Statement of Work (SOW) for Education Services
Education contractor – Exhibit Educator
May 2021
National Museum of Natural History
Office of Education, Outreach and Visitor Experience

Background

The Smithsonian’s National Museum of Natural History (NMNH), 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, educational programs and exhibitions that present the work of its scientists to the public.

NMNH values the opportunity and responsibility to play a leadership role in connecting people to natural history science and helping them embrace the opportunity to become citizens for a changing planet. The museum is home to five permanent exhibits: The Sant Ocean Hall, David H. Koch Halls of Fossils – Deep Time and Hall of Human Origins, Janet Annenberg Hooker Hall of Geology, Gems, and Minerals, Kenneth E. Behring Family Hall of Mammals. The museum also designs a range of temporary exhibits, including those centered on the important connections between humans and nature. In particular, the museum is exploring best practices to raise awareness and understanding around conservation challenges and inspire people to find their role in solutions. The Office of Education, Outreach, and Visitor Experiences is responsible for designing, implementing, and evaluating experiences, programs and resources that deepen and broaden audience experiences around the goals, content and objects featured in these Halls. Audiences include multi-generational families, school and other groups, adults, and youth who vary in interests, experiences, knowledge, and expectations. Audiences are local, national, and international. This work is done in strong collaboration with the Office of Exhibits, science departments, and other experts within and outside the museum.

The exhibition halls are activated by volunteers who are trained in visitor engagement strategies, including visitor-led conversations, carts, tours, and object explorations. Many of the museum scientists from Invertebrate Zoology, Vertebrate Zoology, Paleobiology, Botany, Entomology, Anthropology, and Mineralogy, along with other experts from within and outside the museum also engage and inspire our audiences through expert-led programs within the exhibition halls, auditoriums, and other spaces.

Scope

The Office of Education, Outreach, and Visitor Experiences (EOVE) at NMNH seeks a contractor to support the education and outreach activities associated with temporary exhibits. EOVE is responsible for developing and implementing exhibit program plans specific to each exhibit. These plans include the development, facilitation, training, evaluation, and tracking of
both traditional and innovative visitor engagement approaches, ranging from sparking conversations to hosting interactive and dynamic experiences.

Objectives

The goal of this temporary Exhibit Education Specialist contract is to work with EOVE on implementing program plans for temporary exhibits focused on engaging individuals and communities in conservation-related science, stories and solutions. The contractor will help design visitor engagement experiences and materials; coordinate and help train facilitators; and facilitate activities and programs in the exhibit. Additionally, the contractor will participate in the recruitment and coordination of visitor test groups, participate in visitor evaluation efforts, organize, and schedule programs, and track logistics.

Two current temporary exhibits include: *Critical Distance* an Augmented Reality experience where visitors “interact” with a pod of orcas from the Pacific Northwest to experience how ship noise disrupts their echolocation and impacts their health and *Our Places: Living on a Changing Planet*, an experimental exhibit emphasizing human interconnections with nature centered around place and designed to inspire visitors to care about the natural world and act to protect it.

Tasks

Deliverables and tasks – August 1, 2021 to July 31, 2022

The contractor shall perform and complete the following tasks to meet the educational objectives of:

Implementing the Temporary Exhibit Program Plans

Follow EOVE procedures and collaborate with EOVE and relevant museum staff to:

- Participate in the development of facilitated cart and other activities, conversation strategies, programs and resources that engage visitors in natural history and conservation science and solutions
- Facilitate activities and conversations with visitors using designed resources to include but not limited to cart facilitation, activities, workshops and tours
- Train volunteers and staff in content and visitor engagement strategies
- Schedule, plan, host and track expert-led and other associated programs for museum visitors, adults, youth, and other audiences
- Prepare educational and training materials for distribution
- Assist, as needed, in program and activity evaluation
- Track and report visitor and volunteer engagement Help schedule, track, and report qualitative and quantitative data collection
- Foster connections with local and national communities, non-profits, and other organizations for the purpose of identifying, co-designing, and/or evaluating experiences that aim to meet the needs of underserved populations
**Delivery**

Contractor will invoice monthly and payments shall be made based upon completion and acceptance of work, participation in weekly reporting to the COTR, and attendance of scheduled exhibit team and EOVE meetings. Invoices shall list the type of activity achieved over the month. Payments will be made as stated in the purchase order.

**Place of Performance**

The contractor must be able to work onsite at the National Museum of Natural History once such work is approved by NMNH leadership. Until such time, the contractor must be able to work remotely. The contractor will report to the Manager of Ocean Education and Outreach in the Office of Education, Outreach, and Visitor Experiences at the National Museum of Natural History, who will act as the Contracting Officer’s Technical Representative (COTR). The contractor will work in a team environment with NMNH staff, volunteers, contractors, fellows and interns.

**Period of Performance**

All project activities and deliverables will begin no later **August 1 2021 to July 31, 2022**

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

**August 1 , 2021 to May 30, 2022**

Optional Period 1 – **August 1, 2022 to July 31, 2023**

Optional Period 2 – **August 1, 2023 to July 31, 2024**

Optional Period 3 – **August 1, 2024 to July 31, 2025**

Optional Period 4 – **August 1, 2025 to July 31, 2026**

**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 initially work remotely and eventually onsite at the National Museum of Natural History for 40 hours per week, Tuesday thru Saturday.