

## MINUTES OF THE MARCH 2, 2018, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on March 2, 2018, in the Regents Room at the Smithsonian Castle in Washington, DC. Participating were Committee Chair Christine Udvar-Hazy and Committee members Ambassador Barbara M. Barret,\* Allan Holt,\* Dennis Keller,\* Michael Lynton,\* and Frank Raines.\*

Present by invitation of the Committee were Secretary David Skorton, Chief of Staff to the Secretary Greg Bettwy,\* Campaign Director Cynthia Brandt-Stover, Under Secretary for Museums and Research/Provost John Davis,\* Acting Assistant Secretary for Advancement Zully Dorr,\* General Counsel Judith Leonard, Deputy Chief of Staff to the Regents Kate Forester,\* and incoming Assistant Secretary for Advancement Robert Spiller.

### CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:01 p.m. and reviewed the agenda items for discussion. Ms. Udvar-Hazy welcomed the new Advancement Committee members Frank Raines, Allan Holt, and Dennis Keller. She also introduced Robert Spiller, the incoming Assistant Secretary for Advancement.

### REPORT OF THE CHAIR

Ms. Udvar-Hazy updated the Committee on three regional Smithsonian special events, and thanked the hosting Committee members for their involvement including Ambassador Barrett’s dinner following the Tucson Gem and Mineral Show and Mr. Keller’s dinner for Smithsonian National Board members in Palm Desert. She also reported on the success of the Your Smithsonian post-Campaign event in Los Angeles with special guests Secretary Skorton and Dr. Michael M. Watkins, Director of the NASA Jet Propulsion Laboratory.

### APPROVAL OF SEPTEMBER 25, 2017, AND JANUARY 9, 2018, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 25, 2017, and January 9, 2018, Committee meetings were approved without modification.

### SECRETARY’S UPDATE

Secretary Skorton welcomed Robert Spiller, and thanked Zully Dorr for her contributions in her role as Acting Assistant Secretary for Advancement.

The Secretary updated the Committee on the American Women’s History Initiative. On March 7, at a special donation ceremony, the National Museum of American History will receive objects from House Democratic Leader Nancy Pelosi representing her election as the first female Speaker of the House. At the event, Secretary Skorton will announce the planning

*\*Participated by telephone*

phase of the Smithsonian American Women's History Initiative, a five-year, pan-Institutional initiative which will highlight women's contributions and accomplishments.

Secretary Skorton briefed the Committee on the 2018 federal budget for the Smithsonian, which will provide critical funds for the long-term revitalization project at the National Air and Space Museum ("NASM"). The Secretary reported that in response to the increase in the fiscal year 2018 spending caps, the Trump administration recommended to Congress that an additional \$381 million be added to the Smithsonian's fiscal year 2018 budget request for funding projects such as the NASM revitalization and critical needs at the National Zoological Park, Hirshhorn Museum and Sculpture Garden, Smithsonian Castle, and collections facilities.

Lastly, the Secretary provided the Committee with an update on the funding and organization of advancement activities. The outside consultant Grenzebach Glier and Associates ("GG+A") recommended increasing the efficiency of advancement activities, further centralizing fundraising communications across the Smithsonian, increasing donor engagement, and deepening volunteer engagement. A committee was formed to implement these recommendations, and two subcommittees led by Under Secretary for Museums and Research/Provost John Davis and Under Secretary for Finance & Administration/Chief Financial Officer Al Horvath will be charged with implementation.

## **2018 FUNDRAISING PROGRESS AND CAMPAIGN REVIEW**

Acting Assistant Secretary for Advancement Zully Dorr reported on the Smithsonian's 2018 fundraising goal. As of March 1, 2018, the Smithsonian had raised approximately \$107.5 million toward its \$200 million annual goal. Ms. Dorr highlighted several recent and significant gifts, including a gift to support the American Women's History Initiative and a gift to the Smithsonian Conservation Biology Institute.

The Committee reviewed the final results of the Smithsonian Campaign, which successfully concluded on December 31, 2017, raising \$1.88 billion from 537,720 donors representing all 50 states and 107 countries. The Smithsonian Campaign represents the largest amount ever raised in a campaign by a cultural organization. The impact of the Campaign includes more than 750,000 square feet of new or renovated galleries and public spaces in 11 museums and the National Zoo; the creation of eight new education centers, which serve over six million people annually through onsite education programs; more than 3 million digitized collection objects from Art Deco designs to the Apollo 11 Command Module made available to the public; and 68 endowed positions created in perpetuity to support Smithsonian scholars and leaders.

Ms. Dorr also provided an overview of the Campaign celebration weekend schedule, which will kick off on April 7, 2018, in Washington, D.C. The Smithsonian Board of Regents, Secretary David Skorton, and the Smithsonian Campaign Co-Chairs Barbara M. Barrett, Sakurako Fisher, David M. Rubenstein, and Alan G. Spoon invited donors and volunteers who served during the Campaign to join them to celebrate the tremendous success of the Campaign.

## SMITHSONIAN AMERICAN WOMEN'S HISTORY INITIATIVE

Campaign Director Cynthia Brandt-Stover shared an overview of the Smithsonian's vision for the American Women's History Initiative ("Initiative"), which includes events, educational programs, symposia, exhibitions, and the creation of new curatorial positions. To launch the Initiative, the Smithsonian plans to raise at least \$10 million, which will support six new curators, an education specialist, a survey of the Smithsonian's collection for objects relevant to women's history, and public programming. The Committee analyzed the preliminary fundraising strategy for the Initiative, including the status of current fundraising efforts and advancement activity plans for the future.

## REVIEW OF GIFTS

Ms. Dorr presented one gift and one administrative motion for the establishment of a quasi-endowment, both requiring approval by the Committee. She noted that 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 Bank of America and accepts the terms of the sponsorship agreement.

**VOTED** that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment in which to hold the gift funds received from the Sakana Foundation until a specific allocation is identified. Further, the Board authorizes the transfer of the funds identified for this purpose.

## CLOSING REMARKS

Committee Chair Christine Udvar-Hazy closed her first Committee meeting by offering a brief update on the Volunteer Engagement and Regional Outreach Working Group. At its meeting in January 2018, the Committee provided feedback to the working group that was incorporated into the group's final report. The working group hosted meetings with unit development directors to begin implementing the initial recommendations from the report. The immediate implementation will focus on continuing the Campaign's Regional Host Committees as Regional Councils and establishing a Smithsonian Leadership Volunteer Network. The Committee will receive updates as implementation moves forward.

Lastly, Ms. Udvar-Hazy presented, for the Committee's consideration, a recommendation to use Advancement Committee meetings as an opportunity to become familiar with advancement programs across the Smithsonian Institution. This format would set aside time in each meeting to hear from Smithsonian units, and help the Committee to better understand needs and challenges, while directly engaging the unit advancement directors.

## **ADJOURNMENT**

With no further business to discuss, the meeting was adjourned at approximately 3:31 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair