

MINUTES OF THE AUGUST 9, 2018, EXECUTIVE COMMITTEE TELECONFERENCE MEETING

The Executive Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a teleconference meeting on August 9, 2018. Participating were Board and Executive Committee Chair David Rubenstein and Vice Chair Steve Case.

Also present by invitation of the Committee were Secretary David Skorton, Counselor to the Chief Justice Jeffrey P. Minear, Chief of Staff to the Secretary Greg Bettwy, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), and General Counsel Judith Leonard.

CALL TO ORDER

David Rubenstein called the meeting to order at 10:00 a.m. and welcomed members and staff participating by telephone.

MINUTES OF THE EXECUTIVE COMMITTEE

Upon motion duly made and seconded, the Committee approved the draft minutes of the July 11, 2018, Committee meeting without modification.

SECRETARY’S REPORT

The Secretary updated the Committee on efforts to increase the public profile of the Smithsonian in the media. The Office of Communications and External Affairs has increased the Institution’s exposure to new television, radio, digital, and publishing organizations. Secretary Skorton acknowledged Assistant Secretary for Communications and External Affairs Julissa Marenco’s efforts in building these new connections. As the Smithsonian continues to implement the strategic plan, new digital advisory collaborations will be instrumental in supporting the goal to reach one billion people a year with a digital-first strategy.

Next, the Secretary gave a brief update on the Smithsonian’s engagement with Applied Minds, LLC, a consulting company that specializes in software and information technology. Currently in the early stages of the project, the consultant will advise on various aspects of the Smithsonian’s digital strategy. The Secretary will update the Board of Regents once the project is further along.

The Secretary reminded the Committee of the Smithsonian strategic plan senior leadership retreat, which took place in May. The retreat brought together unit directors and central leadership to focus on two primary strategic plan goals: be one Smithsonian and provide a nimble, cost-effective, and responsive administrative infrastructure. The Secretary is planning a

second retreat in September to focus on goals two through six of the strategic plan. The Secretary will update the Regents at the October Board meeting following the retreat.

Secretary Skorton briefed the Committee on the progress of the Smithsonian's potential outreach to Washington, D.C. metropolitan area K-12 students, as part of the broader strategic plan goal to understand and impact 21st-century audiences. Education outreach plans are being developed for the District of Columbia Public Schools and could include cornerstone, grade-specific events in Smithsonian spaces that combine curriculum specified by the school district with content from the Smithsonian. Professional development for teachers and special high impact immersive experiences for smaller groups, geared towards multiple grade levels could also be part of the program offering.

The Secretary then led a discussion about possible strategic collaborations that would advance the effort to broaden the Smithsonian's presence across the globe. As the Institution continues to explore mission-related opportunities in retail, education, and entertainment arenas, the Secretary will update the Board once strategies are established.

Lastly, the Secretary informed the Committee that the UCLA Latino Policy and Politics Initiative has selected the Smithsonian for a scholarly research project, including a formal study and survey, on the representation of the Latino population in and around the Institution. Select unit directors and senior leadership were invited to participate in the survey, and the Smithsonian has encouraged participation and plans to share information on the Smithsonian Latino Center.

ADJOURNMENT

With no other business to discuss, the meeting adjourned at approximately 10:33 a.m.

Respectfully submitted,

David M. Rubenstein, Chair