

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

29 May 2024

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 on weekends and be willing to handle live marine organisms for demonstrations. 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 and creating educational signage and displays as required. Contractor must work 40 hours per week, Tuesday through Saturdays.

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 and outdoor 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.

Deliverables

- Keep the Exhibit manager informed of all upcoming programs and events.
- Ensures 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 quality signage and printed materials suitable for public dissemination, as required.
- Schedule, plan and implement onsite and outdoor programs and all agreed upon special events, as required.

Place of Performance

The contractor will primarily work onsite at the St. Lucie County Aquarium, 420 Seaway Drive, Fort Pierce, FL or at the Smithsonian Marine Station, 701 Seaway Drive.

Period of Performance

Contractor will work 40 hours per week, Tuesday through Saturdays, including pre-agreed upon holidays and special events. The expected start date for this contract is early August 2024. The contract is for one year with the possibility of extension.