

MINUTES OF THE DECEMBER 14, 2023, STRATEGY, INNOVATION, AND TECHNOLOGY COMMITTEE MEETING

The Strategy, Innovation, and Technology Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a meeting on December 13, 2023. Participating were Steve Case, Michael Crow, Michael Govan, Risa J. Lavizzo-Mourey, Franklin D. Raines, and Fred Ryan. Strategy, Innovation, and Technology Committee Chair Michael M. Lynton was unable to attend. In accordance with the Committee Charter, Steve Case acted in Mr. Lynton’s stead.

Also present by invitation of the Committee were Assistant General Counsel Meghan Delaney Berroya, Chief of Staff to the Secretary Greg Bettwy, Chief Information Officer Deron Burba, Under Secretary for Administration Ron Cortez, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Senior Advisor to the Deputy Secretary Doug Hall, Head of Digital Transformation Becky Kobberod, President of Smithsonian Enterprises Carol LeBlanc, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Acting Inspector General Joan Mockridge, Deputy Secretary and Chief Operating Officer Meroë Park, and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER

Steve Case called the meeting to order at 10:00 a.m. and reviewed the agenda.

REVIEW OF THE APRIL 24 AND SEPTEMBER 12, 2023, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the April 24, 2023, and the September 12, 2023, Committee meetings were approved.

COMMITTEE CHARTER REVIEW

The Committee reviewed its Charter per its mandate to annually review and assess the Charter and evaluate the Committee’s performance with respect to the requirements of the Charter. No modifications to the Charter were proposed.

AUDIENCE AND DATA INITIATIVE

Deputy Secretary and Chief Operating Officer Meroë Park and Head of Digital Transformation Becky Kobberod briefed the committee on the Audience and Data Initiative from the Institution’s strategic plan, Our Shared Future. This initiative is intended to increase audience-centered, data-informed decision making by building out and refining audience analysis and engagement tools and technologies that will transform the audience experience and data management practices at the Smithsonian. Ms. Kobberod informed the Committee that

actionable pilot projects are in progress to test and scale new technologies, policies, and practices, which include the procurement and implementation of a Customer Relationship Management (“CRM”) technology for managing the Smithsonian’s relationships and interactions with visitors, donors, and the public. Ms. Kobberod also highlighted accomplishments for both audience and data efforts since the April meeting, including the selection and procurement of Salesforce as a CRM that will be available to most Smithsonian units and the establishment of pan-SI working groups around key data domains: audience, collections, research, and finance and administration. The Committee discussed how the Audience and Data Initiative activities can further enable opportunities to support America’s Semiquincentennial celebration, specifically building a coordinated and cohesive experience designed around audience interests, informed by data, and driven by the Smithsonian’s 250th goals.

Additionally, Deputy Secretary Park and Ms. Kobberod led a discussion on current Smithsonian efforts regarding recent advances in Artificial Intelligence (“AI”), and how AI presents great opportunities and real challenges. As AI-powered tools increasingly become part of everyday lives, the Smithsonian is working to understand the role these tools will play in the increase and diffusion of knowledge, as well as how the Institution should engage in this transformative yet rapidly changing landscape to advance its mission. As the first step in considering the Smithsonian’s role in AI and how best to utilize and understand this new technology, the Secretary formed an AI Community of Practice, chaired by Becky Kobberod and co-chaired by Ellen Stofan, Under Secretary for Science and Research and Deron Burba, Chief Information Officer. Ms. Kobberod informed the Committee that the AI Community of Practice will work on ways to leverage AI internally and with external audiences and help the Smithsonian navigate and utilize this new technology.

ADJOURNMENT

With no further business to consider and no request for an executive session, the meeting was adjourned at approximately 10:59 a.m.

Respectfully submitted,

Mr. Steve Case, Regent Emeritus