

# SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION

## ALUMNAE BOARD MANUAL

2008-2009

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**SWEET BRIAR COLLEGE  
ALUMNAE ASSOCIATION BOARD**

**JOB DESCRIPTIONS**

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1. President
2. First Vice President, Chair of Clubs and Regional Committee
3. Second Vice President, Chair of Reunion and Homecoming Planning
4. Third Vice President, National AAR Chair
5. Secretary/Treasurer, Chair of Bylaws Committee
6. Annual Fund Chair
7. Academic Outreach Chair
8. Nominating Chair
9. Regional Chair
10. Members-at-Large  
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11. Alumnae-Nominated Member to the Board of Directors
12. Planned Giving Chair
13. Boxwood Circle Giving Chair
14. Young Alumnae Giving Chair
15. National Reunion Giving Chair

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **PRESIDENT**

**Purpose:** To give leadership to the Association and to serve as a liaison between alumnae, administrators, faculty, students and the Board of Directors.

**Duties:**

1. Call, plan agenda for, and preside at all meetings of the Association, Alumnae Board and the Executive Committee.
2. Appoint the chairs of such special committees as the Alumnae Board deems necessary to carry on the work of the Association.
3. Appoint Association members to serve on the various committees.
4. Serve as an ex officio member of all Association committees.
5. Coordinate work needed to carry out Board decisions.
6. Serve as an ex officio member of the Board of Directors of the College and thereby all open Board of Directors committees.
7. In consultation with the Executive Director of Alumnae Affairs, represent the Association at appropriate College and club functions.
8. Perform such other duties as pertain to her office.
9. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
10. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

**Qualifications:**

1. The President of the Association shall have served at least one term on the Board before being elected.
2. Have as broad a background in Association activities as possible.

**Time Commitment and Term of Office:**

1. The term of office shall be for three years and for only one term.
2. Serve on the Board as an advisory member for one year, following her term in office.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **FIRST VICE PRESIDENT, CHAIR OF CLUBS AND REGIONAL COMMITTEE**

#### Duties:

1. Perform the duties of the President in her absence.
2. Act as Chair of the Regional Committee, plan and conduct its meetings.
3. Oversee activities of Regional Chairs.
4. Oversee club activities with the support of the Alumnae Office staff.
5. Keep the Board of the Alumnae Association informed of programs of Alumnae Clubs and decisions of the Regional Committee.
6. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
7. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
8. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

#### Procedures:

1. Communicate with Regional Chairs before Homecoming [formerly known as Alumnae Council] and Spring Board meetings.
2. Assist Regional Chairs in organizing and rebuilding clubs by using the experience of other successful clubs.
3. Take over the responsibilities of a Regional Chair whenever a vacancy occurs, until a replacement is made.
4. Be alert to activities of other groups which might be adapted to Sweet Briar clubs.
5. Assist the Assistant and Associate Directors in preparing the annual Club Presidents Guidelines.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **SECOND VICE PRESIDENT,** **CHAIR OF REUNION AND HOMECOMING PLANNING**

#### Duties:

1. Preside at all meetings in the absence of the President and First Vice-President.
2. Work with the Alumnae Office Staff members assigned to coordinate Homecoming and Reunion planning.
3. Perform such other duties as may be assigned to her by the President.
4. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
5. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
6. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

#### Procedures:

1. Keep the Alumnae Board informed of Homecoming and Reunion plans.
2. With input from assessment surveys, work in conjunction with the staff of the Alumnae Association in generating new ideas for and carrying out the programs and agendas of the Homecoming meetings in the fall and of Reunion Weekend in the spring.
3. Preside at the Alumnae Convocation during Reunion Weekend.
4. Review the Reunion Handbook each year and make recommendations so that changes can be made before it is sent to Class Reunion Chairs during the summer.
5. Review the Homecoming brochure each year.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **THIRD VICE PRESIDENT, NATIONAL ALUMNAE ADMISSIONS REPRESENTATIVES**

Purpose: The purpose of the Alumnae Admissions Representatives Program is to form a network of alumnae volunteers who work in close cooperation with the Alumnae Office and the Office of Admissions. These alumnae provide information about Sweet Briar to well-qualified prospective students, guidance personnel and the community at large. With the help of the AAR Coordinators in the Alumnae Office, and the Admissions Office, and the Dean of Admissions, the AAR National Chair organizes alumnae for student recruitment and encourages them to raise awareness of Sweet Briar nationally.

Duties:

1. Serve as liaison between all alumnae, especially individual AARs, and the Admissions Office through the auspices of the AAR Coordinator in the Alumnae Office.
2. Manage the AAR Program with the AAR Coordinators and the Dean of Admissions.
  - a. Cover letters for AAR mailings.
  - b. Frequent contact with the AAR Coordinators to keep current with recruiting activities.
  - c. Update the AAR Workbook annually with the AAR Coordinators.
3. Promote the inclusion of AAR Workshops in alumnae campus and club events.
4. Identify and recruit appropriate alumnae volunteers.
5. Present reports on admissions activities and the AAR Program at Alumnae Board meetings in the spring and the fall.
6. Stay informed about Admissions procedures and requirements, and other entrance information.
7. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
8. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
9. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **SECRETARY/TREASURER**

#### Duties:

1. Work with the Assistant to the Executive Director to be certain that all meetings of the Alumnae Board, Executive Committee and the Annual Meeting are recorded and transcribed.
2. Review transcribed minutes and send corrected copy to the Alumnae Office so that the minutes may be shared with all Board Members.
3. Take care of official correspondence and any other such duties as the President may request.
4. Serve as Chair of the Finance Committee which oversees the monies of the Association. Take minutes of meetings.
5. Work in conjunction with the Alumnae Office staff to present a Financial Statement of the Alumnae Association at Homecoming and the Spring Board meeting.
6. The Finance Committee will suggest amount of money to be added to the Alumna Daughter and Harold B. Whiteman Scholarships, yearly if feasible.
7. Assist in researching investment strategies.
8. Review audited statement of Alumnae Association funds.
9. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
10. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
11. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE**

### **ANNUAL FUND CHAIR**

The Annual Fund Chair is responsible for increasing alumnae awareness of the importance of supporting the College through giving to the Annual Fund each year. She will be an alumna with strong experience as a fundraising volunteer for Sweet Briar so that she may both encourage leadership giving and counsel other Annual Fund committee members in their fundraising endeavors. She should be an alumna whose own level of support gives her the confidence and conviction to encourage other alumnae to give at the leadership level (\$2,500 and above).

The Annual Fund Chair is also responsible for actively coordinating with Sweet Briar's Annual Giving staff. She will be called upon to offer insight and ideas on Annual Fund programs, solicitation strategies, and volunteer management approaches.

The Annual Fund Chair will serve a two-year term of office, not to exceed two consecutive terms, and will be an elected member of the Alumnae Association Board. The nomination of an Annual Fund Chair is made by the Nominating Committee of the Alumnae Association Board after consultation with the Executive Director of the Alumnae Association, Vice President for Development, and Director of Annual Giving.

Her specific duties include:

1. Supporting Sweet Briar College by making an unrestricted Annual Fund gift at a leadership level (\$2,500 and above);
2. Serving as the volunteer director and coordinator of the Annual Fund;
3. Assisting in the identification and solicitation of potential leadership donors;
4. Serving as Chair of the Annual Fund Committee, including the planning of meetings usually coinciding with Homecoming in the fall and the Board meeting in the spring;
5. Soliciting the Boxwood Circle Chair, the Young Alumnae Giving Co-chairs, the National Reunion Giving Chair, and the Planned Giving Chair for unrestricted Annual Fund leadership gifts;
6. Assisting the President of the Alumnae Association in the solicitation of members of the Alumnae Association Board for Annual Fund gifts;
7. Informing the Alumnae Board of the goals and progress of the Annual Fund Committee and the Annual Fund itself;
8. Suggesting nominees to fill vacancies on the Annual Fund Committee after consultation with the Chair of the Nominating Committee of the Alumnae Association, the appropriate staff members in the Alumnae and Development Offices, and members of the Annual Fund Committee;
9. Serving as a member of the Executive Committee of the Alumnae Association.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **ACADEMIC OUTREACH CHAIR**

#### Duties:

1. Serve as Chair of the Academic Outreach Committee.
2. Sponsor and promote academic programs to Sweet Briar alumnae both on and off campus.
3. Demonstrate to alumnae and other friends of the College the high caliber of teaching faculty at Sweet Briar by providing them a forum and place to lecture or perform.
4. Highlight and encourage attendance at lectures, symposiums, performances, etc. sponsored by the College to alumnae through the magazine and other forms of communication.
5. Offer Alumnae College programs to alumnae when they are on campus for Homecoming in the fall and Reunion in the spring.
6. Encourage clubs to offer Alumnae College programs in their areas.
7. Keep informed of programs offered by other alumnae/i associations and shares this information with the committee.
8. Keep the Board of the Alumnae Association informed of the work of the Academic Outreach Committee.
9. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
10. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
11. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **NOMINATING CHAIR**

#### Duties:

1. Serve as Chair of the Nominating Committee, plan and conduct its meetings.
2. Be familiar with job descriptions of all Board positions.
3. Solicit qualified names as nominees for Board positions from past and present members, club presidents, class officer, etc.
4. Obtain additional information on each alumna nominated as needed.
5. Keep accurate records.
6. Serve as a member of the Executive Committee and other Committees as requested by the President of the Alumnae Association.
7. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
8. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **REGIONAL CHAIR**

#### Organization:

The Regional Chair is a member of the Regional Committee, a standing committee of the Alumnae Board, composed of the First Vice-President who is chair of the committee, the Chairs of the Ten Regions into which the Association is divided, the Third Vice-President, and the immediate past president of the Association during her term on the Alumnae Board.

#### Duties:

1. Promote Sweet Briar among alumnae and prospective students by serving as liaison between Alumnae Clubs in the region and the Alumnae Association.
2. Attend Homecoming [formerly Alumnae Council] and all Board meetings.
3. Serve as a member of the Regional Committee and other Committees as requested by the President of the Alumnae Association.
4. Serve as an Alumna Admissions Representative (AAR).
5. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
6. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

#### Procedures:

1. Establish a personal relationship with all Club Presidents in your region.
2. Encourage Club Presidents to attend Homecoming or to send a club representative.
3. Assist in organizing and rebuilding clubs with your region with the help of the First Vice-President and the Alumnae Office.
4. Offer clubs suggestions for programs, projects, etc.
5. Try to visit each club in your region at least once during your term in office.
6. When a Club President resigns, thank her personally, and work with the Alumnae Office to find a replacement.
7. Contact new Club Presidents in your region to welcome them and answer any questions they may have.

**SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**  
**MEMBERS-AT-LARGE**  
(Student Relations)

Duties:

1. Serve as co-chairs of the Student Relations Committee (SRC). Members-at-Large will receive e-mail copies of minutes from each scheduled SRC meeting. Typically, meetings are held bi-monthly. Members-at-large are encouraged to communicate with SRC leadership at least once a month either by phone or e-mail.
2. Serve as vital and essential links between students and members of the Alumnae Board. To support the board/student relations, facilitate “Board Buddy” program by assigning SRC members to Alumnae Association Board members. Both Members-at-Large should follow up with SRC and Alumnae Association Board members at least twice a semester to make certain contact is being maintained to exchange information about club events and board meetings.
3. Remain informed about campus events and attitudes by speaking with students and by reading Sweet Briar publications. Both Members-at-Large should be of assistance to SRC when they are on campus to facilitate events and to network with students. For example, supporting the Alumnae Student Networking event during Homecoming Weekend.
4. Review current programs and activities for students sponsored by the Alumnae Association. For example, Members-at-Large should be active in area club activities. They should extend personal invitations for club events in their area to students to encourage participation.
5. Suggest additional ways in which the Alumnae Association may be of assistance to students.
6. Suggest additional ways in which the Alumnae Association may be more visible to students.
7. Review and recommend ways in which the Alumnae Association may recruit additional young alumnae volunteers.
8. Serve as an Alumnae Admissions Representative (AAR).
9. Serve on the Academic Outreach Committee and other Committees as requested by the president of the Alumnae Association.
10. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
11. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **ALUMNAE-NOMINATED MEMBER TO THE BOARD OF DIRECTORS**

#### Duties:

1. Serve as a member of the Board of Directors and the Alumnae Association Board for a three-year term.
2. Follow all policies and procedures set forth by the Board of Directors and serve on the committees to which you are assigned.
3. Attend all meetings of both groups, including assigned Board of Directors and Alumnae Board committee meetings.
4. Be willing to participate in discussions, to verbalize concerns and to share Directors actions with others, realizing that the priority of both groups is the future of the College.
5. The senior member is a member of the Executive Committee of the Alumnae Board.
6. The senior member will give a report to the Alumnae Board at the fall and spring Board meetings. If she is unable to attend, the President of the Alumnae Association will appoint another alumnae-nominated member of the Board of Directors to give the report.
7. Understand or realize that Directors are elected to make policy, not administer it.
9. Submit nominations for the Alumnae Board, the Distinguished Alumna Award, and the Outstanding Alumna Award.
10. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

#### Preparation:

1. Be prepared for both Board meetings: read minutes, study Sweet Briar College publications and other materials sent to you.
2. Keep current your knowledge of the work and responsibilities of the Administrative and Academic Offices of the College, as well as of the responsibilities of the Alumnae Association and the Alumnae Office.

#### Fundraising:

1. Exhibit a willingness to assist the College in raising money.
2. Maintain a sufficient knowledge of alumnae to be helpful with the Development Program.

## **SWEET BRIAR COLLEGE ALUMNAE ASSOCIATION**

### **PLANNED GIVING CHAIR**

The Planned Giving Chair is elected by the Board of the Alumnae Association after consultation with the Development Office. She is a member of the Board of the Alumnae Association and is also a member of the Annual Fund Committee. Her term of office is two years, and may be renewed. Duties of the Planned Giving Chair include, but are not limited to the following:

1. Set an example for others to follow by becoming a member of the Indiana Fletcher Williams Associates.
2. Represent the Planned Giving program by maintaining high visibility through on-campus events and correspondence relating to planned gifts, as well as solicitation and acknowledgment of such gifts.
3. Become involved in the marketing efforts of planned gifts.
4. Serve as a liaison between the Board of the Alumnae Association and the Development Office by keeping Board members informed of various planned gifts programs. Participate in the planned gift workshops as needed.
5. Support the Annual Fund by giving an unrestricted gift to Sweet Briar College each year.

## **SWEET BRIAR COLLEGE ANNUAL FUND**

### **BOXWOOD CIRCLE GIVING CHAIR**

Leadership from the Boxwood Circle Chair is vital to the success of the Boxwood Circle Giving Program in supporting Sweet Briar College. She should be an alumna who has a proven track of leadership in her class or volunteer experience. Additionally, she should be an alumna with a history of giving at one of the three leadership giving levels (Boxwood Circle, Column and Fountain Societies) thereby enabling her to speak from her own experience in counseling Boxwood Circle Committee Members to achieve their goals.

The Boxwood Circle Chair serves a two year term, generally following at least two years of service as a Boxwood Circle Committee Member. She serves as an ex-officio member of the Board of the Alumnae Association with full voting privileges. She also serves as a member of the Annual Fund Committee.

Her specific duties include:

1. Supporting Sweet Briar by contributing an unrestricted gift through the Annual Fund at a leadership level during her term;
2. Encouraging her Boxwood Circle Committee Members, as well as a limited number of prospects assigned to her directly, to increase their unrestricted Annual Fund gifts to the College;
3. Working with the Development Office to identify and recruit Boxwood Circle Committee Members;
4. Working with the Development Office in drafting and signing updates and letters to Boxwood Circle Committee Members and prospects;
5. Playing an integral role in shaping the growth and direction of the Boxwood Circle, including working to increase gifts at leadership levels;
6. Attending, when possible, special events for Boxwood Circle members;
7. Assisting the Development Office staff in preparing the Boxwood Circle Newsletters;
8. Attending Homecoming in the fall and assisting during a training session for Boxwood Circle Committee Members;
9. Attending the Annual Fund Committee meetings in the fall (during Homecoming Weekend) and spring.

## **SWEET BRIAR COLLEGE ANNUAL FUND**

### **YOUNG ALUMNAE GIVING CHAIR**

The Young Alumnae Giving Chair's leadership is vital to the success of the Annual Fund in supporting Sweet Briar College. She should be an alumna who has a proven record of leadership in her class and a history of contributing to Sweet Briar through Annual Fund gifts, thereby enabling her to speak from her own experience in counseling Young Alumnae Giving Committee Members to achieve their goals.

The Young Alumnae Giving Chair serves a two year term. She serves as an ex-officio member of the Board of the Alumnae Association with full voting privileges. She also serves as a member of the Annual Fund Committee

Her specific duties include:

1. Supporting Sweet Briar through a leadership gift to the Annual Fund each year during her term.
2. Encouraging the Young Alumnae Giving Volunteers in their solicitation of assigned prospects.
3. Working with the Development Office in identifying and recruiting Young Alumnae Giving Volunteers for classes within ten years of graduation (excluding years in Reunion).
4. Working with the Development Office to compose and sign updates and letters to the Young Alumnae Giving Committee Members and the alumnae of the most recent graduating classes.
5. Playing an integral role in increasing the knowledge of recent alumnae concerning the importance of philanthropy and Annual Fund support for Sweet Briar.
6. Advising the Annual Fund Chair on methods to increase Annual Fund support and participation by Young Alumnae.
7. Attending Homecoming in the fall and assisting in the training session for Young Alumnae Giving Volunteers.
8. Attending the Annual Fund Committee meetings in the fall and spring.

## **SWEET BRIAR COLLEGE**

### **NATIONAL REUNION GIVING CHAIR**

Leadership by the National Reunion Giving Chair is vital to the success of the Reunion Giving program. Therefore, the Chair should be an alumna who has supported Sweet Briar College and the Annual Fund, and provided leadership for her own class's Reunion gifts effort so that she may speak from her own experience in encouraging other classes to reach their goals.

The National Reunion Giving Chair serves a one-year term. She also serves as a member of the Annual Fund Committee, and as an ex-officio member of the Board of the Alumnae Association with full voting privileges.

Her specific duties include:

1. Supporting the Annual Fund, thereby supporting Sweet Briar College, through an unrestricted gift at a leadership level.
2. Encouraging all Reunion Giving co-chairs and committee members to increase class giving and participation dramatically during the Reunion year.
3. Working with the Development Office in identifying and recruiting leadership in special Reunion classes.
4. Playing an integral role in shaping the growth and direction of the Reunion Giving program, perhaps serving as a source of advice in reviewing policies and procedures, which relate to Reunion Giving.
5. Assisting with the planning of training programs, such as those at Homecoming in the fall and at Reunion in the spring, and for Reunion Giving leadership.
6. Attending training sessions, in the fall and spring for class Reunion Giving leaders and committee members.
7. Attending Reunion Weekend in the spring and participating in the recognition of current Reunion classes.
8. Attending the Annual Fund Committee meetings in the fall and spring.