Statement of Work (SOW) for Groups Coordinator Services

October 1, 2019
National Museum of Natural History
Office of Education & Outreach

Background
The Smithsonian’s National Museum of Natural History’s Office of Education and Outreach has the requirement for a Group Coordinator within the Branch of Learning Venues and Visitor Experience (LVVE). The National Museum of Natural History (NMNH) is the busiest natural history museum in the world and welcomes groups from all over the country and the world. A contractor is needed to support the new self-guided group experience program.

Scope
NMNH seeks a full-time contractor to provide coordination services to the museum’s self-guided group experiences program including: fielding group inquiries via phone and email, maintaining and disseminating group registration information, coordinating the staffing of group greeting, and developing a groups tracking spreadsheet.

Objectives
The contract effort goals and products will be used by the Office of Education and Outreach to support the continued delivery of world-class visitor experience though the planning, implementation, and coordination of museum self-guided group experience.

Tasks
The Group Coordinator is responsible for:
- Responding to group inquiries via phone and email according to the established LVVE timeline.
- Sending registration confirmation emails and phone calls.
- Scheduling self-guided group visits including the oversite and maintenance of the online Trumba registration system and dissemination of group registration information.
- Coordination, preparation, and oversite of on-site group check-in and greeting and the onsite group experience.
  - Work with LVVE staff to coordinate the staffing of self-guided group check-in and group desks and staff self-guided group check in when needed.
  - Prepare materials for upcoming registered groups.
  - Oversee self-guided group supplies and materials. Order new materials when needed.
  - Provide training and oversite of group greeting procedures. Work with LVVE team members to ensure that all groups are greeted according to NMNH standards.
  - Assist with the development or updating of training materials.
- Assist with developing an outreach plan for promoting and informing tour operators of opportunities available to groups at NMNH.
- Establishing and refining self-guided group processes and procedures as needed. Developing and updating written SOPs for self-guided group processes and procedures when needed.
- Developing a self-guided group tracking spreadsheet that tracks registered groups, group correspondence/confirmation/satisfaction surveys, and monitors the status of registered groups.
- Identifying areas for improvement and recommendations for additional group offerings.
- Providing self-guided group statistics when requested.
- Working with Visitor Experience team to streamline processes and procedures between Butterfly Pavilion group ticket sales and self-guided group registrations to ensure seamless experiences for NMNH group visitors. Respond to Butterfly Pavilion group ticket inquiries.
- Staying abreast of NMNH group offerings includes things offered by entities outside of LVVE.
- Submitting weekly written reports to COTR summarizing previous week’s activities and updates on projects and deliverables. Weekly reports are due no later than close of business on Wednesdays.
- Assisting with LVVE operations by staffing visitor facing areas within the branch when needed including Information Desks, Butterfly Pavilion Backdoor, Line Management, Groups, Q?rius and Q?jr.

**Delivery**

The Groups Coordinator will produce the following types of documentation of their work to their COTR:

- Weekly written reports summing activities, updates on projects and deliverables, and identifying areas and recommendations for improvements to the self-guided groups program. Weekly reports must be submitted by COB on Wednesdays to COTR.
- Check-in meetings with COTR.
- Group registration tracking spreadsheet.
- Written SOPs for all self-guided group processes and procedures.
- By the end of the final month of the contract:
  - A written recommendation for additional group offerings.
  - A summary report of work accomplished over the contract including the status of any ongoing projects.

**Government-Furnished Property**

The Groups Coordinator will be provided a PC desktop with Windows 10 furnished with access to required software and databases.

**Place of Performance**

Contractor must be available to work onsite at the National Museum of Natural History. 1000 Constitution Avenue NW, Washington, DC 20013
deliverables demands that this work will be conducted onsite at the NMNH, outside of the museum as well in exhibit space. This position may be outside during inclement weather.

**Period of Performance**
The Groups Coordinator contractor must work 40 hours a week, Monday – Friday. The hours are 9am-5:30 pm with a 30 minute unpaid lunch and two paid 15 minute breaks. Lunch and break times are flexible in the day depending on the days’ needs. Any adjustments to contractor’s regular schedule must be made in advance with the COTR. The contract is for 12 months from the start date of the contract.