REQUEST FOR PROPOSALS
Ocean Education Specialist

STATEMENT OF WORK

1. Project Summary
The Smithsonian’s National Museum of Natural History (NMNH) seeks a contractor to support the Education and Outreach activities of the Ocean Education Team. The Ocean Education Team is responsible for developing activities and programs for family, adult, and teen audiences and training museum volunteers in ocean content and public engagement strategies.

The goal of this position is to assist education staff in developing activities and programs for our different audiences. The Ocean Education Specialist will work independently and as part of collaborative teams to bring current ocean science, human connections to the ocean, and ocean challenges, to the public using effective development and evaluation strategies. The Ocean Education Specialist will participate in planning meetings, visitor observations and data collections, and write reports related to the scope of work.

2. Scope of Work
The contractor shall provide the necessary labor to assist in Ocean Education efforts as outlined here:

Activity Development and Programming
- Research content, work with researchers and collections staff to identify and obtain specimens, to develop and test prototype activities, and modify work based on evaluation and team feedback.
- Assist in the development of Science on the Sphere programming around topics of global change, human connections to the ocean and ocean threats and to facilitate these programs.
- Recruit and host scientists and other experts from the museum and partner organizations for the Sant Ocean Hall and Q?rius Expert is In programs.
- Develop and implement a plan to host and evaluate live broadcasts from research vessels to the public in the Sant Ocean Hall.
- Lead Sant Ocean Hall tours and host special groups.
- Assist in organization, recruitment and implementation of World Ocean Day and/or other events.
- Assist in the development and implementation of teen programs focused on marine topics.

Assist in Volunteer Enrichment Trainings
- Help develop and lead or assist in monthly volunteer enrichment programs on topics such as DNA Barcoding, human connections to the ocean, and global change.
• Train volunteers to facilitate existing carts focused on ocean acidification, sustainable seafood, fossils, and marine biodiversity.
• Work with teachers on existing projects and trainings.

**Deliverables**
- Weekly email reports outlining all tasks accomplished to manager.
- Weekly meetings with Ocean Education Team and meetings with Experience Design Team, Public Program Team, and Youth Team as required.
- Documentation of efforts through photos, survey and observation data, video, testimonials, and other as determined by management team.
- Written activity and program guides, training materials, and evaluation reports.

**3. Requirements**
Contractor must be available to work onsite at the National Museum of Natural History. Contractor must work 40 hours per week including five weekend days.

**Required Qualifications include:**
1. Minimum of Masters Degree including coursework in the ocean sciences, education, museum education or related field required.
2. Demonstrated ability to collaboratively develop facilitated and unfacilitated interactive activities for family and teen audiences.
3. Demonstrated ability to host ocean-related programs and/or trainings to museum volunteers and public audiences.
4. Familiarity with live broadcasts to researchers in the field.
2. Enthusiasm for working with a diversity of visitors, scientists, museum educators and other museum staff;
3. Knowledge and skill in oral, written and digital communication sufficient to address varied audiences and to serve as an interface between multiple museum constituents and stakeholders.
4. Outstanding organizational skills and demonstrated ability to follow procedures and policies to maintain safety and security at an institution.

**Desired Qualifications include:**
- More than 2 years of professional experience working in a museum setting delivering ocean programming.
- Demonstrated experience writing and evaluating facilitated and unfacilitated activities for an informal audience.
- Demonstrated ability to make adjustments and refinements in a flexible and nimble manner and come up with creative, fun and engaging solutions to challenges as they arise.

**4. Scope and Timeframe**
Contractor must be available to work onsite at the National Museum of Natural History.
The contractor will report directly to the Ocean Education Team lead in the Office of Education and Outreach, National Museum of Natural History, Smithsonian Institution, who will act as the delegate and representative of the Chief of Experience Development and Evaluation. The contractor will work in a team environment with other Education and Outreach staff, volunteers and interns.

Because of the team environment of the work, it is anticipated that the vendor will need to be flexible with their weekday schedule. All project activities and deliverables will begin no later than August 10, 2016 and be completed no later than August 9, 2017.

**PROPOSAL PREPARATION INSTRUCTIONS:**

**General.** On or before 5:00 PM in the vendor’s time zone on June 20, 2016, offerors will be expected to provide a proposal in its entirety, via email to Jennifer Collins, Ocean Education Team Lead at CollinsJE@si.edu. At the minimum, offerors need to demonstrate that they meet the acceptability standards for non-cost factors, including that they have the ability to perform the requirements in a timely manner.

Proposal Checklist:

- **Full Name, Street Address, Telephone Number**
- **Plan of Accomplishment**
  You should describe your plan for completing all work requested in two to five paragraphs. This narrative explanation should include your approach to the tasks and deliverables, and how you will proceed with the project to ensure it is completed on time.
- **Schedule**
  A schedule of bi-monthly or monthly deadlines for deliverables.
- **Capability to Perform**
  1-2 paragraphs about your ability to perform the work required, in terms of current availability, skills and ability to complete this project on schedule.
- **Resume(s)**
  Include your resume. If the offerer is a group, provide resumes of key personnel.
- **Experience**
  Provide up to 5 examples of specialized experience and demonstrated technical competence in performing similar work as requested here, preferably completed within the last five years.
- **Cost Proposal**
  Cost Proposals should address pricing of all of the work outlined in this proposal
for the amount of time specified. The price proposals should be all-inclusive (for example, you would not say that travel will be billed as needed). Cost proposals should include costs broken down according to the schedule of deliverables.

Proposal Evaluation
Proposals shall be evaluated in accordance with the following criteria being applied to the information requested above:

“Plan of Accomplishment” and “Capability to Perform” shall be granted equal weight and shall together be granted more weight than “Staffing,” and “Experience.” “Staffing” and “Experience” shall be granted equal weight. All evaluation factors other than cost, when combined, are granted more weight than cost.

Award of a contract shall be made to the responsive, responsible offeror, whose combined cost and technical proposal is, in the opinion of the Contracting Officer, determined to be the most advantageous and in the best interest of the Smithsonian Institution.

Inquiries
Inquiries regarding this Request for Proposal should be directed via email to Jennifer Collins at CollinsJE@si.edu with the subject line “Ocean Education Specialist”

Interviews
It is the intention of the Smithsonian to interview a select group of responsive offerors; however, it is possible that interviews may not occur. Consequently, it is important that all responses to this request be complete and include all necessary information.

Submission of Proposals
The Smithsonian reserves the right to reject any or all proposals received in response to this request, and to negotiate separately with any offeror when such action shall be considered by the Contracting Officer to be in the best interest of the Smithsonian. After limited negotiations or based solely on initial offers received, notice will be provided indicating that an award may be made. It is therefore emphasized that all proposals should be submitted initially on the most favorable terms that the offeror can submit. Written proposals must be received 5:00 PM in the offeror’s time zone, on June 20, 2016.

Disposition of Proposals
All information submitted in response to this Request for Proposal shall become the property of the Smithsonian and shall not be returned.