

Smithsonian Marine Station
Statement of Work (SOW) for Education Services
Smithsonian Marine Ecosystems Exhibit

31 January 2023

Smithsonian Marine Station
Marine Ecosystems Exhibit

Background

The Smithsonian Marine Ecosystems Exhibit (SMEE) at the St. Lucie County Aquarium in Fort Pierce, FL is located less than one mile from the Atlantic Ocean on the Indian River Lagoon (IRL), one of the most biodiverse estuaries in the U.S. This unique educational facility serves as the outreach branch of the nearby Smithsonian Marine Station (SMS) and offers visitors an up-close look at the underwater world of the IRL and east coast of Florida.

With a focus on displaying marine ecosystems as complex communities of organisms interacting in their environments, visitors can explore dynamic aquarium displays of six marine habitats, including an Atlantic coral reef, red mangrove forest and a seagrass bed. The Aquarium also features a local species touch tank, constantly changing interactives, microscope themed exhibits and small aquarium displays. Aquarium staff are committed to enlightening and inspiring visitors on the diversity and importance of marine ecosystems using the Exhibit's dynamic, live aquarium displays and engaging educational content to provide the public with a better understanding of these fragile systems and the impact humans are having on them.

Scope

The Smithsonian Marine Station seeks a contractor to support the educational activities of SMS and SMEE. The education contractor will be responsible for training education volunteers and interns interpreting the Exhibit to visitors, facilitating onsite educational programs for school and community groups, organizing special events and outreach, posting social media content, creating the SMS quarterly e-newsletter, and creating educational signage and displays as needed. Contractor must work 40 hours per week, including one weekend day and be willing to handle live marine organisms for demonstrations.

Qualifications:

- Demonstrated experience working in informal education and/or coursework in science education.
- Basic knowledge of concepts of marine biology.
- Outstanding organizational skills and demonstrated ability to follow existing procedures and programs.
- Ability to engage diverse audiences, including students, senior citizens, scientists,

educators, volunteers, and SMS staff.

- Working knowledge of computer software used for word processing and managing photographs and graphics.
- Ability to coordinate and schedule education programs and work as part of a team.
- A familiarity with social media platforms, namely Instagram and Facebook.
- Proof of COVID 19 vaccination
- Registration in the government's System for Award Management (SAM) to procure a DUNS number prior to the start date.

Tasks

The Marine Station education contractor will work independently to accomplish the following tasks to provide the desired educational outcomes:

- Interprets the Exhibit to a broad range of visitors, including school and senior citizens groups, groups with special needs and families.
- Follows existing protocols to train the Exhibit's public-side volunteers and education interns.
- Schedules and implements existing on-site educational programs and organizing special events and programs, as required.
- Develops interpretive tools and signage for the Exhibit, as required.
- Designs and produces printed media for press releases, newsletters, and online social media content with approval from Exhibit manager.
- Participates in staff meetings to provide updates and keep informed of the Smithsonian Marine Station's staff, research projects, and activities.
- Perform basic aquarium husbandry duties to ensure the health and well-being of the Exhibit's inhabitants, as required during husbandry staff shortages.

Deliverables

- Keep the Exhibit manager informed of all upcoming programs and events.
- Ensuring the Exhibit is prepared for daily public openings.
- Train and coordinate the Exhibit's public-side staff to the high standards expected by the Smithsonian.
- Ensure a safe and harassment-free work environment for all staff, volunteers, and Exhibit visitors.
- Produce the Smithsonian Marine Station's quarterly e-newsletter.
- Submit at least one press release per month related to relevant programs, educational activities, or current research topics at SMS.
- Produce quality signage and printed materials suitable for public dissemination.
- Carry out all agreed upon special events.
- Ensure the proper health and well-being of Exhibit specimens in the absence of full-time Aquarium husbandry staff.

Place of Performance

The contractor will primarily work onsite at the St. Lucie County Aquarium, 420 Seaway Drive or across the street at the Smithsonian Marine Station. The contractor will report to the Smithsonian

Marine Ecosystems Exhibit manager, who will act as the Contracting Officer's Technical Representative (COTR).

Period of Performance

Contractor must work 40 hours per week, 8 hours per day, including one weekend day and pre-agreed upon holidays and special events. The contract is for six months with the possibility of extension. The estimated start date is mid-April 2023.

Work schedule can be changed with two-week notice if mutually agreed upon by the contractor and COTR.