

MINUTES OF THE JUNE 15, 2011, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“the Committee”) of the Board of Regents met on June 15, 2011, in the Regents’ Room of the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Alan G. Spoon and Committee members Travis Engen*, Sakurako Fisher*, Robert Kogod, Adrienne Mars*, Paul Neely, and ex officio member Patricia Q. Stonesifer. Staff members present were Smithsonian Secretary G. Wayne Clough, Chief of Staff to the Secretary Patricia Bartlett, Director of Advancement and Philanthropic Giving Virginia B. Clark, Deputy Director of Advancement Zully Dorr, General Counsel Judith Leonard, Director of Communications and External Affairs Evelyn Lieberman, Under Secretary for Finance and Administration Alison McNally, and Campaign Director Jenine Rabin.

The agenda consisted of the approval of the March 31, 2011, Committee meeting minutes; a report from the Secretary on the state of the Smithsonian; a review of action items from the March 31, 2011, meeting and campaign progress; reports on the Smithsonian branding study, campaign communication plan, and campaign messages; campaign next steps; and reviews of year-to-date fundraising results and pending gifts. Committee members were sent materials in advance of the meeting.

Call to Order

Mr. Spoon called the meeting to order at 1:05 p.m. He welcomed members and staff and outlined the meeting’s agenda.

Approval of Minutes

The minutes of the meeting of March 31, 2011, were sent to members in advance of the meeting. Mr. Spoon requested that the minutes be changed to reflect that having four co-chairs on Campaign Executive Committee is an estimate. He asked for other comments or changes. There being none, Mr. Neely moved that the minutes be approved with this change. Mr. Engen and Ms. Mars seconded the motion, and, as amended, the minutes were approved by unanimous vote.

State of the Smithsonian

Secretary Clough made a report to the Committee on the state of the Smithsonian. The Institution’s private revenue sources, which include fundraising, grants and contracts, and Smithsonian Enterprises, are doing well. The Federal budget for fiscal year 2011 will be 0.2 percent less than that for fiscal year 2010. Fiscal year 2012 Federal budget hearings have taken place and went well. The Federal budget for fiscal year 2012 and the years beyond will present fiscal challenges. The National Museum of the American Latino Commission report has been issued and calls for the Smithsonian to operate the new potential museum near the Capitol. Funding the project is a concern.

* *participated by teleconference*

The national campaign is proceeding well. Unit advisory boards continue to become engaged. Their chairs meet to discuss the campaign on June 20, 2011. Smithsonian visitorship is high, as is interest in Smithsonian programs.

Action Items from the March 31, 2011, Committee Meeting

Ms. Clark reviewed three action items from the March 31, 2011, Committee meeting. The organization chart outlining the structure of national campaign volunteer committees was updated, reflecting further refinements. The Committee discussed the new chart and generally approved of it. A summary of unit advancement committees and their membership was presented, and discussion of this touched on the fundraising capability and readiness of the volunteer boards, the value of advancement committees, communications with advisory board advancement committees, and composition of the national campaign's executive committee. The Advancement Committee asked for an update on unit advancement committee progress at its September 2011 meeting. The third item presented was a set of 17 new management reports, or "dashboards." Members suggested that the reports show whether gifts come from new or existing donors; a report be added that tracks advisory board activities; the important "pipeline" chart, be moved to the front; and the charts condense information to show six or seven items on a page. The Committee also asked to see the report on campaign progress by each Grand Challenge this summer. As part of the dashboard discussion, Ms. McNally reported on progress financing the campaign and Ms. Clark on progress staffing it.

Smithsonian Branding Plan, Campaign Communications Plan, and Campaign Messages

Mr. Spoon asked Ms. Lieberman to present the branding plan that had been sent to members in advance of the meeting. He noted that the full Board will consider a motion to approve the plan at its June 27, 2011, meeting. He asked for Committee members' comments. Ms. Lieberman went through the materials in detail and answered questions. Committee members, the Secretary, and staff participated in this discussion. The brand's proposed "tagline" (omitted here) reflects the Smithsonian today and tomorrow. At Mr. Spoon's request, members each shared their thoughts about the tagline. Discussion touched on its appropriateness; when and how frequently it should be used; and whether it encompasses the fun and creativity found at the Smithsonian. Staff reported the tagline has had acceptance among Smithsonian unit directors and leadership. The tagline will be tested using focus groups and a plan for its public use will be developed that will consider advertising, other media, and use on the Smithsonian website.

Ms. Clark discussed the new draft campaign messages sent to the Committee. She described how the branding study and these messages complement each other. The campaign messages fit under the brand messages, with the campaign messages being what the Smithsonian can deliver to people by encouraging journeys of discovery, exciting learning in everyone, and telling the whole American story.

Ms. Rabin reviewed the campaign communication plan, which had been sent ahead to members. She described how the campaign messages will be communicated using traditional

and up-to-the minute means, from case statements to new media to video. She elaborated on video and other new tools. Mr. Spoon asked members for comments on the plan and messages. Members said the campaign messages should keep in mind the campaign's target audience; avoid overly grand language; use storytelling; and distinguish clearly the use of, and difference between, Federal and private funding.

Fundraising Results as of April 30, 2011

Ms. Clark reported on fundraising year-to-date. Through June 30, 2011, the Smithsonian raised \$122 million. The goal for fiscal year 2011 is \$175 million. The Committee discussed the gift "pipeline" and achieving the year's goal.

Review of Pending Gifts

Ms. Clark reviewed the pending gift actions before the Committee. She made note of three endowment gifts: to the National Air and Space Museum by its board for discretionary funds for the director and honoring museum Director Jack Dailey; to the Smithsonian Institution Libraries by Ronald and Deborah Monark for discretionary funds for the director; and to the Smithsonian by Secretary Clough and his wife Anne Clough for undergraduate internships. The Committee discussed the pending gifts. Mr. Spoon requested further information about one of them. The following motions will be presented for consideration and approval by the Board of Regents at its June 27, 2011, meeting:

VOTED that the Board of Regents recognizes and commends the generosity of the National Air and Space Museum Board to that museum and creates the National Air and Space Museum Director's Endowment to support museum priorities as determined by the director.

VOTED that the Board of Regents recognizes the generosity of the donors to the Smithsonian Institution Libraries and creates and names the Ronald J. and Deborah A. Monark Endowment for the benefit of the Libraries in support of its Director's Fund.

VOTED that the Board of Regents recognizes the generosity of Anne R. and G. Wayne Clough to the Smithsonian and creates and names the Anne R. and G. Wayne Clough Endowment, an endowment to encourage and support undergraduate students who wish to intern at the Smithsonian.

VOTED that the Board of Regents recognizes the generosity of the Terra Foundation for American Art to the Archives of American Art and names the Terra Foundation Project Manager for Online Scholarly and Educational Initiatives, for five years; and names the section of the Archives website into which are grouped the collection materials digitized using this grant the Terra Foundation Center for Digital Collections, for 15 years.

VOTED that the Board of Regents recognizes the generosity of the Parnassus Foundation and its principals, Raphael and Jane Bernstein, to the Freer Gallery of Art and the Arthur M. Sackler Gallery, and creates and names the Jane and Raphael Bernstein/Parnassus Endowment.

VOTED that the Board of Regents recognizes the generosity of Lloyd Herman to the Smithsonian American Art Museum and its Renwick Gallery and names the Lloyd Herman Curator of Craft position in perpetuity.

Adjournment

The chair reminded the members of the next Committee meeting, to be held on July 20, 2011. He thanked everyone for their time, wisdom, and engagement. There being no further business, the meeting was adjourned at 3:11 p.m.