

MINUTES OF THE MARCH 25, 2014, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“the Committee”) of the Board of Regents met on March 25, 2014. Participating were Committee Chair Alan G. Spoon and Committee members Barbara Barrett*, Travis Engen*, Adrienne Mars, John McCarter*, Paul Neely, and David Rubenstein. Committee member Sakurako Fisher was unable to participate.

Participating staff included Smithsonian Secretary G. Wayne Clough; Chief of Staff to the Secretary Patricia Bartlett; Campaign Director Cynthia Brandt-Stover; Director of Advancement and Philanthropic Giving Virginia B. Clark; Deputy Director of Advancement Zully Dorr; Acting Under Secretary for Science John Kress; General Counsel Judith Leonard; and Chief of Staff to the Regents Porter N. Wilkinson.

CALL TO ORDER

Committee Chair Alan Spoon called the meeting to order at 2:00 p.m., and introduced Dr. Kress, Acting Under Secretary for Science. Mr. Spoon noted the election by the Board of Regents of David Skorton as the 13th Smithsonian Secretary, which was announced on March 10, 2014, and thanked Board of Regents Chair John McCarter for his efforts with the search. Dr. Skorton will commence serving in July 2015. Mr. Spoon reviewed the meeting agenda and noted that Mr. Rubenstein will host a campaign retreat in May 2014.

APPROVAL OF THE MINUTES OF THE JANUARY 16, 2014, COMMITTEE MEETING

Upon motion duly made and seconded, the draft minutes of the January 16, 2014, Committee meeting were approved without modification.

UPDATE FROM THE SECRETARY

Recognition. The Secretary congratulated Mr. McCarter and Board of Regents Vice Chair Shirley Ann Jackson for Dr. Skorton’s successful March 20, 2014, visit to the Smithsonian. The visit included a town hall meeting to introduce the Secretary-elect to Smithsonian staff.

Smithsonian National Board Trip. The Smithsonian National Board (SNB) travelled to Hawaii, where it held its 2014 spring meeting. The successful trip included time spent with six Smithsonian experts, visits to the Smithsonian Astrophysical Observatory’s (SAO) Submillimeter Array atop Mauna Kea and other Smithsonian research sites, and a trip to the Bishop Museum. The Secretary accompanied the SNB on this trip.

Smithsonian Personnel. Under Secretary for Science Eva Pell has retired but agreed to assist on several projects. The search for a director of the Smithsonian Tropical Research Institute has concluded, and the new director will be announced soon. The search for the director of the Hirshhorn Museum and Sculpture Garden, led by Under Secretary for History, Art, and Culture Richard Kurin, is progressing.

* *participated by telephone*

Travel and Cultivation. The Secretary related details of recent trips, each of which involved programmatic as well as donor cultivation visits. He traveled to the Chickasaw and Choctaw nations in Oklahoma; WalMart headquarters in Bentonville, Arkansas; and New York City, where he visited the National September 11 Memorial & Museum and met with donors.

South Campus Master Plan. The Secretary discussed the the south campus master plan. The facilities in the south campus include the Castle, the Arts and Industries Building, the Quadrangle, the Enid A. Haupt Garden, the Freer and Sackler Galleries, the National Museum of African Art, and the Hirshhorn Museum and Sculpture Garden. The goals of the plan include providing a comprehensive approach for addressing facilities problems in the south campus area, creating internal connections between the buildings, and supporting a phased implementation of the long-term plan. The plan is still in its conceptual phase, with no costs yet estimated for its execution. The Board of Regents will review a proposed plan at its April 7, 2014, meeting.

REVIEW OF NAMING POLICY

At the Board of Regents' request, the Committee undertook a review of the Smithsonian's Gift Acceptance Policy, which was implemented in November 2012. Ms. Clark led a review and discussion of the policy, beginning with an analysis made by staff. The analysis revealed overall compliance with the policy. Of 450 gifts received since the policy's implementation, only four exceptions to the policy have been made. Committee discussion touched on several points with the following conclusions: as intended, the Committee's process for considering gifts has been effective and deliberative; donors and staff would benefit from a booklet outlining Smithsonian gift policy, including as it applies to capital projects that benefit from Federal funding; and donor recognition panels across the Smithsonian should reflect a standardized approach for acknowledging contributions. In summary, the Committee concluded that the Gift Acceptance Policy does not need to be changed but agreed that the Regents should be given sufficient notice and sufficient time for deliberation when requests for exceptions are made.

CAMPAIGN UPDATE

Progress Review. Ms. Clark reported that annual fundraising is on track to reach the fiscal year 2014 goal of \$180 million. The "pipeline" of gifts is strong, notably so for the National Museum of African American History and Culture and the National Museum of Natural History. As of February 28, 2014, 58 percent of the working goal for the Smithsonian Campaign has been raised. Two-thirds of the working goal may be raised by October 17–19, 2014, the public launch, or kickoff, of the campaign. The Committee discussed the campaign goal. The Regional Program continues to make progress, with 11 events held this year.

Campaign Kickoff. Ms. Brandt-Stover updated the Committee on progress toward the October 17–19 kickoff weekend. Momentum is building. The Office of Advancement is collaborating with unit and Consortia directors on programming across the Smithsonian. "Save the Date" notices for the weekend soon will be sent to campaign donors of \$100,000 or more, board members, and select prospects. An estimated 500 to 700 guests will attend. Events will be held throughout the weekend and will be designed to convey campaign messages, inspire guests, and connect them to Smithsonian experts, collections, and programs. Mr. Kogod has agreed to

host a small dinner on Friday, October 17, and the kickoff's focal event will be held on Saturday evening, October 18, at the Kogod Courtyard. Committee members had a number of questions and offered suggestions for weekend programming.

Honorary Committee. Ms. Clark updated members on the formation of the campaign's Honorary Committee. Maya Angelou has agreed to serve, the first formal acceptance. Other invitations have been extended, and another group of names is under discussion. Approaches are being made in small groups to ensure that a balanced and diverse group of leaders is assembled. Ms. Clark recognized the assistance provided by several Committee members, other Regents and advisory board members, and members of Smithsonian leadership.

CAMPAIGN GOAL ANALYSIS

Giving Opportunities. Continuing the Committee's analysis of unit goals, Mr. Spoon introduced a discussion of the campaign goals and forecasts for seven art units and SAO. Collectively, the seven art units are responsible for 18 percent of the campaign's working goal. With regard to the total campaign goal, it is projected that units responsible for one-third of the working campaign goal will exceed their goals; units responsible for another third will meet their individual goals; and units responsible for the final third will need to "stretch" to achieve their goals. Observations and conclusions included: the overall campaign goal will likely be achieved but there will be challenges on a unit-by-unit basis; "stretch" group units will likely fall short of their goals for reasons that are idiosyncratic; and the transition to a new Secretary will impact pan-institutional projects. The Committee also discussed, at length and in detail, the SAO campaign goal relating to the Giant Magellan Telescope.

REVIEW OF PENDING GIFTS

Ms. Clark presented a sponsorship agreement for consideration. There were no questions. Upon motion duly made and seconded, the following action was approved for recommendation to the Board of Regents:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Intel Corporation to the National Museum of American History and accepts the terms of the sponsorship agreement.

ADJOURNMENT

There being no further discussion, Mr. Spoon adjourned the meeting at approximately 4:00 p.m.

Respectfully submitted,

Alan G. Spoon
Chair