



**Present:** Michelle Badger '06, Sarah Clement '75, Deirdre “DeDe” Conley '72, Debra Elkins '93, Meg Guegan '92, Phyllis Jordan '80, Lisa Longino '78, Katie Schellhammer '95, Julia Schmitz '03, Sarah vonRosenberg '72,  
**Absent:** Amy Leigh Campbell '97, Lea Harvey '90, Sally Mott Freeman '76, Cady Thomas '98, Kathryn Yunk '91

**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 10/4/2016; 10/18/2016, 11/1/2016; 11/15/2016; 11/29/2016)
- **Council Operations:** As appropriate, the Council will identify action items per teleconf, and coordinate with the College Alumnae Relations & Development Office (AR&D).
- **Status:** AA Council will focus efforts toward “Alumnae Engagement, Money and Students,” to support AR&D (see priorities list included in these minutes – for wide sharing to all alumnae). Council Co-Chairs will continue weekly teleconfs with Mary Pope Hutson '83, VP of AR&D.
- **Founders Day Weekend Update (Friday-Sunday, September 23-25)** <http://sbc.edu/founders-day/>  
Alumnae events will include a Founders' Day Ceremony at 3 pm, walk to Monument Hill at 4 pm on Friday afternoon, then a Dell Party with local food trucks and a beer garden from 5-8 pm ET.
- **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 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/>

**Working Group Updates** (listed alphabetically, priorities from the AA Council and AR&D indicated)

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

- [Priority 2] Continuing weekly coordination calls with Marcia Thom-Kaley to coordinate AAR directions for cascading out to Regionals. Organizing AAR Regional Leads and City Leads for larger areas
- [Priority 2] Coordinated an AARs Regional Leads teleconf on Tuesday, September 20<sup>th</sup> with Bill Allen, VP of Enrollment, Mary Pope Hutson '83, and Marcia Thom-Kaley to provide “train-the-trainer” information, and a call-to-action to help more AARs with using Admissions Advocate, working college fairs and contacting prospective students. WG Co-Chairs sent a follow-up email with training slides and next steps.
- [Priority 2] Any AARs who have trouble logging into Advocate should route issues through their AAR Regional Leads and Julia / Michelle if needed for resolution.
- [Priority 2] Continuing to work with AR&D and Admissions to identify and recommend software “quick fixes” / improvements for usability of Admissions Advocate.

#### **“Class Acts” / Reunions:** Phyllis Jordan '80 and Amy Leigh Campbell '97

- [Priority 1] Continuing to organize to conduct a **Class Officers Audit** and beginning to draft a **Class Officers Handbook** to define the new model of extensive and enduring alumnae engagement with many alumnae per class involved in class leadership. **Class Officers Handbook** will clarify roles and responsibilities and provide tips and leading practices for Class President / co-Presidents, Secretary / Secretaries for class notes, Social Media Secretary (or Secretaries), Fund Agent Team and Class Stewards. Also considering how to coordinate with 9 Decade Chairs/Co-Chairs (e.g., 40's, 50's, 60's, 70's, 80's, 90's, 00's, 10's)
- [Priority 1] Supporting a potential Fall issue of the SBC Magazine including class notes. Class notes inputs can be sent online using the form <http://sbc.edu/alumnae-development/class-notes/>. Class notes are requested by September 30<sup>th</sup>, so class secretaries can work on editing, and paper magazine can be assembled for publication and mailing before the Thanksgiving holiday.

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

- [Priority 1] Partnering with Class Acts on the Class Officers Audit and Class Officers Handbook drafting

- [Priority 4] Lea Harvey '90 continuing to assist with Foundations outreach efforts (e.g., Google and Facebook)
- [Priority 4] Assisting with analysis and planning for next stage of of Annual Fund + Next is NOW campaign.

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

- [Priority 7] **Social Media Tips and Tricks:** Facebook, Twitter, Instagram, Pinterest, Alumnifire, LinkedIn, BriarWire, Vixen Watch, Banner, etc. Targeting initial tutorial draft by October 10<sup>th</sup>, so that the AA Council can position and pilot test an offering for alumnae Lifelong Learning in late October / November timeframe.
- [Priority 5] **Alumnae Bios / Profiles** request from College MMC, **Jane Dure '82** assisting. See example alumnae profiles <http://sbc.edu/government-and-international-affairs/alumnae-profiles/> and online submission form <http://sbc.edu/alumnae-development/alumnae-profiles/>
- **[Supports multiple priorities] Ongoing communications advising to support alumnae engagement**
  - **Alumnae articles for the Briar Wire:** Deadline for submission is the 7th of every month; articles should be sent to Clelie Steckel, AR&D Briar Wire editor in chief ([cdsteckel@sbc.edu](mailto:cdsteckel@sbc.edu)).
  - **Vixen Watch** is published online weekly by Monika Kaiser '82. It covers “all things Sweet Briar”! To sign up for the email distribution, go to <https://vixenwatch.wordpress.com/>

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

- [Priority 3] **Career Services** – will support Barb Watts (Dir, Career Services) on Sept 23rd from 12-1 pm in the Johnson Dining Room. Topic: "How to make Networking Connections." (Includes: Alumnifire, Social Media, Internships, How to get your foot-in-the-door) – Interested alumnae invited to drop in and participate!
- [Priority 3] **Alumnifire** – the team including **Josie Beets '00** and **Eleanor O'Connor '09**, Clelie Steckel (AR&D) and Barb Watts to talk with Alumnifire Developers to hear about new admin features.
- [Priority 7] **Lifelong Learning – Evangeline Taylor '00** revising **Alumnifire Training** and **Dawn Grobe '98** drafting **Banner Training** aligned with Banner FAQs on sbc.edu website.
- [Priority 6] **Sweet Work Days** and other “budget relieving projects” – no update
- [Priority 3] **Alumnifire + Twitter + Instagram – Pearls of Wisdom cross postings (Josie Beets '00 and Eleanor O'Connor '09)**  
 [TWITTER – see #PearlsOfWisdom] <https://twitter.com/search?src=typd&q=%23pearlsofwisdom>  
 [INSTAGRAM – see #PearlsOfWisdom] <https://www.instagram.com/explore/tags/pearlsofwisdom>  
**Alumnifire** See <https://sweetbriar.alumnifire.com> Sweet Briar is among elite networks of alumnae. SBC is the highest ranking all-women’s college with a ratio of 15 alumnae ready to help each student with internships, jobs and career mentoring. **Current Alumnifire Statistics (as of September 18, 2016)** – 755 Vixens offering introductions and networking; 707 Vixens offering resume reviews and feedback; 682 Vixens offering informational interviews, 466 Vixens offering job shadowing, 400 at a company that is hiring, 189 Vixens interested in finding interns.
- [Priority 3] **Career Services** – also assisting Barb Watts to identify / provide some job shadowing opportunities in Washington, DC and possibly other cities during spring break next March.
- [Priority 6] **Student Life** - The College hosted a variety of groups/camps this summer. Alumnae should continue to refer other camps, weddings, and opportunities through “The Network” or “Development WG” to AR&D.
- [Priority 6] **Sweet Work Weeks** – Alumnae Alliance will evaluate 2016 to assist in planning 2017.
- [Priority 3 / Priority 6] **Student Life** – reaching out to **Kelly Kraft-Meyer, Dean of Student Life and Academic Support** to see if she has operational needs where alumnae could assist. Will also pass along **Tracy Gatewood '83** / “Spiritual Life” proposal to see what Student Life / Chaplain’s Office might want for alumnae support.

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

- [Priority 8] Assisting Clubs Regional Leaders to organize December / January **Sweet Briar Day Events**
- [Priority 8] Now working to refine **Clubs Virtual Auction** proposal; **Norma Valentine '93** assisting.

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

- [Addressing Multiple Priorities] Support Council operations, assist AR&D with overseeing alumnae activities
- Council asked to begin thinking about Commencement speakers and to provide input back to AR&D
- **Council Meeting Minutes** –online <http://sbc.edu/alumnae-development/alumnae-alliance/>
- **Stateswomen Advisory Group (SWAG)** (prior Board of Directors and officers of the old Alumnae Association) – no update, but we can consult them on Life Long Learning pilot testing

- **Land Use & Sustainability** – could ask them to develop LUS Tutorial 101 and key references / topics in the broader theme area for Lifelong Learning [Priority 7].
- **International Team** – to check in with the College Alumnae Relations & Development in late Fall to see what alumnae support might be needed [Priority 2]
- **Gardening Working Group** -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 support Sweet Work Days next year [Priority 6]
- **Request: 5 No Cost Ideas for Nancyellen Keane ’78** (after other AA Council operations issues addressed)

#### **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**

None

**The meeting was adjourned promptly at 1 pm ET.**

## ALUMNAE ENGAGEMENT AUGUST – DECEMBER 2016

**College AR&D Priorities:** (1) alumnae engagement; (2) money; (3) students

**Proposed AA Council priorities:** Aligned to College Priorities

1. [engagement, money] **Class Officers Audit** by appointing working group in Class Acts to specifically identifying strongest alumnae in each class to serve as class officers. Broadening service to include President or Co-Presidents, Secretary or Secretaries, Fund Agent Team, Social Media Secretaries.
2. [students, engagement] Boosting and supporting **Alumnae Admissions Recruiters (AARs)** by amplifying and operationalizing AAR Working Group including Regional Leads and City Leads. Very popular way for SBC alumnae to give back by representing our school.
3. [students, engagement] Growing utilization and effectiveness of **Alumnifire** – helps marketing to students for direct career outcomes success via internships, mentoring, job placements, maximizing the network of 15 alumnae per student ready to assist with career advice. Easy way for alumnae to give back with time and advice to younger alumnae and students.
4. [money] **Development WG** – ongoing planning and support for annual fundraising
5. [students] **Alumnae Bios** project – marketing and public relations to show SBC is career focused and outcomes oriented. Easy way for alumnae to give back with time and expertise to the College, and be role models for students and alumnae.
6. [engagement, money] Support **Sweet Work Days** from August 1-19. Alumnae are volunteers on campus for “budget relieving projects”, alumnae are helping organize. Alumnae can help market / capture success and advertise / communicate the fun to other alumnae. Also makes financial and operational challenges on campus visible to those participating, so alumnae understand the extent of challenges to overcome over next few years.
7. [engagement and money longer term] **Life-Long Learning** – initial steps include alumnae driven and alumnae executed technology platform exploration, piloting, calendar scheduling and execution – starting with AAR training and Alumnifire training materials. It will require 0 headcount support from the college staff and \$0 investment in technology to host and execute since we have already confirmed everything can be done using FreeConferenceCall.com services that the Alumnae Alliance Council already uses extensively. In the future, we could also integrate video/audio recordings of ongoing visiting lecturers to SBC, professors' lectures, colloquia, webinars, and student presentations and monetize for a fee or subscription in the future as our expertise grows to host and manage. Next priority examples include Banner 101 reports and data acquisition for Classes / Clubs, Social Media training 101. Coordination and info sharing can also be done through Geographies / Clubs and Classes. And Development WG, Geographies/Clubs, Classes, and AARs can all use the technology approach to bolster communications and level of engagement among themselves and their respective Working Groups.
8. [engagement, students] **Clubs (Geographies) - Back to School events** support. Will also be critical for boosting engagement such as rolling out training to Clubs on topics of interest, identifying and piloting out Life-Long Learning topics, and participating in Alumnifire and AARs training and programs, planning for Sweet Briar days in January 2017 and also to initiate the donated items for the 2017 Auction beginning in March 2017.

**Sweet Briar College Alumnae Alliance Council**  
**Calendar Planning Dates**  
**DRAFT as of September 18, 2016**

<b>Summer and Fall Semester 2016</b>		<b>Spring Semester &amp; Summer 2017</b>	
Aug 1- 19 <sup>th</sup>	Sweet Work Weeks	Jan 18	Classes Begin
Aug 18-20	Board of Directors On Campus	Feb 12-13	Presidential Scholars Visit
Aug 19-20	New Student Orientation	Feb 16-18	Board of Directors On Campus ** AA Council onsite meetings and briefing to the Board
Aug 23	Opening Convocation	Feb 19-20	Presidential Scholars Visit
Aug 25	Classes Begin	Mar 3-12	College Spring Break
Sep 18-21	Online Streamathon	Mar 19-20	Accepted Applicants Weekend
Sep 19	Fall Step Singing	Mar 20	Spring Step Singing
Sep 23-24	Founder's Day Weekend	Apr 9-10	Accepted Applicants Weekend
Sep 29 – Oct 2	College Fall Break	April 14	Soph./Juniors Open House
Oct 9-10	Admissions Open House	Apr 20-22	Board of Directors On Campus
Oct 16	Board of Directors Teleconf	May 2	Classes end
Oct 22	Amherst County Day Weekend (tbd)	May 4-8	Exams
Nov 10-12	Board of Directors On Campus	May 13	Commencement (Class of 2017 Graduation)
Nov 13-14	Admissions Open House	June 2-4	Reunion (2's and 7's) ** AA Council onsite meetings?
Nov 18-27	College Thanksgiving Break	July 31 – August 18	Tentative Sweet Work Weeks dates
Dec 9	Classes End	Aug 24-26	Board of Directors On Campus
Dec 11	Board of Directors Teleconf	Sep 22-23	Founders Day Weekend ** AA Council onsite meetings?
Dec 11-15	Exams	Oct 19-21	Board of Directors On Campus
Dec 16th – Jan 17th	College Winter Break		

**Other Selected Calendars to Note:** (See full selection of calendars online at <http://sbc.edu/featured-events/>)

*Alumnae Events Calendar* -- <http://sbc.edu/alumnae-development/alumnae-events-calendar/>

(Alumnae are invited to submit events (e.g., Club or Class events) for inclusion using the online web form on this page)

*Public Featured Events on Campus* -- <http://sbc.edu/featured-events/>

*Athletics Calendar Only:* <http://vixenathletics.com/composite?y=2016&m=09>

*Riding:* <http://sbc.edu/riding/calendar-of-events>