

MINUTES OF THE SEPTEMBER 30, 2022, 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 September 30, 2022. Participating were Committee Chair Michael Lynton and Committee members Representative Doris Matsui, Steve Case, Michael Govan, Risa J. Lavizzo-Mourey, and Franklin D. Raines.

Also present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy; 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; Inspector General Cathy Helm; Head of Digital Transformation Becky Boutwell Kobberod; President of Smithsonian Enterprises Carol LeBlanc; General Counsel Judith Leonard; Chief of Staff to Representative Doris Matsui, Jeremy Marcus; Deputy Secretary and Chief Operating Officer Meroë Park; Interim Director of the Smithsonian American Women's History Museum Lisa Sasaki; Assistant Secretary for Advancement Rob Spiller; Under Secretary for Science and Research Ellen Stofan; 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.

REVIEW OF THE JULY 11, 2022, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the July 11, 2022, Committee meeting were approved without modification.

PROPOSED AMENDMENTS TO THE COMMITTEE CHARTER

As part of the restructuring of the Strategy, Innovation, and Technology Committee, the Committee is modifying its responsibilities to focus on duties related to innovation and technology strategies and strategic collaborations and partnerships. The refocus includes amending the Committee’s charter and reassigning some of the committee’s current duties to other Regent committees. The Committee reviewed the proposed amendments, to include adjusting Regent and non-Regent membership and amending or removing four duties and responsibilities in the Charter. Two of the duties previously outlined in the Committee’s Charter will be reassigned to the Governance and Nominating Committee, one of the duties will be reassigned to the Finance Committee, and another duty will be reassigned to the Executive Committee.

Upon motion duly made and seconded, the following motion was approved for recommendation to the Governance and Nominating Committee:

VOTED that the Strategy, Innovation, and Technology Committee recommends approval by the Governance and Nominating Committee of the proposed amendments to the Strategy, Innovation, and Technology Committee Charter.

STRATEGIC PLANNING UPDATE

Deputy Secretary and Chief Operating Officer Meroë Park updated the Committee on the Smithsonian's Strategic Plan. The current Strategic Plan, which was launched in 2017, outlines the direction and priorities for the Smithsonian through 2022. Over the course of the last year, the Secretary has worked with his leadership team and colleagues around the Institution to identify five strategic focus areas, which are rooted in the Institution's current Strategic Plan that expires this year, and also provide a roadmap for the future. These focus areas are: Digital, Nimble, Trusted Source, Science, and Education. Using this foundation, the Secretary has developed *Smithsonian 2027: Our Shared Future*, a new five-year Strategic Plan. The new plan outlines the Smithsonian's aspirations, priorities, and planned impact as the Institution continues to transform to meet the challenges and opportunities of a rapidly changing world. The Committee reviewed the Strategic Plan, the five focus areas, and the 23 discrete initiatives that will center on the Smithsonian's role in shaping Our Shared Future as an Institution and a global community.

SMITHSONIAN INSTITUTION STRATEGIC PLAN

In cooperation with the Secretary, the Strategy, Innovation, and Technology Committee assists the Board of Regents in overseeing the development, periodic refreshment, and implementation of a pan-Institutional strategic plan. The Committee was asked to formally approve *Smithsonian 2027: Our Shared Future*, the Institution's five-year Strategic Plan. The Board of Regents will be asked to review and approve the strategic plan at the October meeting, with the intent to launch the new plan at the end of 2022.

Upon motion duly made and seconded, the following motion was approved for recommendation to the Board of Regents:

VOTED that the Strategy, Innovation, and Technology Committee recommends that the Board of Regents approves the proposed public document that supports *Smithsonian 2027: Our Shared Future*, the Institution's five-year Strategic Plan.

SMITHSONIAN NON-FUNGIBLE TOKEN PILOT PROPOSAL UPDATE

Head of Digital Transformation Becky Kobberod and President of Smithsonian Enterprises Carol LeBlanc led a strategic discussion on the proposed Smithsonian Non-Fungible Token ("NFT") monetization pilot. Over the past year, Smithsonian Enterprises ("SE") has been exploring a

pilot program to develop and sell NFT products based on assets or moments unique to the Smithsonian. Two working groups were developed to explore NFTs as they could relate to SI collections items and the potential for NFTs to generate revenue. Based on recommendations from the working groups, feedback from the Committee, and insight from Smithsonian leadership, it was determined that the Smithsonian will not release its first NFT in 2022. The Smithsonian will continue to build the internal and external resources needed to issue a commercial NFT, identify and mitigate any business or brand risks, and maximize the revenue potential prior to releasing the first NFT product.

VIRTUAL MUSEUM FRAMEWORK: SMITHSONIAN AMERICAN WOMEN’S HISTORY MUSEUM

Head of Digital Transformation Becky Kobberod and Interim Director of the Smithsonian American Women’s History Museum Lisa Sasaki led a strategic discussion on building a virtual museum framework for the Smithsonian American Women’s History Museum (“SAWHM”). The SAWHM Virtual Museum will be a network of self-directed, distributed, and decentralized activities that work together to engage diverse, geographically distributed audiences where they already are online and in person. The framework will also capitalize on five identified roles for the museum: brave thought leader, inclusive public historian, compassionate convener, community-conjured spaces, and supportive resource center. Ms. Kobberod noted that this approach will also provide a basis for other Smithsonian museums to develop their virtual museum frameworks.

EXHIBITION CALENDAR AND PUBLIC PROGRAMMING

Under Secretary for Museums and Culture Kevin Gover reported on public programming activities and reviewed the exhibition calendar. Mr. Gover highlighted educational content, one upcoming exhibition, and a commissioned artwork for the Committee’s awareness. The 2022 Smithsonian National Education Summit took place July 27-28, 2022. The two-day teaching program was hosted by the Smithsonian Office of the Under Secretary for Education and included collaborations with Smithsonian educators across 22 units. Next, the Committee was updated on *Put It This Way: (Re)Visions of the Hirshhorn Collection Exhibition* at the Hirshhorn Museum and Sculpture Garden, which opened to the public on August 2, 2022. This exhibition is a survey of 75 artworks made by 49 women and gender-nonconforming artists made since 1933 and drawn exclusively from the museum’s holdings. The Committee also discussed the commissioned artwork of Dr. Anthony Fauci by artist Hugo Crosthwaite, which will be on display in *Portrait of a Nation: 2022 Honorees*, the exhibition that complements the biannual Portrait of a Nation Award at the National Portrait Gallery. To conclude, Mr. Gover reminded the Committee that the National Air and Space Museum will reopen to the public on October 14, with eight new and renovated galleries in the west wing of its building on the National Mall.

EXECUTIVE SESSION

The Committee moved into an Executive Session at approximately 11:06 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

EMAIL BALLOT

Due to a lack of quorum at the scheduled meeting in July, the Committee voted to approve the following motion via email ballot sent on July 13, 2022.

VOTED that the Strategy, Innovation, and Technology Committee approves the draft minutes of the April 28, 2022, Committee meeting without modification.