

MINUTES OF THE MAY 13, 2025, 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 13, 2025. Participating were Committee Chair Michael Lynton and Committee members Toni Bush, Steve Case, Michael Crow, Franklin D. Raines, and Fred Ryan.

Also present by invitation of the Committee were Secretary Lonnie Bunch, Inspector General Nicole Angarella, 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, Deputy Chief of Staff to the Regents Kate Forester, Special Assistant to the Regents Mallory Gianola (recorder), Acting Chief Information Officer Carmen Iannaccone, Head of Digital Transformation Becky Kobberod, President of Smithsonian Enterprises Carol LeBlanc, Chief Legal Officer Jennifer McIntyre, Director of Rural Initiatives Andy Mink, Deputy Secretary and Chief Operating Officer Meroë Park, Chief Data Officer Jenny Sue Ross, 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 DECEMBER 16, 2024, COMMITTEE MEETING MINUTES

Upon motion duly made and seconded, the draft minutes of the December 16, 2024, 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.

STRATEGIC PLAN IMPLEMENTATION: RURAL INITIATIVE

Under Secretary for Education Monique Chism updated the Committee on the Smithsonian’s Rural Initiative as part of the strategic plan implementation progress. This initiative was established in 2022 and is co-led by Andy Mink, Director of the Rural Initiative, and Cynthia Chavez Lamar, Director of the National Museum of the American Indian. The Rural Initiative is designed to strengthen cultural networks, share resources, and expand access to the Smithsonian’s vast collections and expertise across the United States. Through partnerships,

exhibitions, and educational outreach, the initiative aims to build deeper connections with rural communities. Mr. Mink reviewed highlights from the national needs sensing survey and audience research study, which were conducted to provide a representative picture of relevant priorities in rural communities. From the report, five priorities were established for the Rural Initiative: (1) commemorate rural America in relation to national story of America 250, (2) create youth career readiness opportunities, (3) enhance access to educational resources, (4) focus on art, culture, and community, and (5) develop and implement best practices of cultural preservation. The Smithsonian will host a launch event titled the Rural Leaders Summit from May 28-30, 2025, which will assemble representatives from 15 rural regions and communities to participate in a deep dive into Smithsonian programs and resources to address each priority. The initiative is also identifying key rural stakeholders who can help develop strong working relationships to mutually enhance and leverage resources, including educational programming, collections, and digital content. The Committee discussed how to benchmark the Rural Initiative and reviewed both existing and potential partners and collaborators.

DIGITAL TRANSFORMATION UPDATE: DATA STEWARDSHIP AND AI

Head of Digital Transformation Becky Kobberod and Chief Data Officer Jenny Sue Ross updated the Committee on the Smithsonian's digital transformation, specifically key achievements, ongoing projects, and future opportunities that are enhancing the Institution's digital offerings and operational efficiency. The Office of Digital Transformation ("ODT") has continued to build the foundation for managing data across the Smithsonian and is exploring new ways to use data analysis and artificial intelligence ("AI"). Ms. Ross explained that ODT has brought together teams from across the Institution to explore data use cases and new technologies like data science and analytics, while also understanding its limits. Ms. Ross also informed the Committee that in the past year, ODT has gained enough support and resources to move from planning to implementation. The Committee reviewed key developments, including launching the Audience Insights Initiative to better understand and serve visitors; approving and supporting the first project using generative AI within the Smithsonian; and starting a Search and Discoverability Project to improve access to information. ODT plans to make further progress in digital transformation by focusing on improving data management, using AI in a thoughtful and strategic way, and helping staff build the skills and knowledge needed to use these tools effectively, with the goal of modernizing the Smithsonian's digital systems and providing better information and experiences for both the Institution and the public.

ADJOURNMENT

There being no request for an executive session and with no further business to discuss, the meeting was adjourned at approximately 2:17 p.m.

Respectfully submitted,

Mr. Michael M. Lynton, Chair