

MINUTES OF THE MAY 6, 2024, ADVANCEMENT COMMITTEE MEETING

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on May 6, 2024. Participating were Committee Chair Christine Udvar-Hazy and Committee members Jane Abraham; Barbara M. Barrett; Lyndon Barrois, Sr.; Allan M. Holt; Michael M. Lynton; Cheryl Neal; Denise O’Leary; José Luis Prado; Jorge Puente; Franklin D. Raines; and Greg Sarris.

Present by invitation of the Committee were Secretary Lonnie Bunch, Chief of Staff to the Secretary Greg Bettwy, Chief Investment Officer Amy Chen, Under Secretary for Education Monique Chism, Counsel to the Inspector General Epin Christensen, Deputy Chief of Staff to the Regents Kate Forester, Director of Constituent Engagement Charlotte Gaither, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Chief Legal Officer Jennifer McIntyre, Associate Director for Advancement Joanne Leese, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marenco, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Counselor and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER AND WELCOME

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 1:00 p.m. and reviewed the agenda. Mrs. Udvar-Hazy acknowledged the three new co-chairs of the Smithsonian Campaign for Our Shared Future and members of the Advancement Committee: Jane Abraham; Lyndon Barrois, Sr.; and Don Chen.

REVIEW OF THE SEPTEMBER 19, 2023, MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the January 9, 2024, Committee meeting were approved.

REVIEW AND APPROVAL OF GIFTS

Associate Director for Advancement Joanne Leese presented three gifts for the Committee’s review and recommendation to the Board of Regents. The motions presented to the Committee included: the naming of the Smithsonian Science Education Center director position, the renaming of a space at the National Air and Space Museum, and the establishment of a quasi-endowment to support the Office of the Under Secretary for Education. Ms. Leese noted that two of the proposed actions adhered to applicable Smithsonian directives and the Institution’s guiding principles, policies, and procedures, as set forth by the Board of Regents. It was also noted that Smithsonian Directive 809 – Philanthropic Financial Support establishes the minimum endowment gift requirements for naming director positions, and the proposed action was granted an exception so that the position may be named on a term basis.

Upon motion duly made and seconded, the following actions were approved for recommendation to the Board:

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Anne B. Keiser to the Smithsonian Science Education Center and names the Smithsonian Science Education Center director position the Douglas M. Lapp and Anne B. Keiser Director of the Smithsonian Science Education Center for five years.

VOTED that the Advancement Committee recommends that the Board of Regents approves the updated name of the *U.S. National Science Foundation Discovering Our Universe Gallery* from the date of Regents' approval of the name change until the 10th anniversary of the reopening of the hall to the public.

VOTED that the Advancement Committee recommends that the Board of Regents creates a quasi-endowment for the benefit of the Office of the Under Secretary for Education to support providing paid internship experiences in all SI units. Further, the Advancement Committee recommends that the Board of Regents authorizes the transfer of the funds identified for this purpose.

NOTABLE GIFTS AND GRANTS

In addition to gifts that require approval by the Board of Regents, Ms. Leese reviewed notable gifts and grants received since the March Committee meeting to the National Museum of African American History and Culture, the Smithsonian Astrophysical Observatory, the Hirshhorn Museum and Sculpture Garden, the Smithsonian American Art Museum, the National Museum of American History, and the National Portrait Gallery.

REPORT OF THE SECRETARY

The Secretary provided an update on the Smithsonian's planning efforts for the nation's commemoration of the 250th anniversary in 2026. Secretary Bunch noted that the America250 celebration offers as a milestone opportunity for the Smithsonian to capture the attention of the American public nationwide in new and innovative ways while accelerating progress on audience-focused strategic initiatives. The Secretary informed the Committee that the Strategy, Innovation, and Technology Committee also met on May 6, and discussed a *MySmithsonian* pilot concept – a new multi-platform experience that will invite the American public to explore the best of Smithsonian's collections, content, and programming in new ways with the goal of engaging the next generation of Smithsonian audiences. The Committee agreed that new audience insights can better inform digital and in-person visitor engagement, programming, exhibitions, and fundraising strategies and can lay the foundation for attracting new audiences well beyond the 250th.

Secretary Bunch also reported on his recent trip to Ireland to meet with Irish cultural leaders and university representatives. Several of the meetings focused on how museums and cultural institutions worldwide are addressing repatriation, human remains (both ancient and modern), and controversial contemporary topics.

ADVANCEMENT UPDATE

Assistant Secretary for Advancement Rob Spiller reported on the Smithsonian's fundraising progress for fiscal year 2024. As of March 31, 2024, the Smithsonian had raised \$191.3 million towards its \$300 million goal. Mr. Spiller also highlighted that the Office of Advancement has developed a new fiscal year report, which better demonstrates where funds are being generated, including sorting gifts by source, purpose, and level.

Next, Mr. Spiller briefed the Committee on the progress of the Smithsonian Campaign for Our Shared Future planning efforts, including an updated dashboard and an overview of upcoming events. The Smithsonian will host its next Campaign Preview Event in San Francisco on June 6, 2024, at The Exploratorium. The public launch of the Campaign will take place September 12 through September 14, 2024, in Washington, D.C. As of March 31, 2024, the Smithsonian had raised \$1.90 billion towards its \$2.50 billion Campaign goal.

The Committee also discussed the current Campaign working dollar goal. The Board will be asked to vote on the proposed Campaign dollar goal as presented by the Secretary and recommended by the Advancement Committee, to be publicly announced during the Campaign Launch on September 13, 2024. The Committee previously reviewed the proposed working dollar goal and timeline at its meeting on January 11, 2023. At that time, it was agreed that the Campaign working dollar goal and timeline would be reassessed in fiscal year 2024. After reviewing the potential dollar goal scenarios for the Campaign's public launch, the Committee recommended that the Board of Regents approve the Smithsonian to formalize and publicly announce the \$2.5 billion Campaign goal in September.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:10 p.m.

Respectfully submitted,

Christine Udvar-Hazy, Chair

EMAIL BALLOT

By email ballot completed on March 20, 2024, the Advancement Committee voted to recommend that the Board of Regents approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting in order to facilitate the timing of related programs and announcements.

VOTED that the Advancement Committee recommends that the Board of Regents recognizes the generosity of Coralyn Wright Whitney to the National Museum of Natural History and accepts the gift and names the Coralyn W. Whitney Auditorium for 20 years from the completion of the renovation of the space, or until the next major renovation of the space, whichever occurs later.