



Smithsonian  
*National Museum of Natural History*

## **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. In the summer of 2017, the museum will open a Narwhal exhibit to connect visitors to Arctic research, Narwhal biology and behavior, Inuit culture, and climate change. New volunteers, activity cart(s), and special programs will accompany the exhibit. The summer of 2017 will also bring a number of opportunities for visitors to talk to scientists and community members working in the Arctic through live broadcasts and public programs.

The goal of this position is to support and develop the efforts that connect visitors to the exciting objects, content, and scientists related to the Arctic, climate change, and Inuit culture. The Ocean Education Specialist will assist education staff in recruiting, training, and coordinating a new cohort of volunteers for the museum's Narwhal Exhibit. The Ocean Education Specialist will also assist education staff in developing, implementing, and evaluating live feed programming to the Arctic and other regions of the ocean. The person must work independently and as part of collaborative teams to schedule and organize volunteers and projects and will participate in planning meetings, maintain volunteer and live feed schedules, set up and facilitate programs and trainings, make 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 follows:

##### **Recruit, Train, and Coordinate Volunteers**

- Recruit new volunteers and help implement a volunteer training plan using objects and exhibit content around the themes of arctic science, climate change, and Inuit culture.
- Develop and facilitate monthly enrichment programs for volunteers focused on content knowledge and visitor engagement skills.
- Monitor daily and monthly volunteer attendance in the Ocean Hall and the Narwhal exhibit and send out attendance emails.
- Ensure volunteers are tracking and reporting visitor engagement numbers to the Visitor Experience Program Specialist
- Enter and update volunteer database system
- Contribute to the bi-weekly volunteer e-letter

- Train and maintain a cohort of Sant Ocean Hall volunteers to facilitate live feeds.
- Maintain relations, field questions, and support the volunteer corps.
- Report progress on a continual basis to the Ocean Education Team and Volunteer Coordinator Team.

### **Develop and Conduct Live Feed Programming**

- Research content and work with researchers and educators to develop effective live feed programming to ships at sea such as the *SSV Oliver Hazard Perry*, *JOIDES Resolution*, and *Okeanos Explorer*.
- Coordinate and facilitate live feed programming with designated audiences in the Sant Ocean Hall and Q?rius Education Center.
- Work with educators and evaluators to develop and implement of an evaluation plan focused on the impacts of live feeds on museum audiences.

### **Deliverables**

- Weekly email reports outlining all tasks accomplished to manager and Volunteer Coordinator.
- Weekly meetings with Ocean Education Team and meetings with Experience Design Team, Public Program Team, and Youth Team as required.
- Weekly meetings with the Volunteer Program staff and attend monthly LVVE meetings
- 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 either Tuesday through Saturday or Sunday through Thursday.

Required Qualifications include:

1. Minimum of a Bachelors Degree including coursework in the ocean sciences, education, museum education, cultural anthropology or related field required.
2. Demonstrated ability to develop and host science programs and/or trainings to museum volunteers and public audiences.
3. Familiarity with live broadcasts to researchers in the field.
2. Enthusiasm for working with a diversity of visitors, volunteers, 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 an informal setting delivering public programming.

- Demonstrated experience coordinating volunteers or other groups.
- 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 Manager 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, scientists and interns.

Because of the team environment of the work, it is anticipated that the vendor will need to be flexible with their schedule. All project activities and deliverables will begin no later **than April 1, 2017 and be completed no later than March 30, 2018**. A one year extension is possible pending performance, funding and need.

#### **PROPOSAL PREPARATION INSTRUCTIONS:**

General. On or before 5:00 PM in the vendor's time zone on January 6, 2017 offerors will be expected to provide a proposal in its entirety, via email to Jennifer Collins, Ocean Education Team Manager 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.
- 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.

- **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](mailto: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 January 6, 2017.

### **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.