

MINUTES OF THE APRIL 24, 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 April 24, 2023. Participating were Committee Chair Michael Lynton and Committee members Steve Case, Michael Govan, Franklin D. Raines, and Fred Ryan.

Also present by invitation of the Committee were Secretary Lonnie Bunch, 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), Chief of Staff to the Deputy Secretary and Chief Operating Officer Ginny Gomez, Inspector General Cathy Helm, Head of Digital Transformation Becky Boutwell Kobberod, President of Smithsonian Enterprises Carol LeBlanc, Deputy Secretary and Chief Operating Officer Meroë Park, and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER

Committee Chair Michael Lynton called the meeting to order at 10:00 a.m. and reviewed the agenda. The Committee also welcomed Fred Ryan to his first Committee meeting.

REVIEW OF THE SEPTEMBER 30, 2022, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 30, 2022, Committee meeting were approved.

NEW FORMAT FOR COMMITTEE MEETINGS

At its meeting in September 2022, the Strategy, Innovation, and Technology (“SIT”) Committee approved the proposed restructuring of the Committee to allow more time for strategic discussion and to further focus on the Smithsonian’s digital transformation. Mr. Lynton noted that the restructuring will give the Committee and the Institution the opportunity to better leverage the potential of innovative technologies, digitized collections, new media, and social networking tools to help redefine the Smithsonian in an age of limitless technology. As part of the restructuring, it was proposed that the Committee adjust the format of its meetings to encourage more strategic discussion on these topics. The Committee reviewed the proposed changes to the meeting format and provided feedback to Smithsonian leadership on rotating topics for consideration.

STRATEGIC INITIATIVES UPDATE

Head of Digital Transformation Becky Kobberod updated the Committee on the strategic initiative to unlock the Smithsonian’s digital assets to be more accessible and discoverable. Specifically, the Institution is leveraging advancements in technology that are enabling key priority activities in support of digital transformation, including digitization, data standards, machine learning, Open Access, and collaboration. Ms. Kobberod informed the Committee that as the Smithsonian expands its online presence and invests more in the digitization of objects, more digital assets will be created and will need proper organization for future access and use. The Committee discussed ways to scale systems across the Institution to create an efficient means for tasks such as cataloging, researching, producing, advertising, distributing, archiving, accounting, rights verification, revenue projection, licensing, and communication, both internally and externally. The Committee also encouraged crafting a strategic vision for unlocking digital assets and making more One Smithsonian connections.

ARTIFICIAL INTELLIGENCE

Next, Ms. Kobberod led a strategic discussion on recent advances in Artificial Intelligence (“AI”) and how it may intersect with Smithsonian efforts to unlock its digital assets. For example, museums could use ChatGPT as a tool for exhibits, labels, catalogues, and other educational materials. The Committee discussed the potential role a trusted source like the Smithsonian can play in informing or engaging with AI chatbots. Given the relevance and complexity of Artificial Intelligence, the Committee agreed to further focus on the topic to help identify both opportunities and challenges as the Smithsonian considers ways to leverage AI.

EXECUTIVE SESSION

The Committee moved into an Executive Session at approximately 11:02 a.m. to discuss Committee membership.

ADJOURNMENT

With no further business to consider, the meeting was adjourned at approximately 11:20 a.m.

Respectfully submitted,

Mr. Michael M. Lynton, Chair