AARs, being active in alumnae Clubs, as class officers, helping with Sweet Work Weeks, helping identify internships and jobs for students and young alumnae and posting them to Alumnifire, etc. The Dev WG also considered what worked well last year, what could be done better for the year ahead, how to improve operations, etc. AR&D was very pleased to have Melissa Richards, new VP of Communications and Enrollment join the discussions to help plan the year ahead!
- Is the reunion date set in stone? Yes – on SBC's website as June 1-3, 2018.

The meeting was adjourned at 1:03 pm EDT.

News to Pass Along to Alumnae

(Special thanks to **DeDe Conley '72** for the news roundup!)

- **Sweet Briar wins Forbes' annual #MyTopCollege contest — again!** July 26, 2017 | Janika Carey, For the second time since 2015, Sweet Briar College emerged victorious among small schools in the annual #MyTopCollege contest — a fun addition to Forbes' data-heavy list of America's Top Colleges.
 - <https://sbc.edu/news/sweet-briar-wins-forbes-annual-mytopcollege-contest-again/>
 - <http://wset.com/news/local/sweet-briar-college-tops-forbes-mytopcollege-list-for-the-second-time>
- **Forbes Top 650 Colleges in USA 2017, Sweet Briar ranked #313**
 - SBC came in at #216 among “Private Colleges,” #117 among “Liberal Arts Universities” and #63 in the “South” category, beating out many other small (and large) colleges in Virginia.
 - This time, the ranking is based on hard data, not online votes. But, as Forbes points out, it's the data that matters to students. According to Forbes' methodology, the Top Colleges ranking — now in its 10th year — has always focused entirely on the direct benefits a college or university provides its students.
 - Before you become a college student, explains Forbes' Caroline Howard, “you need to think like a graduate. Our goal is to showcase the **colleges and universities that deliver the best return on your education investment dollars.**” And that is where Sweet Briar ranks high. [According to LendEDU](#), it is the #9 school in Virginia for “Lowest Student Loan Debt at Graduation.”
 - Even better, recent surveys show that more than 90 percent of Sweet Briar students are employed or in graduate school six months out.
 - <https://www.forbes.com/top-colleges/#50e9eff71987>
 - <https://sbc.edu/news/sweet-briar-among-americas-top-colleges-for-2017-says-forbes/>
- **Explore Chemistry Weekend for High School Girls.** September Explore Chemistry Weekend: Sept. 22-23, 2017 (full), October Explore Chemistry Weekend: **Oct. 13-14, 2017 (open)**, Cost is \$35 and includes room and board, snacks, supplies and a T-shirt. Register by Oct 1, limited to 16 high school students. More info: <http://sbc.edu/chemistry/explore-chemistry-weekend-for-high-school-girls/>.
- **Eight Student-Athletes Named To 2016-17 ODAC Sportsmanship Teams:** <http://vixenathletics.com/general/2017-18/releases/20170727q6oyi0>
- **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.
- **Doreen McVeigh '09**, Marine Scientist at North Carolina State University, and passionate about science education and communication, article published in International Business Times for Shark Week <http://sbc.edu/news/2009-grad-adds-facts-to-shark-week-drama-in-international-business-times-article/>.
- **Anne Coyle blog post:** she was lead for the search firm Park Square that Sweet Briar's Board of Directors worked with to recruit President Meredith Woo: <http://insights.parksquare.com/post/102e3wv/the-revival-of-a-liberal-arts-college> “In Sweet Briar's case, the illness was treatable, the family could afford to pay, the patient was willing to fight, a lot of people turned out to donate blood, and the surgeon had a steady hand.”

Sweet Briar College Alumnae Alliance Council: Calendar Planning Dates
DRAFT as of August 8, 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 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 th	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
Sep 22-23	Founder's Day Weekend and President Woo's Inauguration	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		
Oct 13-14	Families Weekend at SBC		
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		