

## MINUTES OF THE MAY 12, 2021, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on May 12, 2021. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, and Franklin Raines.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, Assistant General Counsel Laura Damerville, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Director of Individual Advancement Bob Halbruner, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, Acting Under Secretary for Education Ruki Neuhold-Ravikumar, Assistant Secretary for Advancement Robert Spiller, and Under Secretary for Science and Research Ellen Stofan.

### 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. She welcomed Ellen Stofan to her first Advancement Committee meeting in her new role as Under Secretary for Science and Research. Mrs. Udvar-Hazy also informed the Committee that effective May 8, Doug Hall will serve as the Acting Under Secretary of Administration, following Mike McCarthy’s departure from the Smithsonian.

### APPROVAL OF MARCH 2, 2021, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the March 2, 2021, Committee meeting were approved without modification.

### REVIEW AND APPROVAL OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr presented one gift and two administrative motions for the Committee’s review and recommendation to the Board. Ms. Dorr noted that all proposed actions adhere to applicable Smithsonian directives and the Institution’s guiding principles, policies, and procedures, as set forth by the Board of Regents. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board:

**VOTED** that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Raytheon Technologies Corporation to the National Air and Space Museum, accepts the gift, names the Raytheon Technologies Living in the Space Age hall from the date of the first public announcement of the gift until the 10th anniversary of the reopening of the hall to the public, and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Smithsonian Gardens in support of its mission. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Cooper Hewitt, Smithsonian Design Museum in support of its mission. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

## **NOTABLE GIFTS AND GRANTS**

In addition to gifts that require approval by the Board of Regents, Ms. Dorr reviewed notable gifts and grants received since the January Committee meeting. She highlighted recent gifts in support of the Smithsonian's strategic priorities, including a \$2 million gift to support the Curator of African American Innovation and Entrepreneurship position and related programming at the National Museum of African American History and Culture, a \$1 million gift to support the mission of the National Museum of African American History and Culture, and a \$500,000 gift to support the FUTURES FILMS program, an inclusive film festival to highlight diverse voices during the FUTURES exhibition at the Arts + Industries Building.

## **REPORT OF THE SECRETARY**

Chief of Staff to the Secretary Greg Bettwy delivered the report of the Secretary on behalf of Secretary Bunch.

Mr. Bettwy updated the Committee on recent personnel changes at the Smithsonian. On May 12, the Secretary announced that Dr. Monique M. Chism will become the Smithsonian's Under Secretary for Education, effective June 7, 2021. Most recently, Dr. Chism served as the Vice President for Education Policy and Strategic Initiatives at the American Institutes for Research. Mr. Bettwy thanked Ruki Neuhold-Ravikumar for her tremendous leadership, having served as the Acting Under Secretary for Education since November 2019. Mr. Bettwy also shared that Ms. Neuhold-Ravikumar has been named the Interim Director of the Cooper Hewitt, Smithsonian Design Museum, effective May 15.

Mr. Bettwy also reviewed five strategic focus areas, identified by the Secretary, which the Smithsonian will track and prioritize as part of its strategic planning implementation: (1) be a trusted source that explores and grapples with what it means to be American, (2) harness Smithsonian expertise to elevate science in the global discourse, (3) build and enrich a national culture of learning by engaging with educational systems nationwide, (4) ensure every home and classroom has access to the Smithsonian's digital content, and (5) work together to build a nimble and effective Smithsonian.

To conclude, Mr. Bettwy briefed the Committee on the Smithsonian's ongoing response to the COVID-19 (Coronavirus) pandemic. Following the closure of Smithsonian facilities in November 2020, the Smithsonian has begun a phased reopening. On May 5, the National Air and Space Museum's Steven F. Udvar-Hazy Center in Chantilly, Virginia, opened to the public. The National Museum of African American History and Culture, the Donald W. Reynolds Center for American Art and Portraiture, and the Renwick Gallery will open on May 14. Mr. Bettwy noted that health and safety precautions will be in place at all Smithsonian facilities that are open to the public. These measures include timed-entry passes, limiting attendance, social distancing, mandatory use of face coverings, and enhanced cleaning.

## **NEW MUSEUMS**

Assistant Secretary for Advancement Rob Spiller shared progress on the establishment of two new Smithsonian museums: National Museum of the American Latino ("NMAL") and Smithsonian American Women's History Museum ("SAWHM"). Mr. Spiller shared that Lisa Sasaki, currently the Director of the Smithsonian Asian Pacific American Center, will serve as the Interim Director of SAWHM. Eduardo Díaz, currently the Director of the Smithsonian Latino Center, will fill the role of the Interim Director of NMAL. Mr. Spiller also reminded the Committee that the Board of Regents is required to make initial appointments to the advisory boards of both museums not later than 180 days after the date of enactment, and site selection must be completed not later than two years after enactment of the legislation.

As a public-private partnership, both museums will receive funding from Congress, but the Smithsonian will be responsible for raising the remaining money through private philanthropic support. The Office of Advancement ("OA") is developing a ten-year \$400 million fundraising plan for each museum, based largely on the timeline and \$375 million in funds that were raised for the National Museum of African American History and Culture, the Smithsonian's most recently established museum. Mr. Spiller noted that OA is also planning to hire an advancement lead for each museum and launch membership programs and online fundraising for both museums in fiscal year 2022.

## **ADVANCEMENT UPDATE**

Ms. Dorr then updated the Committee on the Smithsonian's gift acceptance policy and agreement terms as they relate to managing reputational risk. Following the Committee's discussion in March, the Office of Advancement provided guidance to unit directors and lead advancement staff for assessing reputational risk associated with philanthropic gifts. The Smithsonian will include the guidance in Smithsonian Directive 809, which governs the solicitation, acceptance, recognition, and acknowledgement of gifts to the Smithsonian Institution.

Next, Mr. Spiller reported on the Smithsonian's fundraising progress. As of May 12, the Smithsonian raised a total of \$160 million towards its \$200 million goal. The Office of Advancement is optimistic that the Institution will meet or exceed the fundraising goal for fiscal year 2021. Mr. Spiller attributed the advancement team's performance to increased membership programs, support for social justice initiatives at the National Museum of African American History and Culture and the National Museum of the American Indian in particular, small donations made by visitors using timed-entry passes, and point-of-sale donations piloted by Smithsonian Enterprises.

To conclude, the Committee received an overview on planning efforts for the next Smithsonian Campaign, which will be executed in two phases: Focus Phase and Comprehensive Phase. Mr. Spiller reviewed the adjusted campaign timeline and outlined plans to define the themes, messaging, and communication for the Focus Phase. The Focus Phase is scheduled to take place from fall of 2021 to fall of 2024, with an objective to grow annual fundraising to \$300 million by fiscal year 2024. The Office of Advancement has structured the Focus Phase around four priorities: (1) equity, democracy, and community; (2) education and access; (3) science; and (4) the Smithsonian's future. The Committee discussed positioning the Smithsonian as a bold, relevant thought leader coming out of the pandemic, and how to address the short and long-term funding needs of the two new museums within the new campaign strategy.

## **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