

NOTES OF THE SEPTEMBER 12, 2008, ADVANCEMENT COMMITTEE MEETING

A regularly scheduled meeting of the Advancement Committee of the Board of Regents was held on September 12, 2008, at 4:00 p.m. in Room 124 of the Smithsonian Institution Building. Committee Chair Alan G. Spoon and Committee member Roger W. Sant participated by teleconference; Committee member Phillip Frost was unable to participate. Also present were Secretary G. Wayne Clough, Director of External Affairs Virginia B. Clark, Director of Development Services Zully Dorr, Chief of Staff to the Regents John K. Lapiana, Acting General Counsel Marsha S. Shaines, and Assistant General Counsel Jason Balesta.

A meeting agenda with supporting materials was circulated in advance of the meeting. The agenda consisted of approval of the Advancement Committee Charter and discussion of six proposed gifts, as well as recommendation of these items for consideration at the Regents' September 22, 2008, meeting. Also on the agenda was an update on the planning of the Smithsonian's national campaign.

Mr. Spoon asked Mr. Sant and Secretary Clough to comment on the Committee Charter and it was agreed that the document was appropriate as prepared.

Mr. Spoon asked Ms. Clark to review the six proposed gift agreements. Key points related to each item were discussed. Mr. Spoon and Mr. Sant stated they agreed with the proposed actions.

Mr. Spoon asked, in the absence of a quorum, that Mr. Lapiana circulate an electronic ballot after the meeting and by this means secure the Committee's approval of the Charter and the proposed gift agreements, as well as the recommendation of these items for approval by the full Board of Regents at its September 22, 2008, meeting.

Mr. Spoon asked Ms. Clark for an update on preparations for the Smithsonian's national campaign. She began by noting that the Institution's fund-raising goal for fiscal year 2008 is \$115 million, with the fiscal year ending September 30, 2008. The Institution has raised about \$125 million through the end of August 2008. The 2008 year-end result could exceed the goal by more than 10%. Ms. Clark also mentioned that at this time 38 donors have accepted invitations to, and will be recognized at, the Regents' September 21, 2008, dinner.

Ms. Clark reviewed planning for the national campaign and discussed a timeline and important milestones for the campaign. She also reported that good progress has been made on a campaign director search and the selection of the campaign consulting firm. Ms. Dorr described a planned internal assessment and said that the campaign consultant will assist in this effort by reviewing and assessing policies and procedures, technological capabilities, and the Institution's fund-raising prospect pool. Secretary Clough asked whether the Institution's information technology resources were adequate to support this initiative. Ms. Clark said new software will be needed.

Mr. Spoon asked Secretary Clough to comment on the campaign and how its timing will align with the Institution's Strategic Planning process. Secretary Clough indicated that these two processes can to some extent run in parallel. He also noted that after six months the Strategic Planning process will begin to generate results that will inform the development of a case for supporting the national campaign. He added that as the Institution prepares its case one of the key considerations

will be how to assure the public that the gifts raised will be used to advance the strategic plan and not be expected, by the Congress, to offset Federal support. Secretary Clough acknowledged the potential for this situation to occur and discussed approaches he previously had taken to address similar situations. The discussion then turned to other public/private fund-raising projects and it was decided that the Committee would like to know more about the National Park Service Campaign.

The Institution's preparation for the campaign was next reviewed. The Committee would like to have at its next meeting an introductory report on Smithsonian campaign requirements, including staffing needs and system support.

Mr. Spoon also asked that a list be developed of Advancement Committee candidates for consideration.

It was agreed that an electronic ballot would be circulated after the meeting and by this means secure the Committee's approval of its Charter, the proposed gift agreements, and the recommendation of these two items for approval by the full Board at its September 22, 2008, meeting.

Adjournment

There being no further business, this regular meeting of the Board of Regents' Advancement Committee was adjourned at 4:30 p.m.