Office of Education
Statement of Work (SOW) for Education Services

June 24, 2019
National Museum of Natural History
Office of Education & Outreach

Background
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 green-domed 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.

The museum is regarded as a global leader in natural history collections, collections-based research, scientific discovery, and natural history exhibition. The Office of Education & Outreach is part of an institution-wide effort to promote the education and outreach activities of the museum to the rigor and renown of its scientific activities. A related intent is to advance the impact that the museum has on its visitors and in the field of museum education, particularly the integration of research and practice in an institutional setting. We seek to improve onsite and online public access to collections, research, and researchers, increase opportunities to develop and use the skills and processes that scientists use to study NMNH collections, and foster an environment that encourages connections to science, collections, and scientists in personally and socially relevant contexts.

To this end, the Education and Outreach department is dedicated to connecting onsite and offsite visitors to current ocean science, which includes the investigation of marine ecosystems and organisms, the global impacts on and by the ocean, and human connections. The Sant Ocean Hall, with over 100 volunteers, showcases specimens, content and scientists to engage and inspire visitors, along with Science on the Sphere programming, Expert is in Programs, and live feeds to research vessels out at sea. The ocean education team at the museum also develops, implements, and evaluates programming in the Q?rius Education Center, which gives the public access to a 6,000 specimen collection representing all the research departments in the museum and a broad slate of interactive, participatory, and engaging program options ranging from self-guided discovery activities to participating with SI scientists in their research programs.

Scope
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. Volunteers, activity cart(s), and special programs are being activated in the Sant Ocean Hall and marine-related temporary exhibits; currently Sea Monsters Unearthed and Narwhal: Revealing an Arctic Legend. The museum is also
working on ways to provide visitors opportunities to talk to scientists and other experts through live broadcasts, public programs such as: Science on the Sphere, Expert is In, and family, teen, and adult events.

Objectives
The goal of this temporary contract position is to support and develop the efforts that connect visitors to the exciting objects, content, and scientists related to marine exhibits in addition to working with educators and scientists that connect visitors to ocean science, climate science and research. The Ocean Education Specialist contractor will assist education staff in developing strategies for communicating climate change and ocean science; and developing, implementing, and evaluating live feed, Science on a Sphere, and other public engagement strategies. The contractor will also assist in onboarding, supporting and training volunteers for the Sant Ocean Hall and relevant temporary exhibits. 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 schedules, set up and facilitate programs and trainings, make visitor observations and collect data, and write reports related to the scope of work.

Tasks
Deliverables and Tasks – August 1, 2019 to July 31, 2020
The contractor shall perform and complete the following tasks to meet the educational objectives:

Responsible for:
Developing Climate Change Resources and Programs
1) The contractor shall assist in the development of climate change materials and programs for volunteers, staff, and different public audiences
2) . Task for this deliverable:
   a. Co-create and facilitate climate discussion series for staff.
   b. Pilot test formats for arming volunteers with climate communication strategies, success stories and scientist profiles

Supporting and Training Volunteers
• Assist in the development and facilitation of enrichments, training programs, coaching, and resource development for volunteers focused on science content and visitor engagement skills in the Sant Ocean Hall and related temporary exhibits.
• Contribute to the bi-weekly volunteer e-letter and the monthly Sant Ocean Hall Volunteer newsletter
• Maintain relations, field questions, and support the volunteer corps.
• Report progress on a continual basis to the Ocean Education Team.

Supporting Live Feed and Science on a Sphere Programming
• Work with educators, collaborators, scientists, and relevant museum staff to coordinate, facilitate, and track effective live feed programming to ships and field sites from the Explorer Theater and Q?rius Education Center and Science on a Sphere programs in the Sant Ocean Hall.
• Participate in the development of new live feed program models and Science on the Sphere programs to different audiences.
• Work with educators and evaluators to develop and implement an evaluation plan focused on the impacts of programs on museum audiences.
• Report progress on a continual basis and as requested to the Ocean Education Team and project teams.

Supporting Ocean Education Programming
• Work with educators, volunteers, scientists, and other experts to schedule, host and track monthly experts in the Sant Ocean Hall and Q?rius Education Center using department tools and procedures.
• Support the development and implementation of programs and activities for different audiences such as teens, adults, and the public.
• Assist, as needed, in program and activity evaluation.

Delivery
• Weekly reports outlining all tasks accomplished to Ocean Education Manager and Volunteer Coordinator.
• Weekly meetings with Ocean Education Team and meetings with other department and museum teams as needed.
• Attend monthly Volunteer meetings.
• Documentation of efforts through photos, survey and observation data, video, testimonials, and other as determined by the management team(s).
• Products such as written activity and program guides, training materials, presentations, evaluation reports and others as needed.

Place of Performance
The contractor will report to the Ocean Education Manager in the Office of Education and Outreach, National Museum of Natural History, Smithsonian Institution, who will act as the Contracting Officer’s Technical Representative (COTR).

The contractor will perform tasks in a team environment with other Education and Outreach staff, volunteers, scientists, and interns.

Period of Performance
All project activities and deliverables will begin no later August 1, 2019 to July 31, 2020

Base Options and Periods: If, at the sole discretion of the Smithsonian Institution, a one year extension may be possible depending on available funding and need.

Base Period – May 1, 2019 to April 30, 2020
Optional Period 1 – August 1, 2020 to July 31, 2021
Optional Period 2 – August 1, 2021 to July 31, 2022
Optional Period 3 – August 1, 2022 to July 31, 2023
Optional Period 4 – August 1, 2023 to July 31, 2024
Schedule: Because of the nature of the work and the team structure and environment, it is anticipated that the vendor will need to be flexible with their schedule. Contractor must be available to work onsite at the National Museum of Natural History for up to 40 hours per week, typically Monday through Friday but with some weekend days scheduled.