

## MINUTES OF THE FEBRUARY 25, 2020, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a meeting on February 25, 2020, at the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Christine Udvar-Hazy and Committee members Dennis Keller; Michael M. Lynton;\* and Frank Raines.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Deputy Assistant Secretary for Advancement Zully Dorr, Associate General Counsel Farleigh Earhart, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Director of Individual Advancement Bob Halbruner, Inspector General Cathy Helm, Deputy Secretary and Chief Operating Officer Meroë Park, and Assistant Secretary for Advancement Robert Spiller.

### CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:00 p.m. and reviewed the agenda. Ms. Udvar-Hazy introduced Deputy Secretary and Chief Operating Officer Meroë Park and welcomed her to the Advancement Committee Meeting. She also gave a brief update on the nomination of Denise O’Leary to the Board of Regents.

### APPROVAL OF JANUARY 8, 2020, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 8, 2020, Committee meeting were approved without modification.

### REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented four gifts for the Committee’s review and recommendation to the Board of Regents. Ms. Dorr noted all proposed actions conform to Smithsonian gift policies. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board of Regents:

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of The Andrew W. Mellon Foundation to the National Museum of African American History and Culture and names the museum director the Andrew W. Mellon Director.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Disney Worldwide Services, Inc. and accepts the terms of the sponsorship agreement.

*\*Participated by telephone*

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Richard A. Brodie to the Smithsonian American Art Museum and names the Joanne and Richard Brodie Gallery for 20 years or until the next comprehensive renovation of the gallery, whichever occurs later.

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of James S. and Elizabeth A. Eisenstein to the Smithsonian American Art Museum and names the Eisenstein Family Gallery for 20 years or until the next comprehensive renovation of the Gallery, whichever occurs later.

## **NOTABLE GIFTS AND GRANTS**

Ms. Dorr also presented the Notable Gifts and Grants Report. In addition to gifts that require Board of Regents approval, the Smithsonian benefits from generous gifts and grants that support a wide variety of projects and programs. Ms. Dorr called the Committee's attention to two recent gifts: a \$2.5 million gift to support the National Native American Veterans Memorial at the National Museum of the American Indian, and a \$1 million gift to support the mission of the National Museum of African American History and Culture.

## **REPORT OF THE SECRETARY**

The Secretary briefed the Committee on a proposed new organizational structure for the Smithsonian, which will build a more cohesive leadership team to implement pan-Institutional programs and initiatives, and create greater leadership capacity to focus on strategic priorities. The new organizational structure includes four Under Secretary positions, which will report to the Deputy Secretary and Chief Operating Officer, including an Under Secretary for Museums and Culture, an Under Secretary for Science and Research, an Under Secretary for Education, and an Under Secretary for Administration. The Secretary informed the Committee that the proposed reorganization has been submitted to Congress for review and final approval.

Secretary Bunch also provided an overview of his top priorities for the Institution: amplifying education activities; creating a virtual Smithsonian; convening critical contemporary conversations; and driving diversity, equity, accessibility, and inclusion across the Institution and throughout Smithsonian programming. The Secretary informed the Committee that building a cohesive leadership team and refining the Smithsonian's organizational structure will maximize the Institution's ability to achieve these goals by fostering collaboration and communication between units and the central administration.

## **FISCAL YEAR 2020 FUNDRAISING PROGRESS**

Next, Assistant Secretary for Advancement Rob Spiller reported on the Smithsonian's progress towards the fiscal year 2020 fundraising goal of \$230 million. As of February 25, 2020, the Smithsonian had raised approximately \$101.1 million. The Smithsonian is projected to achieve the fiscal year 2020 annual fundraising goal. Mr. Spiller highlighted several units that are on

track to meet or exceed their goals, including the National Air and Space Museum, National Museum of African American History and Culture, National Museum of the American Indian, Smithsonian American Art Museum, and the Smithsonian Institution Traveling Exhibition Service. The Committee discussed strategies for increased visibility and fundraising plans for units currently tracking below budget.

### **SMITHSONIAN CAMPAIGN PLANNING**

Mr. Spiller then briefed the Committee on the planning efforts underway for the next comprehensive fundraising Campaign. The Office of Advancement has engaged unit directors, Smithsonian leadership and staff, and volunteers through a series of workshops, retreats, and individual meetings to establish campaign fundraising priorities and potential themes for the Campaign. Mr. Spiller highlighted education, accessibility, large-scale digitization projects, and joint research projects as some of the emerging priorities for strategic engagement on a pan-Institutional level. Campaign Workgroups have also been established to test potential Campaign themes, refine messaging, and build out the final timeline. The Committee will receive an update on priorities and Campaign Workgroup recommendations at its April meeting. A full report is expected to be presented to the Board of Regents in June for approval.

### **EMERGING CAMPAIGN PRIORITIES**

The Secretary then led a discussion on his vision for the Smithsonian internship program, as part of the Institution's efforts to reach, educate, and inspire broader audiences. The Secretary presented background information on the current Smithsonian internship program, quantitative data collected from the fiscal year 2018 internship program, and research findings relating to the national internship landscape. The Secretary shared his initial thoughts on further developing the internship program in order to produce future consumers of culture and help expand the pipeline to be inclusive of a more diverse workforce. The Committee provided feedback on components that are important to a successful internship program, and brainstormed compelling messaging that could potentially shape the case for support for both future donors and internship recipients.

### **ADJOURNMENT**

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:31 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair