

The Briar Wire

THE SWEET BRIAR COLLEGE ALUMNAE NEWSLETTER

SPONSORED BY THE ALUMNAE ALLIANCE AND PRODUCED BY THE ALUMNAE RELATIONS AND DEVELOPMENT TEAM

My Fellow Alumnae and Friends of the College:

Fall is punctuated by the changing leaves, which remind us that a new season is upon us. Sweet Briar itself is entering a new season. We are transforming out of rescue and into what can only be described as a renaissance.

With this semester in high gear, I have experienced firsthand a new energy springing from every corner of life at Sweet Briar. I have marveled at the curiosity, boldness and intelligence of this generation of Sweet Briar women; they are fearless, engaged and eager to take on any challenge given to them. Our new and returning faculty, both dedicated and energized, are busy nurturing these inquisitive young minds and encouraging independent thought alongside intellectual rigor. Each department is rebuilding and working smarter and more efficiently to deliver a high-quality academic experience. They are simultaneously mentoring, guiding and challenging their students.

The sprit of renewal is everywhere.

We enjoyed a great many successes last year, but—empowered by our history—our vigilance must remain high. At the same time, our collective passion for Sweet Briar’s future and its possibilities propels us forward. For example, we are adding faculty across the disciplines, reestablishing our computer science program rooted in our core liberal arts curriculum, and fielding two new teams in cross country and golf.

However, due to the loss of a full, accepted first-year class and half the enrolled students following the closure announcement, we must compensate for that four-year tuition revenue deficit until its effects disappear in 2021. While we restore tuition revenue, we must protect and rebuild our endowment. These efforts require a continued reliance on the Alumnae and friends of the College. In the meantime, we are busy adding and enhancing auxiliary revenue streams.

The chart below reflects the outstanding results of our 2016 fiscal year fundraising efforts and the path toward sustainability.

As we illustrate the need for unrestricted dollars for this year and the next four, we are working to identify and solicit additional funding sources to accelerate the financial stabilization and sustainability of Sweet Briar College. In the past 16 months, we raised an impressive \$30 million to recover from the closure attempt, to launch a full academic program six weeks after winning the keys back, and to confront a number of pressing deferred maintenance issues. This year, we must raise an additional \$20 million, and we are off to a strong start, having already raised \$3 million toward that goal. Our fundraising initiative—**Sweet Briar Now and Forever: You Make the Difference**—will make investments in the College’s future that include:

1. Growing an even stronger enrollment
2. Developing a comprehensive international recruitment plan
3. Expanding an academic vision focused on the liberal arts
4. Reestablishing our computer science program tied to our core liberal arts curriculum**
5. Examining possibilities for new Master’s programs
6. Becoming a global forum for women’s leadership

We need every alumna and friend of Sweet Briar College to answer this next clarion call for support. Our passionate request is that, for the next four years, you put Sweet Briar College first in your philanthropic decisions. You made all the difference when your alma mater was mortally threatened; I am asking you to continue in that vigilant vein so that we can fully realize Sweet Briar’s potential.

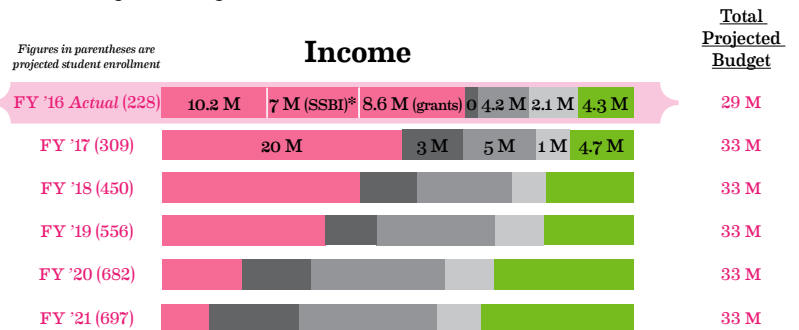
With gratitude,

Mary Pope M. Hutson '83
 Vice President of Alumnae Relations and Development
mpmhutson@sbc.edu

Make a gift at sbc.edu/gift.

Our Path to Sustainability

■ Sweet Briar Fund (gifts and grants) ■ Endowment ■ Auxiliaries
 ■ Tuition & Fees ■ Other



Endowment draw-down rate is 5% each year after 2017.

Five-year growth in revenue from tuition, fees, grants and auxiliary enterprises will lead to decreasing reliance on the Sweet Briar Fund for operating expenses. Increasing budgetary health will allow us to grow our endowment and meet future capital needs.

*Saving Sweet Briar, Inc. (\$12 million total: \$7 million in FY 2016, \$5 million in FY 2015)

**Pending approval by the Southern Association of Colleges and Schools Commission on Colleges.

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We have two positions open in
our office. Visit [sbc.edu/human-
resources/faculty-staff-job-openings/](http://sbc.edu/human-resources/faculty-staff-job-openings/)
to find out more.

For more information about
Alumnae Relations and
Development staff, please visit
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Update on the Sweet Briar College Alumnae Alliance: Challenges, Opportunities, and 5 Ways to Engage as Volunteers

Accomplishments of the Alumnae Alliance July 2, 2015 – June 30, 2016

As part of reopening the school as of July 2, 2015 after the "recent unpleasantness," the Alumnae Alliance, with a proposed structure of seven Working Groups coordinated by the Alumnae Alliance Council, was conceived by the Sweet Briar College Board of Directors in late August 2015 "to promote programs and services that connect alumnae to the College and to each other to sustain Sweet Briar in perpetuity." The Alumnae Alliance and its governing Council began formal operations as of October 5, 2015. During this first year, the Alumnae Alliance Council has guided the Alumnae Alliance to determine its core values, guiding principles, and approach for volunteers conducting operations with appropriate oversight from the College, in accordance with Principles of Accreditation from the Southern Association of Colleges and Schools Commission on Colleges (SACS).



The Alumnae Alliance spearheaded an Engagement Festival at Reunion 2016, which offered alumnae the opportunity to learn about the working groups and ongoing projects.

- Conservatively, the Alumnae Alliance Council estimates that **alumnae in the seven different Working Groups contributed over 99,000 total volunteer hours, with an equivalent value of over \$12 million dollars in professional services** in support of Sweet Briar from the July 2, 2015 reopening of the College to the June 30, 2016 end of fiscal year (see chart on page 5). Our alumnae give back to the College in meaningful ways, with their "time and talent" given in service toward the College's highest priorities.
- Sweet Briar **Alumnae Clubs** across the United States hosted over 20 "Rolling Stone" Tour events during the 2015-2016 academic year to meet with President Phil Stone and others to rebuild the trust of alumnae in the new college leadership. Clubs also hosted a number of **Back-to-School** events in August/September 2015 and **Sweet Briar Days** in January 2016.
- **600+ Alumnae Admissions Recruiters (AARs)** covered over 600 college fairs, helping SBC bring in a record number of applications.
- **Class Officers**, working closely with the **Development Working Group** consisting of 10+ alumnae volunteers with deep professional expertise in fundraising and advancement, helped the College design and execute the very successful first phase of the Next is NOW initiative, which included converting Saving Sweet Briar, Inc. pledges and raising over \$10 million dollars toward the Sweet Briar Fund from July 1, 2015 to June 30, 2016.
- **"The Network"** partnered with the Sweet Briar Office of Career Services to grow Sweet Briar's elite network of alumnae to be the **highest ranking all-women's college on Alumnifire (sweetbriar.alumnifire.com) with a ratio of 15 alumnae ready to help each student** (and other alumnae) with internships, jobs and career mentoring. Current Alumnifire statistics (as of September 27, 2016): 756 Vixens offering introductions and networking; 708 Vixens offering resume reviews and feedback; 683 Vixens offering informational interviews, 467 Vixens offering job shadowing, 398 at a company that is hiring, 189 Vixens interested in finding interns. On an as-requested basis by the Office of Career Services, "The Network" also provided email, telephone, and on-campus training, helped organize career mentoring panels, and offered other support to students. And **Sweet Work Weeks** from August 1-19, 2016 was another big engagement success, with **98 alumnae participating** on campus to perform budget relieving labor, including scraping and painting, power washing, gardening tasks including pruning, weeding, and planting, window glazing, boathouse and other repairs to boost Buildings and Grounds' efforts to spruce up the campus.

Alumnae Alliance Challenges and Opportunities for the July 1, 2016- June 30, 2017 Fiscal Year

COMMUNICATIONS. With nine decades of alumnae from the 1930's to the 2010's, our alumnae are active, engaged and want to hear from the College and the Alumnae Alliance. The Alumnae Alliance, working in partnership with with the College's Office of Alumnae Relations and Development, continues to work toward enhancing timely, efficient and effective communications to celebrate successes at the College and among our alumnae base of 14,100 alumnae, and to further clarify how the new Alumnae Alliance structure allow many more alumnae to volunteer in a variety of roles and opportunities in service to the College.

ENGAGEMENT. Our alumnae have talent, energy and passion for our alma mater. The Alumnae Alliance must continue to harness the skills, knowledge and expertise of our alumnae toward the College's most critical needs. The Alumnae Alliance will do this by continuing to create opportunities and helping alumnae understand how they can volunteer in service to the College. The "Sweet Briar effect" will be demonstrated and recognized as best-in-class in alumnae volunteerism "where miracles occur because Sweet Briar women lead and make things happen."



Debra Elkins '93 and Sarah von Rosenberg '72, co-chairs of the Alumnae Alliance Council, at an informational meeting on the Alumnae Alliance Council at an Alumnae College session during Reunion.

BUILDING THE BENCH. One way Sweet Briar will expand engagement is to ask each class to identify more Class Officers to serve as leaders. Officers include Class Presidents and Class Secretaries, and will be expanded to include Social Media Secretaries, a Fund Agent Team of 5-10, Class Stewardship Officers (notifies your Class's leadership team regarding classmates' life events – births, deaths, weddings, graduations, job promotions, etc., supports the class with birthday, holiday, and other notable event cards/notes/emails, etc.), and Class Williams Associates Ambassadors (support planned giving and including SBC in your will).

MAINTAINING FOCUS ON THE PLAN AND PRIORITIES. While the College, through the generous and continued support of its alumnae, has made a miraculous turnaround, much work remains to be done to strengthen the College for perpetuity. As alumnae, we all can contribute toward "making SBC the leading women's college in America"

by working together on priority efforts of the College spanning engagement, money and students.

TRANSFORMATIONAL CHANGE. Recognizing that the College is re-building infrastructure and operational collaboration among offices and departments on campus, and rebuilding trust with its stakeholders, alumnae can embrace and support the necessary changes. Through working with the College to take a thoughtful and deliberate approach balanced with a sense of urgency, the Alumnae Alliance will help the College with smartly transforming itself into a vibrant, healthy and sustainable College community.



Alumnae joined the Alumnae Alliance Council for discussion and questions during the Alumnae College session at Reunion.

Alumnae Alliance Council meetings take place every other week by conference call. You can read the minutes of the meetings here: sbc.edu/alumnae-development/alumnae-alliance/

Reunion 2017

Come home for the next all-class Reunion, June 2-4, 2017! All alumnae from all classes (and their families!) are welcome, and we will honor classes ending in 2 and 7.

Five Ways Alumnae Can Engage as Volunteers

RECRUIT STUDENTS. Sweet Briar's most important asset is our student body. Our goal is to grow enrollment to exceed 800 students in residence on campus. You can help by volunteering to be an Alumnae Admissions Recruiter (AAR) to cover college fairs or connect with prospective students through email, phone and text. You can also reach out to your local high school counselors to make sure they have the latest information on Sweet Briar. You can sign up online to become an AAR using the online form sbc.edu/alumnae-development/volunteer.

MENTOR. The success of Sweet Briar depends on the success of our graduates. The Alumnae Alliance is setting up "The Network" where alumnae in the workforce can help new graduates and other alumnae. To help showcase how Sweet Briar grows women leaders, please share your professional biography as part of the Alumnae Biographies and Majors project. You can submit your biography and photo online at sbc.edu/alumnae-development/alumnae-profiles. To see an example of other biographies that advertise successful outcomes of our Majors, see sbc.edu/government-and-international-affairs/alumnae-profiles. In addition, the Alumnae Alliance invites you to share jobs, internships and other career information to our network of students, alumnae and faculty mentors, using our secure Alumnifire portal at sweetbriar.alumnifire.com.

ENGAGE. Join the Sweet Briar Alumnae Club in your community and participate in local alumnae events. For more information on Sweet Briar Alumnae Clubs, see sbc.edu/alumnae-development/geographic-clubs-and-events. If you don't have a local club, work with other local alumnae to start one! Make sure to participate or contribute an item for the Virtual Auction that will start soon and culminate at Reunion, June 2-4, 2017. Or volunteer to be a Class Officer in one of the newly expanded roles (Class Social Media Secretaries, Class Fund Agent Team, Class Stewardship Officers, Class Williams Associates Ambassadors) — for more information, see sbc.edu/alumnae-development/class-acts.

DONATE TO THE SWEET BRIAR FUND. With the successful \$10+ million dollar phase one of the Next is NOW campaign completed as of June 30, 2016, alumnae increased their annual giving fivefold over past year averages. Sweet Briar will be launching the next year of the Sweet Briar Fund for FY 2017. Please make Sweet Briar your number one philanthropic priority and ask others you love — your parents, your siblings or your children — to support the Sweet Briar Fund. For more information on how to give back to Sweet Briar, see sbc.edu/alumnae-development/ways-to-give. You'll be hearing soon from the College and from classmates about the next fundraising challenge for Sweet Briar. Please contact your Class President or Class Secretary if you are interested in serving on your class's Fund Agent Team that supports the Class Gifts / Sweet Briar Annual Fund Challenge. For planned giving, major gifts or bequests, and Williams Associates, please visit sbc.edu/alumnae-development/planned-giving.

COME HOME. Reunion is June 2-4, 2017. The weekend is open to all classes, with 2's and 7's celebrating 5-year Reunions. The Alumnae Alliance is looking for volunteers to serve on a committee for Reunion that could include: stuffing alumnae welcome packets or helping organize and host events and forums during Reunion, such as training sessions for Alumnae Admissions Recruiters and Club Officers. If you want to volunteer for the committee, please contact Dona Dodd at 434-381-6416 or ddodd@sbc.edu. Additional Reunion details will be posted online at sbc.edu/reunion/ as the information becomes available. If you want a bigger dose of campus life, join us for Sweet Work Weeks from July 31 – August 17, 2017. You'll spend your days painting, gardening or cleaning up the campus, then spend your nights reliving college in the dorms. And of course, if you have a teenager who might be interested in Sweet Briar, bring her for a tour or an overnight stay. Additional details of Sweet Work Weeks will be posted online as the information becomes available at sbc.edu/alumnae-development/sweet-work-weeks/.



Marcia Thom-Kaley gives a training session for Alumnae Admissions Recruiters.



Come back for the annual all-class Reunion!

Details of the Estimated Annual Value of Alumnae Time-in-Kind

	Early-Career Alumnae Professionals	Mid-Career Alumnae Professionals	Executive-Level Alumnae Professionals
	Examples: Class Officers, Club Leaders, AARs, Other Working Group/Subgroup Members	Examples: Regional Chairs, Class Decade Chairs, AA Subgroup Members	Examples: AA Council, AA Major Subgroup Leads, Other Senior Execs Directly Supporting College Administration Efforts
Number of alumnae contributing professional services (from the base of 14,100 alumnae)	200	50	25
Estimated monetary value per 8-hour day of professional services donated to SBC per alumna	\$500	\$1,000	\$2,000
Number of hours per week donated to SBC	10	15	20
Number of weeks per year donated to SBC	24	36	48
Number of 8-hour days donated, converted from total number of hours	30	67.5	120
Estimated value-in-kind donated to SBC (number of alumnae x value per 8-hour day x number of 8-hour days donated)	\$3,000,000	\$3,375,000	\$6,000,000
		Total Estimated Value in Kind Per Year	\$12,375,000

Outstanding Alumna Award Presented at Founders' Day

On Friday, September 23, the Sweet Briar Community gathered to honor the College's founders. During Founders' Day Convocation, the Outstanding Alumna Award was presented to not one, but two alumnae: Debra Elkins '93 and Sarah von Rosenberg '72, the co-chairs of the Alumnae Alliance Council.

The Outstanding Alumna Award is presented to a graduate alumna who has been out of the College for at least 15 years. The award recognizes outstanding service to Sweet Briar in a volunteer capacity. No more than three Outstanding Alumna Awards may be given in any year.

Since September 2015, Elkins and von Rosenberg have led the Alumnae Alliance, a national network that unites all alumnae in focused engagement for Sweet Briar. Deeply involving alumnae in crucial areas such as recruiting,

fundraising, networking among alumnae and with current students, and solidifying the bonds among classes and clubs has advanced the College while elevating Sweet Briar's volunteer efforts to a new paradigm of commitment.

Elkins and von Rosenberg's awards came as a surprise; they did not realize they were the recipients until they stood next to Mary Pope M. Hutson '83, vice president of alumnae relations and development at the podium in Murchison Lane Auditorium in Babcock Fine Arts Center.

"Their leadership has been vital to our renaissance as a college and their work will be recognized well into the future," Hutson said of Elkins and von Rosenberg's contributions to the College."



Debra and Sarah react to the news that they are the recipients of the Outstanding Alumna Award. They were on stage already, thinking that they were presenting the award, and were surprised to learn they were the recipients instead.



Student Government Strives for 100% Participation Among All Classes

Thanks to the precedent established among students in 2016, Sweet Briar's current students are once again striving to reach 100% participation in giving to the Sweet Briar Fund. The class presidents and Student Government Association president met to discuss goals and tactics to make this one a successful year in fundraising among the student body.

The members of the Student Philanthropy Committee are:

Jessie Schuster '17, Student Government Association President

Rachel Higgins '17, Class President

AJ Lukanuski '18, Class President

Sophia Barbieri '19, Class President

Victoria Stacpool '20, Class President

These student leaders were inspired by last year's success among both students and alumnae. They will set up tables in Prothro to encourage their classmates to give to the Sweet Briar Fund, acting as ambassadors to their classmates to convey the importance of giving back to Sweet Briar.

Career-Focused Events Bring Prospective Students to Campus

This fall, Sweet Briar will host two events targeted toward prospective students interested in specific careers: environmental science and engineering. High school girls in their sophomore, junior, or senior years are welcome for all "Explore" events.

During the Explore Environmental Science weekend on October 7-8, participants discovered what it's like to work as an environmental scientist. They spent time in Sweet Briar's forests and streams, collecting and analyzing data to address environmental issues. Students also took campus tours, stayed in residence halls, and got a glimpse of life as Sweet Briar students.

A similar program for girls interested in engineering, the Fall Explore Engineering Weekend, will take place on October 28-29, current Sweet Briar students will host Explore Engineering participants. These young women will work with professors and current Sweet Briar students on a hands-on project while learning the design process and how to problem solve as an engineer. As with the Explore Environmental Science weekend, they'll also have the opportunity to take a tour of campus, stay in residence halls and experience life as a student. If you know a student interested in attending Explore Engineering, please have her visit sbc.edu/engineering/explore.

Don't hide under a rock! Have you given us your updated email address? Do we have your correct address in our database? Give us a call toll-free at (800) 381-6131 or send an email to alumnae@sbc.edu to make sure we have your information.

There are many events going on at Sweet Briar that may interest you, such as dance concerts, our Writers Series, and exhibitions in our art galleries. Find out what's open to the public here: <http://sbc.edu/featured-events/>