

MINUTES OF THE MAY 3, 2021, STRATEGY, INNOVATION, AND TECHNOLOGY COMMITTEE MEETING

The Strategy, Innovation, and Technology Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a videoconference meeting on May 3, 2021. Participating were Committee Chair Michael Lynton and Committee members Representative Doris Matsui, Steve Case, Michael Govan, Franklin D. Raines, and Michael Crow.

Also present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Social Media Strategist Erin Blasco, Chief Information Officer Deron Burba, 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, Under Secretary for Museums and Culture Kevin Gover, Deputy General Counsel Lauryn Guttenplan, Strategic Plan Implementation Co-Lead Doug Hall, Inspector General Cathy Helm, President of Smithsonian Enterprises Carol LeBlanc, General Counsel Judith Leonard, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Under Secretary for Administration Mike McCarthy, Acting Under Secretary for Education Ruki Neuhold-Ravikumar, Deputy Secretary and Chief Operating Officer Meroë Park, Director of the Office of Government Relations Vernon Simms, Assistant Secretary for Advancement Rob Spiller, Under Secretary for Science and Research Ellen Stofan, Chief of Staff to the Regents Porter Wilkinson, and Deputy Director of the Office of Communications and External Affairs Anne Williams.

CALL TO ORDER

Committee Chair Michael Lynton called the meeting to order at 10:00 a.m. and reviewed the agenda.

REVIEW OF THE DECEMBER 14, 2020, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the December 14, 2020, Committee meeting were approved without modification.

STRATEGIC PLANNING IMPLEMENTATION AND SOCIAL MEDIA STRATEGY

The Secretary led a discussion on strategic planning implementation and social media strategy. Secretary Bunch outlined five strategic focus areas that will guide the Institution’s work moving forward: (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. The Committee specifically discussed engaging internal and external stakeholders to advance the Secretary’s five strategic focus

areas. The Secretary sought the Committee’s feedback on how the Smithsonian can best lead productive and informative dialogues on important, contemporary issues that require a balancing of opinions without jeopardizing the Smithsonian’s status as a trusted, independent source.

The Committee also explored ways in which the Institution is cultivating and building a more robust and strategic social media presence and finding innovative ways to engage the influencer network and amplify Smithsonian branded content and messaging. Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo presented two recent social media campaigns, the *Women Making Change* video series and the Smithsonian-led *Vaccines & US* collaborative. Ms. Marengo outlined the launch, communications, and engagement metrics from each coordinated campaign, which are engaging with Smithsonian audiences in a meaningful way and reinforcing the Smithsonian’s five strategic focus areas through a pan-Institutional digital-first strategy.

EXHIBITION CALENDAR AND PUBLIC PROGRAMMING

Under Secretary for Museums and Culture Kevin Gover provided an oral update on exhibition openings and public programming activities as the Smithsonian begins reopening its buildings to the public. Mr. Gover reminded the Committee that over the past year, a majority of physical exhibitions and in-person public programming has been on hold during the Institution's closure due to the health restrictions related to the COVID-19 pandemic. The Committee also received an update on the virtual initiative *Vaccines & US: Cultural Organizations for Community Health*, which launched on April 21.

The Committee also was briefed on seven exhibitions that had been subject to SD603 reviews, the Smithsonian’s internal review process designed to help identify in advance any potentially sensitive and/or controversial aspects of an exhibition. Mr. Gover reviewed the SD603 findings for: the exhibition *Do American actions against California Native Americans during the Gold Rush meet the U.N. definition of genocide?* at the National Museum of the American Indian; the President Donald J. Trump portrait and *Hung Liu: Portraits of Promised Lands* at the National Portrait Gallery; the Our Shared Future: Reckoning With Our Racial Past initiative; *Fashioning an Empire: Safavid Textiles from the Museum of Islamic Art, Doha* at the National Museum of Asian Art; the FUTURES exhibition at the Arts and Industries Building; and the *Smithsonian Anthology of Hip-Hop and Rap*, a collaboration between the National Museum of African American History and Culture and Smithsonian Folkways Recordings.

EXECUTIVE SESSION

The Committee entered into an executive session at approximately 11:49 a.m. to discuss confidential business matters.

ADJOURNMENT

With no further business to consider, the meeting was adjourned at approximately 11:55 a.m.

Respectfully submitted,

Mr. Michael M. Lynton, Chair