

## **MINUTES OF THE NOVEMBER 30, 2021, ADVANCEMENT COMMITTEE MEETING**

The Advancement Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a videoconference meeting on November 30, 2021. Participating were Committee Chair Christine Udvar-Hazy and Committee members Allan M. Holt, Dennis Keller, Michael M. Lynton, Denise M. O’Leary, Franklin Raines, and David M. Rubenstein.

Present by invitation of the Committee were Secretary Lonnie Bunch, 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, Director of Constituent Engagement Charlotte Gaither, Special Assistant to the Regents Mallory Gianola (recorder), Under Secretary for Museums and Culture Kevin Gover, Director of Individual Advancement Bob Halbruner, Acting Under Secretary for Administration Doug Hall, Inspector General Cathy Helm, Chief Financial Officer Janice Lambert, Associate Director of Advancement Joanne Leese, General Counsel Judith Leonard, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Assistant Secretary for Advancement Robert Spiller, Under Secretary for Science and Research Ellen Stofan, and Chief of Staff to the Regents Porter Wilkinson.

The following Ologie and Culture ONE World consultants also participated in the meeting: Executive Strategy Director Doug Edwards, Executive Director of Client Partnership Norah Goldman, Executive Creative Director Kyle Kastranec, Associate Creative Director Ellen McDevitt-Stredney, Group Strategy Director Jennifer Cox, and SVP Group Account Director Ariana Solis Gómez.

### **CALL TO ORDER AND WELCOME**

Committee Chair Christine Udvar-Hazy called the meeting to order at approximately 2:00 p.m. and reviewed the agenda.

### **APPROVAL OF SEPTEMBER 21, 2021, MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the September 21, 2021, Committee meeting were approved without modification.

### **ADVANCEMENT UPDATE**

Assistant Secretary for Advancement Rob Spiller reported on the Smithsonian’s fundraising progress. For fiscal year 2021, the Smithsonian raised a total of \$479.5 million towards its \$200 million goal. Mr. Spiller acknowledged the \$200 million donation from Jeff Bezos and noted that the Office of Advancement saw very strong performance across all categories of fundraising, including individual philanthropy, corporations, foundations, and membership programs. The annual fundraising goal for fiscal year 2022 has been set at \$230 million.

Mr. Spiller informed the Committee that the Smithsonian is continuing to evaluate the campaign goal. The Office of Advancement is assessing units by needs, capacity, and priorities. More details on the campaign goals will be shared with the Committee at the January meeting.

## **CAMPAIGN UPDATE**

The Secretary opened the strategic discussion on the Smithsonian's next fundraising campaign. Secretary Bunch shared his overarching vision for the campaign to integrate with the Smithsonian's strategic priorities using the title, "The Smithsonian Campaign for Our Shared Future." The Secretary explained that now more than ever, the Smithsonian is called to help the nation better understand today's challenges—a pandemic, climate change, racism, and access to education. The campaign narrative represents priorities that capture American ideals and are transformational for our nation, while building on the Smithsonian's legacy as a trusted source, leading up to the 250th anniversary of America's independence.

Next, Mr. Spiller reviewed the proposed outline of the two-phase campaign timeline, provided an overview of the Focus Phase, and highlighted the overarching campaign pillars. The Focus Phase of the campaign will run from 2021 through 2024 and will tackle pressing, urgent needs and provide a foundation for the Comprehensive Phase beginning in 2024. The Focus Phase is structured around four evolving pillars of priorities: democracy and equity, education and access, scientific inquiry and discovery, and innovation and transformation.

Director of Constituent Engagement Charlotte Gaither then introduced the team members from the branding and marketing agency Ologie and the integrated communications agency Culture ONE World to update the Committee on the progress of campaign messaging. The Committee reviewed the campaign narrative and sample messaging under each Focus Phase pillar and provided feedback on connecting the Smithsonian's long-term mission, near-term vision, goals, objectives, and priorities with audiences and their personal experiences.

To conclude, Director of Individual Advancement Bob Halbruner reported to the Committee on the proposed campaign volunteer leadership structure and responsibilities. The Campaign Leadership Committee will be comprised of leadership from a variety of geographic regions, units, and at-large members. A Campaign Cabinet with at least three co-chairs appointed to work closely with the Secretary and Assistant Secretary for Advancement on planning and execution will lead the Campaign. The Committee discussed the volunteer structure, including the importance of utilizing the regional councils; the proposed reporting structure; and the role of the Regents, the Advancement Committee, the Smithsonian National Board, and the unit advisory board chairs.

## ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 3:01 p.m.

Respectfully submitted,  
Christine Udvar-Hazy, Chair

## EMAIL BALLOTS

By email ballot completed on September 24, 2021, the Advancement Committee voted to recommend that the Executive Committee, on behalf of the Board of Regents, approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting and Board of Regents meeting in order to facilitate the timing of related programs and announcements.

**VOTED** that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Microsoft Corporation and accepts the terms of the sponsorship agreement.

By email ballot completed on November 9, 2021, the Advancement Committee voted to recommend that the Executive Committee, on behalf of the Board of Regents, approve the following motion, which required approval prior to the next scheduled Advancement Committee meeting and Board of Regents meeting in order to facilitate the timing of related programs and announcements.

**VOTED** that the Advancement Committee recommends that the Executive Committee, on behalf of the Board of Regents pursuant to Board Bylaw 3.01, recognizes the generosity of Wells Fargo Bank, N.A. and accepts the terms of the sponsorship agreement.