

MINUTES OF THE DECEMBER 16, 2024, STRATEGY, INNOVATION, AND TECHNOLOGY COMMITTEE MEETING

The Strategy, Innovation, and Technology Committee (“Committee”) of the Board of Regents (“Board”) of the Smithsonian Institution (“Smithsonian”) conducted a meeting on December 16, 2024. Participating were Committee Chair Michael Lynton and Committee members Toni Bush, Steve Case, Risa J. Lavizzo-Mourey, and Franklin D. Raines.

Also present by invitation of the Committee were Secretary Lonnie Bunch, Assistant General Counsel Meghan Delaney Berroya, Chief of Staff to the Secretary Greg Bettwy, Chief of Staff to the Deputy Secretary Craig Blackwell, Under Secretary for Education Monique Chism, Counsel to the Inspector General Epin Christensen, Under Secretary for Finance and Administration and Chief Financial Officer Ron Cortez, Broh-Kahn Weil Director of Education at the National Museum of Natural History Carla Easter, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Acting Chief Information Officer Carmen Iannacone, Head of Digital Transformation Becky Kobberod, President of Smithsonian Enterprises Carol LeBlanc, Assistant Secretary for Communications and External Affairs and Chief Marketing Officer Julissa Marengo, Chief Legal Officer Jennifer McIntyre, The Douglas M. Lapp and Anne B. Keiser Director of the Smithsonian Science Education Center Carol O’Donnell, Deputy Secretary and Chief Operating Officer Meroë Park, Under Secretary for Science and Research Ellen Stofan, and Counselor and Chief of Staff to the Regents Porter Wilkinson.

CALL TO ORDER

Committee Chair Michael Lynton called the meeting to order at 1:00 p.m. and reviewed the agenda.

REVIEW OF THE OCTOBER 1, 2024, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the October 1, 2024, Committee meeting were approved.

STRATEGIC PLAN IMPLEMENTATION

The Committee engaged in a strategic discussion on the STEAM Education Initiative which aims to create a cohesive pan-Institutional framework for how Smithsonian educators and scientists integrate science, technology, engineering, arts, and mathematics (STEAM) into Smithsonian-led education strategies for youth aged 0–18. Monique Chism, Under Secretary for Education and Co-Leads of the Smithsonian’s STEAM Education Initiative Carol O’Donnell, Director of the Smithsonian Science Education Center and Carla Easter, Director of Education at the National Museum of Natural History reviewed the STEAM Education Initiative’s activities and progress, and the vision for the coming years. The Committee discussed digital platforms, funding resources, and the results of a needs assessment, which was conducted to identify what STEAM

educators want from scientific, cultural, and scientific organizations. Dr. Chism also noted current challenges, including prioritizing which collections items to digitize for educational materials, delivering content to educators in the preferred format, and the continued need for paper versions for students without access to internet and technology platforms. Next steps of the initiative will focus on identifying strategic drivers that will secure the Smithsonian's position in STEAM Education as trusted, high-quality, and effective on the local, national, and global stage.

DIGITAL TRANSFORMATION UPDATE

Head of Digital Transformation Becky Kobberod then updated the Committee on the *MySmithsonian* platform, which aims to transform how the public engages with the Smithsonian. *MySmithsonian* will offer visitors, online and in-person, the opportunity to explore offerings from across Smithsonian museums and centers through a dynamic, accessible web experience tailored to the visitor's needs and interests. The *MySmithsonian* platform will also enable visitors to coordinate their experience and relationship with the Smithsonian by directly engaging with offerings and services in one place. The Committee discussed potential features such as a personalized onboarding experience, curated list of offerings, and comprehensive experience management. Ms. Kobberod highlighted ways this digital platform is aligned with strategic plan implementation, through both the America's 250th Initiative and the Audience and Data Initiative and cited ways it will expand access to Smithsonian content, enhance engagement with audiences, and foster retention and relationship building that can help better inform future strategies for visitor engagement, programming, exhibitions and revenue generation. The Committee also discussed the project schedule. *MySmithsonian* is scheduled to launch in early 2026 to leverage the Smithsonian's new technology investments and make an even greater impact on the lives of the American public in advance of the Semiquincentennial celebration.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:11 p.m.

Respectfully submitted,

Mr. Michael M. Lynton, Chair