

STATEMENT OF WORK

Deep Time Education and Outreach: Volunteer Training Curriculum Developer

Office of Education and Outreach, National Museum of Natural History
Smithsonian Institution
May 25, 2018

1. Project Description

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to work with the education team and subject matter experts at NMNH to design, develop, evaluate and implement face-to-face and online training for volunteers and informal educators. The project timeframe is August 2018-September 2019.

The curriculum and subsequent training is part of a project funded through a National Science Foundation grant. The project, called *Lineage*, is a partnership between NMNH, Twin Cities Public Television, Schell Games, Rockman et al, and the Institute for Learning Innovations (ILI). The project as a whole includes educational research on family learning, educational programming using hands-on activities, a two-hour television program, and a virtual reality experience, and outreach to additional institutions across the country. This contract addresses training for volunteers and education staff who will implement educational programming for families about paleontology and evolution.

NMNH is responsible for developing face-to-face and online training for volunteers at the National Museum of Natural History as well as volunteers and education staff at six partner institutions across the country. Face-to-face training methods will include lecture, small group conversation and discussion, and hands-on and inquiry-based learning. Online training will be designed and developed through the Smithsonian's Moodle platform. Both training modes will be used at the National Museum of Natural History and partner institutions. Training content may include evolution, taphonomy, geologic dating, and the natural history of elephants, birds, crocodiles and whales. It may also include methods for facilitating inquiry-based learning, object-based learning and co-learning within families. Finally, training may include strategies for engaging families in challenging science subjects such as evolution, deep time and human impacts on the planet.

NMNH expects to train approximately 100 adults to use the educational products for *Lineage* in family programming. Curriculum development is expected to begin in August 2018 and should be finalized by the end of December 2018. Training and course evaluation is expected to begin in January 2019 and should be complete by the end of May 2019. Volunteer coaching and the train-the-trainer course is expected to occur June-September 2019.

This contract represents a subset of the complete training curriculum that will be offered to volunteers and thus will need to be integrated into the larger NMNH training program. The training program is expected to be offered on weekday evenings and weekends on a regularly scheduled basis.

2. Context: Deep Time Education and Outreach

The *Lineage* project is one of several major components of the *Deep Time Initiative*—the Museum’s largest project that includes the design of a fossil hall, education and outreach programs about paleontology, and a scientific research agenda led by the Paleobiology Department. A key component of the *Deep Time Initiative* is the reopening of the Museum’s Fossil Hall in June 2019 where the educational products from *Lineage* will be featured.

The Initiative carries the important message that Earth’s distant past is connected to the present and shapes our future. Life and the Earth have always changed together and affected one another. Today, humans are agents of this change and will continue to be in the future. The Museum has an opportunity to play a leadership role in connecting people across the nation to these ideas and embrace the opportunity to become citizens for a changing planet.

3. Context: Smithsonian’s National Museum of Natural History

The Smithsonian’s National Museum of Natural History, located at 10th Street and Constitution Avenue N.W. in Washington, D.C., is the most-visited natural history museum in the world. Opened in 1910, the museum on the National Mall is dedicated to maintaining and preserving the world’s most extensive collection of natural history specimens and cultural artifacts. It fosters significant scientific research and educational programs and exhibitions that present the work of its scientists to the public.

4. Deliverables and Requirements

- Provide recommendations for training needs based on conversations with staff and volunteers.
- Develop curriculum scope and sequence, timeline and descriptive materials for curriculum that spans a five to six-month period.
- Design, develop and evaluate the lesson plan, materials (print or electronic) and content (text, images, resources) for in-person training on informal learning approaches for up to five 2-4 hour courses.
- Design, develop and create a template for online training using the online platform Moodle that could incorporate written materials, PowerPoint presentations, videos and graphics.
- Design, develop and evaluate the lesson plan, materials (print or electronic) and content (text, images, resources) for online training on science content for up to 15 one-hour courses.

- Design, develop and evaluate content (text, images, resources) for printed instructional guides for up to 10 hands-on experiences.
- Design, develop and evaluate the lesson plan, materials (print or electronic) and content (text, images, resources) for one 2-4 hour train-the-trainer course and materials.
- Provide a summative evaluation of curriculum goals and objectives.
- Deliver 25% of the face-to-face training and provide support for the remaining training.
- Provide follow-up coaching for volunteers at approximately two hours per volunteer.

The contractor will participate in volunteer recruitment interviews as a means of understanding the target audience. The contractor will also collaborate with staff in Visitor Experiences to coordinate logistics and scheduling needs to implement the curriculum.

The contractor will work in a collaborative team of educators, visitor experience staff and scientists to develop the curriculum, courses and materials. Courses and associated materials will be designed using current educational theory in adult learning and other appropriate methodology for face-to-face and online courses. Courses will be developed using an iterative process with input from education, visitor experience and science content specialists on learning goals, delivery method and content. The iterative process will include at least three rounds of evaluation and revision. A summative evaluation of the curriculum will be based on meeting overarching goals and objectives while the courses will be evaluated on student engagement, understanding and performance objectives. Course content must meet high standards of accuracy for science content.

The contractor will also work with staff to integrate all elements of this contract into existing Office of Education and Outreach volunteer program and experience design frameworks and policies.

5. Contract Price

The Contractor shall deliver curriculum scope and sequence, timeline and descriptive materials; course lesson plans, draft and final content, and materials; course wireframes and templates; evaluations; and lead some training. The Contractor will need to confirm accuracy of all content with subject matter experts (science and education) and work within the Office of Education and Outreach existing frameworks and policies. This price includes all labor and direct and indirect costs related to this contract. The contract prices shall not exceed \$65,000.

6. Scope and Timeframe

All project activities and deliverables will begin no later than August 1, 2018 and be completed no later than September 30, 2019.

PROPOSAL PREPARATION INSTRUCTIONS:

General. On or before 5:00 PM in the vendor's time zone on June 29, 2018, offerors will be expected to provide a proposal via email to boltonam@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.

Technical Proposal (Maximum 10 pages, not including resume)

The Technical Proposal shall address the Statement of Work and Deliverables sections outlined above; and shall contain sufficient quantitative and qualitative details to allow a complete and accurate evaluation from a strictly technical viewpoint. When preparing their technical proposals, offerors should consider the evaluation criteria set forth below, against which the proposals will be evaluated.

a) Plan of Accomplishment

The offeror shall provide a thorough narrative explanation of the method and/or approach to the content and deliverables, and how they will proceed with the project to ensure it is completed on time. The offeror shall describe their plan for completing all work requested, being mindful to address every aspect of the work described above.

A schedule of deadlines for deliverables should be included in the proposal, including those identified above in the Deliverables section and any additional key deadlines proposed by the offeror, including those for NMNH staff. Final schedule will be negotiated based on coordination between the proposal and the Museum's strategic timelines. All activities must be completed by September 30, 2019.

b) Capability to Perform

The offeror shall specifically address capability and capacity to perform the work required for this project including examples, considering its size, scope and schedule. The offeror shall specifically address current capability, capacity and ability to complete this project considering the schedule.

c) Staffing

The offeror shall provide resumes of key personnel or resume of individual offeror if an individual proposal. Resumes should state experience as it relates to this project.

d) Experience

The offeror shall provide examples of specialized experience and demonstrated technical competence in performing similar work as requested herein, preferably completed within the last five years.

Cost Proposal

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive. Cost proposals should include costs broken down and justified according to specific categories of deliverables, as indicated in section 4, "Deliverables," above.

The price to the Smithsonian Institution for this purchase order shall not exceed \$65,000. This price includes all costs.

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 of the Firm" 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 Amy Bolton at boltonam@si.edu.

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 on or before 5:00 PM in the offeror's time zone, on June 29, 2018.

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.

End.