Office of Education & Outreach  
Statement of Work (SOW) for Education Services  
Climate and Ocean Education

September 19, 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 and climate science. 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 in the area of climate and marine science. The Ocean Education Team is responsible for developing activities and programs for family, adult, and teen audiences and training museum volunteers in relevant content and public engagement strategies. Volunteers, activity cart(s), and special programs such as Live Feeds, Science on a Sphere, and Expert is In programs, along with programs such as World Ocean Day and Arctic Game Nights are being activated in the Sant Ocean Hall, temporary exhibits, and the Q?rius Education Center as mechanisms to foster dialogue and help visitors connect to important science topics and solutions.

Objectives
The Ocean Education Specialist contractor will assist education staff in developing, implementing, and evaluating strategies for training volunteers in climate change communication and ocean science; and developing, implementing, and evaluating public programs for different audiences. 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 work with volunteers, develop resources and track logistics for projects. The contractor will participate in planning meetings, maintain schedules, set up and facilitate, collect visitor and volunteer data, and write reports related to the scope of work.

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

Responsible for:
Developing Climate Change Resources and Volunteer Training Program
Work with relevant staff to:
- Pilot and finalize an existing online climate change training course for volunteers and disseminate the course to volunteers and staff within and outside NMNH
- Develop and implement in person trainings for volunteers, staff, and other audiences determined by the Ocean Team
- Organize the dissemination of climate training to relevant institutions as an in person workshop and through other distribution methods

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 Ocean Education Programming
- Work with educators, collaborators, scientists, and relevant museum staff to help coordinate, facilitate, and track effective programming in the Sant Ocean Hall, Q?rius Education Center and other museum spaces for different audiences which could include; museum visitors, adults, school groups, families, youth, and/or volunteers.
- Provide updates on a continual basis and as requested to the Ocean Education Team and project teams.

Delivery
- A finalized online climate toolkit that can be used by NMNH volunteers in the format of a Moodle and an online toolkit in a format that can be disseminated to other institutions, which have been vetted by scientists and educators and tested with volunteers.
- Finalized plan for volunteer training on climate change.
- Progress and final reports on climate and ocean projects.
● Attendance at all scheduled meetings.
● Documents such as evaluation and summary reports, program guides, training materials, presentations, evaluation reports, activities, surveys, and other as determined by the management team(s).

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 November 1, 2019 to October 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 and need.

Base Period – November 1, 2019 to October 31, 2020
Optional Period 1 – November 1, 2020 to October 31, 2021
Optional Period 2 – November 1, 2021 to October 31, 2022
Optional Period 3 – November 1, 2022 to October 31, 2023
Optional Period 4 – November 1, 2023 to October 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.