

## **MINUTES OF THE MAY 6, 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 May 6, 2024. Participating were Committee Chair Michael Lynton and Committee members Toni Bush, Michael Govan, Franklin D. Raines, and Fred Ryan.

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, Counsel to the Inspector General Epin Hu Christensen, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), 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, 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 10:00 a.m. and reviewed the agenda. The Committee also welcomed Toni Bush to her first Committee meeting.

### **REVIEW OF THE DECEMBER 14, 2023, COMMITTEE MEETING MINUTES**

Upon motion duly made and seconded, the draft minutes of the December 14, 2023, Committee meeting were approved.

### **COMMITTEE CHARTER REVIEW**

The Committee reviewed its Charter per its mandate to annually review and assess the Charter and evaluate the Committee’s performance with respect to its requirements. No modifications to the Charter were proposed.

### **AMERICA’S 250TH**

The Secretary, Deputy Secretary and Chief Operating Officer Meroë Park, Head of Digital Transformation Becky Kobberod, and Assistant Secretary for Communications and External Affairs Julissa Marengo led a discussion on current Smithsonian plans regarding the America250 celebration in 2026, including the potential launch of a new multi-platform experience, MySmithsonian.

To begin, the Secretary and Deputy Secretary first updated the committee on the Smithsonian's plans for the 250<sup>th</sup> anniversary of the United States' founding to be recognized in 2026. They emphasized that the Smithsonian is uniquely positioned to bring together communities across the country to focus on *Our Shared Future*. The Smithsonian's America250 programming is grounded in four key pillars: Contemplate, Celebrate, Commemorate, and Commit; and activities are organized broadly into two areas: On the Mall and Connecting with the Nation. All Smithsonian units and offices will contribute to programs and provide support through pan-institutional projects or unit-based programming. A goal of the semiquincentennial programming is to use the America250 celebration as a launching pad to expand the Smithsonian's reach and engagement with audiences around the country in ways that will last far beyond 2026.

Next, Ms. Kobberod and Ms. Marengo briefed the Committee on current efforts regarding MySmithsonian, a new multi-platform experience that would invite the American public to explore the best of the Smithsonian's collections, content, and programming in new ways with the goal of reaching the next generation of Smithsonian audiences. MySmithsonian could serve as the virtual "front door" to the Smithsonian creating a single access point for the many museums, research units, and business lines together in a way that resonates with individual preferences. A multi-channel brand and marketing campaign will be built around MySmithsonian and it will allow the Institution to explore a more personalized engagement strategy with a broad audience.

As part of the discussion, the Committee was asked to consider other ways the Smithsonian might engage new and geographically dispersed audiences, and how to further build upon the idea of using the America250 celebration to get to know Smithsonian audiences better. The Board of Regents would continue this discussion at its upcoming meeting on June 10.

## **ADJOURNMENT**

With no further business to consider and no request for an executive session, the meeting was adjourned at approximately 10:57 a.m.

Respectfully submitted,

Mr. Michael M. Lynton, Chair