

MINUTES OF THE JANUARY 9, 2024, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on January 9, 2024. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Michael M. Lynton, Cheryl Neal, Denise O’Leary, José Luis Prado, Jorge Puente, Franklin D. Raines, David M. Rubenstein, and Greg Sarris.

Present by invitation of the Committee were Chief of Staff to the Secretary Greg Bettwy, Under Secretary for Education Monique Chism, Deputy Assistant Secretary for Advancement Zully Dorr, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Associate Director for Advancement Joanne Leese, Acting Inspector General Joan Mockeridge, Assistant General Counsel Anne Nelson, Director for Institutional Advancement Rob Ritter, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Chief of Staff to the Regents Porter Wilkinson.

Also in attendance were Director Maria Nicanor and Chief Advancement Officer Veronica Bainbridge, who represented the Cooper Hewitt, Smithsonian Design Museum (“CHSDM”).

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 12:00 p.m. and reviewed the agenda. Mrs. Udvar-Hazy acknowledged and thanked Dennis Keller, who has completed his term and will be rotating off the Advancement Committee.

REVIEW OF THE SEPTEMBER 19, 2023, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the September 19, 2023, Committee meeting were approved.

NOTABLE GIFTS AND GRANTS

Deputy Assistant Secretary for Advancement Zully Dorr reviewed notable gifts and grants recently received by the Smithsonian in support of the Cooper Hewitt, Smithsonian Design Museum; the Smithsonian’s National Zoo and Conservation Biology Institute; and for the revitalization of the Hirshhorn Museum Sculpture Garden.

COMMITTEE CHARTER REVIEW AND ANNUAL SELF-ASSESSMENT

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. Mrs. Udvar-Hazy also led the Committee's annual self-assessment discussion and solicited feedback regarding the Committee's role, structure, responsibilities, and fiscal year 2023 performance.

REPORT OF THE SECRETARY

Chief of Staff to the Secretary Greg Bettwy delivered the report of the Secretary on behalf of Secretary Bunch.

Mr. Bettwy first shared that the Smithsonian's "Sidedoor" podcast recently ranked 39 out of the top 50 podcasts in Society and Culture. The Smithsonian launched "Sidedoor" in 2016 and the series explores the unexpected overlaps in science, art, history, and culture. Mr. Bettwy cited there are approximately 3 million podcasts registered with Apple, and the recent ranking reflects the success of presenting One Smithsonian cross-organizational content.

Mr. Bettwy also updated the Committee on the Institution's ongoing response to the Washington Post's series regarding human remains in the Smithsonian's collections. The Smithsonian formed a task force to develop a policy that addresses the future of human remains held within the museums' collections. In December, the Human Remains Task Force delivered its recommendations to the Secretary on how to best proceed with the repatriation of approximately 30,000 human remains in the Smithsonian's collections. The recommendations will be shared with the Board of Regents at its January meeting.

Next, Mr. Bettwy provided an update on the Smithsonian's budget, including its federal appropriation. The Smithsonian is preparing for the possibility of a government shutdown on February 2, when the Continuing Resolution ("CR") for fiscal year 2024 expires. Smithsonian leadership is preparing for budget cuts in fiscal year 2024 and is in the process of developing plans to reduce spending levels. Mr. Bettwy also noted that legislative action is still necessary before the Smithsonian's Board of Regents can make its final site designations for the two new museums, but collecting, programming, fundraising, and board relations remain ongoing for both museums.

To conclude, Mr. Bettwy updated the Committee on the Smithsonian's planning efforts for the nation's commemoration of the 250th anniversary in 2026. In addition to revitalization of the Smithsonian Institution Building, known as the "Castle," and public programming on the National Mall, the comprehensive phase of the Smithsonian Campaign for Our Shared Future will also lead into the nation's 250th anniversary. Mr. Bettwy noted that the America250 celebration offers an opportunity to transform the Institution, embrace technology and accelerate digital transformation, and focus on reaching people beyond the D.C. Capital Region and for the 250th.

COOPER HEWITT, SMITHSONIAN DESIGN MUSEUM CAMPAIGN UPDATE

Maria Nicanor, Director of the Cooper Hewitt, Smithsonian Design Museum and Veronica Bainbridge, Chief Advancement Officer at Cooper Hewitt, updated the Committee on current fundraising efforts and ways the Campaign will advance both CHSDM and Institution-wide fundraising priorities. Director Nicanor outlined her vision for the museum as one of the leading voices in design, architecture, and sustainability in the U.S. and internationally. CHSDM has an overall Campaign goal of \$45.0 million and efforts will focus on three areas, which tie into four of the Campaign pillars: bringing the permanent collection into the Cooper Hewitt Mansion, expanding public program offerings at scale, and redesigning the visitor experience.

ADVANCEMENT UPDATE

Mr. Spiller first reported on the Smithsonian's fundraising progress for fiscal year 2024. As of December 31, 2023, the Smithsonian had raised \$57.6 million towards its \$300 million goal. Mr. Spiller highlighted plans for fiscal year 2024, including investing more resources in raising significant principal gifts.

Next, Mr. Spiller briefed the Committee on the progress of the Smithsonian Campaign for Our Shared Future, including an updated dashboard and an overview of upcoming events. The Committee also discussed potential candidates to serve as Campaign Co-Chairs, for recommendation to the Regents' Governance and Nominating Committee. Additionally, the Committee received an update on the Campaign Leadership Committee, which currently has 37 members representing 18 units, the Smithsonian National Board, and seven of the ten Regional Councils. The Smithsonian will host its next Campaign Preview Event in New York City on January 31, 2024, at the National Museum of the American Indian. Two additional Preview events are in the planning phase and will take place in Dallas and San Francisco. The public launch of the Campaign will take place September 12 through September 14, 2024, in Washington, D.C. As of January 3, 2024, the Smithsonian had raised \$1.73 billion towards its \$2.50 billion Campaign goal.

To conclude, Director for Institutional Advancement Rob Ritter provided an update on corporate fundraising in support of the Smithsonian's plans for the 250th U.S. anniversary celebration in 2026. Funds raised will help support projects, programs, and events, including the Folklife Festival on the National Mall.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 1:52 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair