

MINUTES OF THE SEPTEMBER 21, 2018, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) held a meeting on September 21, 2018, at the Smithsonian Castle in Washington, D.C. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan Holt, Ambassador Barbara M. Barrett,* Dennis Keller, and John W. McCarter, Jr.,* Frank Raines, and David Rubenstein.

Present by invitation of the Committee were Secretary David Skorton, Chief of Staff to the Secretary Greg Bettwy, Deputy Assistant Secretary for Advancement Zully Dorr, Associate General Counsel Farleigh Earhart, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Inspector General Cathy Helm,* Under Secretary for Finance and Administration/Chief Operating Officer Al Horvath, and Assistant Secretary for Advancement Robert Spiller.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:02 p.m. and reviewed the agenda. Ms. Udvar-Hazy welcomed the Advancement Committee and invited Secretary Skorton to update the Committee on recent private donor cultivation events.

APPROVAL OF MAY 8, 2018, MEETING MINUTES

Ms. Udvar-Hazy proposed two minor modifications to the draft minutes of the May 8, 2018, Committee meeting. Upon motion duly made and seconded, the Committee approved the minutes as amended.

SECRETARY’S UPDATE

The Secretary briefed the Committee on a report published by UCLA -- *Invisible No More*, which was released on September 10, 2018, by the Latino Policy & Politics Initiative and the Chicano Studies Research Center, both at UCLA. The study focused on Latina/o representation within the Smithsonian’s workforce, programming, collections, and exhibitions and looked at 10 recommendations made in a 1994 Smithsonian task-force report on these areas. The Secretary acknowledged that there is still work to be done, but reminded the Committee of the progress made by the Institution over the past decade, including the establishment of the Smithsonian Latino Center and increased funding for Latino-related positions and programs.

Secretary Skorton updated the Committee on the fundraising progress of the Smithsonian American Women’s History Initiative. The Secretary shared that the Institution has raised more than \$5 million through a public-private partnership with Congress and private donors, corporations, and foundations to support the Initiative. In addition to creating an advisory committee to guide the Initiative, the Smithsonian is hosting regional outreach and stewardship events to reach influential audiences and secure gifts that will go directly toward developing

*Participated by telephone

women's history exhibitions, educational programs, digital initiatives, and traveling exhibits through the lens "Because of Her Story."

Lastly, Secretary Skorton reviewed initial plans with the Committee for the second leadership retreat that will take place on September 27, during which Smithsonian senior leadership and unit directors will focus on the implementation of goals two through six of the Strategic Plan.

NATIONAL AIR AND SPACE MUSEUM REVITALIZATION

Chair-Elect of the National Air and Space Museum Board Allan Holt updated the Committee on the progress of the museum's revitalization project. In addition to federal appropriations, private funding is needed to fully fund the project through completion. The National Air and Space Museum ("NASM") has launched a \$250 million capital campaign, and Director Ellen Stofan and the NASM Board are leading the efforts to identify, cultivate, and solicit prospects in support of the project.

2018 FUNDRAISING PROGRESS AND REVIEW OF GIFTS

Deputy Assistant Secretary for Advancement Zully Dorr reported on the Smithsonian's 2018 fundraising goal. As of August 31, 2018, the Smithsonian had raised approximately \$191.87 million toward its \$200 million annual goal. As fiscal year 2018 draws to a close, Ms. Dorr noted that 12 units had exceeded their annual fundraising goals to date, and the Institution is projected to exceed the annual goal.

REVIEW OF GIFTS

Ms. Dorr presented six gifts and four administrative motions, all requiring approval by the Committee. She noted that all proposed actions conform to Smithsonian gift policies. Upon motion duly made and seconded, the following actions were approved for recommendation to the Board of Regents:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mr. J. Mario Molina; Ms. Josephine Molina; Mr. and Mrs. Laurence Watt; Mr. John Molina; and Drs. Faustino and Martha Bernadett to the Smithsonian Latino Center and names the Molina Family Latino Gallery from the date the Board of Regents provides approval of the recognition until the 10th anniversary of the opening of the gallery.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Goldman Sachs & Co. LLC and accepts the terms of the sponsorship agreement.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of the Ford Motor Company Fund to the Smithsonian Traveling Exhibition Service and accepts the terms of the sponsorship agreements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mr. and Mrs. John F. Brock III to the National Museum of Natural History and names the John and Mary Brock Family Triassic Exhibit for 20 years or the next major renovation of the exhibit, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Mr. and Mrs. John E. Cay III to the Smithsonian American Art Museum and names the Billings and John Cay Gallery for 20 years or until the next comprehensive renovation of the gallery, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of The Volgenau Foundation to the National Zoological Park and Smithsonian Conservation Biology Institute and names the Volgenau Academic Center for 20 years or the next comprehensive renovation of the academic center, whichever occurs later.

VOTED that the Advancement Committee recommends that the Board of Regents creates the Ralph Greenhouse Fund, a quasi-endowment for the benefit of the National Museum of Natural History to support a seminar series related to urgent topics in anthropology. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

VOTED that the Advancement Committee recommends that the Board of Regents creates the Kristian Fauchald Fund, a quasi-endowment for the benefit of the National Museum of Natural History to support the study of polychaetes. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of National Zoological Park and Smithsonian Conservation Biology Institute to support amphibian research and conservation. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of National Zoological Park and Smithsonian Conservation Biology Institute to support elephant research, conservation, and welfare. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

COMMITTEE GOVERNANCE

The Advancement Committee Charter mandates that the Committee annually review and assess and evaluate its performance with respect to the requirements of the Charter. Ms. Udvar-Hazy asked the Committee to evaluate the current version of the Charter and bring any potential recommendations for discussion to the Committee's next meeting scheduled to be held in January 2019.

ADVANCEMENT UPDATE

Assistant Secretary for Advancement Robert Spiller led a discussion on the organization and structure of the advancement program, which included a summary of the Smithsonian campaign, a review of plans for fiscal years 2019 through 2021, and the future direction of advancement at the Institution.

As the Smithsonian continues its transition from the end of the Campaign, the Office of Advancement has reviewed and assessed the advancement program to identify opportunities and challenges moving forward. Mr. Spiller reported that the Campaign helped bring greater internal and external visibility to the fundraising efforts of the Smithsonian and the programs, structure, and strategies that will create the foundation for increased fundraising in the future.

Mr. Spiller presented the program plan for fiscal years 2019 through 2021. Over the next three fiscal years, the Smithsonian advancement team will build a new principal gifts program, restructure the regional program to focus on major gifts and new prospect discovery, streamline constituent engagement, increase strategic consultation between central advancement and individual units, and create an Advancement Council made up of unit directors and senior central Smithsonian advancement leaders to foster cross-collaborative efforts.

To close, Mr. Spiller reviewed the updated post-Campaign organization structure for the Office of Advancement, and noted that the Office will continue to build on the success of the recently concluded Campaign, sustain fundraising, and prepare the Smithsonian to launch an even more ambitious capital campaign in the future.

NATIONAL MUSEUM OF AMERICAN HISTORY BRIEFING

As part of an effort to increase interaction between unit advancement offices and the Committee, a museum or program representative is invited to participate in the Committee meeting, when schedule and agenda permit. The September 21, Committee meeting featured Amy Bartow-Melia, Associate Director of Audience Engagement from the National Museum of American History and Ken Kimery, Executive Producer of the Smithsonian Jazz Masterworks Orchestra and Jazz Oral History Program. Ms. Bartow-Melia and Mr. Kimery discussed the Orchestra's upcoming ten-city international tour, Jazz Beyond Borders, and the philanthropic partnership with Goldman Sachs in support of the program. The Committee discussed

fundraising opportunities to increase the visibility and impact of the tour, highlighted the importance of cultural diplomacy, and noted the timing with the Smithsonian Year of Music 2019.

ADJOURNMENT

With no further business to discuss, the meeting was adjourned at approximately 3:53 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair