

# Statement of Work (SOW) for Education Services

Education contractor – Deep Time Educator

September 2020

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.

The Deep Time Initiative is one of several initiatives at NMNH. It includes a recently reopened national fossil hall, the *David H. Koch Hall of Fossils – Deep Time*, an education and outreach plan that provides programming and resources to a range of different audiences, and a robust research agenda led by the Paleobiology Department. The hall and audience engagement is centered around three key themes:

- Earth's distant past is connected to the present and shapes our future.
- Life and the Earth have always changed together and affected one another.
- Today, humans are agents of this change and will continue to be in the future.

Additionally, over 100 volunteers are trained in deep time content and facilitation strategies that showcases hall and cart specimens and objects. Many of the Paleobiology scientists and other experts engage and inspire our audiences through different experiences. NMNH values the opportunity and responsibility to play a leadership role in connecting people across the nation and helping them embrace the opportunity to become citizens for a changing planet. The unique lens through which our audiences can experience these themes— from the past to the present and into the future—brings to light the science of Paleobiology.

## Scope

The Office of Education, Outreach, and Visitor Experiences (EOVE) at NMNH seeks a contractor to support the education and outreach activities associated with the Deep Time Initiative. EOVE is responsible for developing activities and programs for digital and onsite audiences including museum visitors, families, adults, and teens; supporting student and teacher learning; training and supporting volunteers in content and public

engagement strategies; and connecting audiences to objects and experts through creative and diverse programming and experiences.

## **Objectives**

The goal of this temporary Deep Time Education Specialist contract is to work with EOVE on developing and implementing Deep Time related programs and resources for both onsite and digital audiences; training and supporting Deep Time volunteers, and working with scientists and other museum staff to further Deep Time Initiative goals. The contractor must work independently and as part of collaborative teams to support volunteers and develop resources and programs.

## **Tasks**

### **Deliverables and tasks – November 1, 2020 to October 31 2021**

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

### **Supporting and Training volunteers**

- Assist in the development and facilitation of enrichments, training programs, coaching, and resource development to support Deep Time volunteers' learning in science content and visitor engagement skills. This includes developing a Deep Time volunteer refresher course, piloting object interpretation and tour scripts, and training volunteers in cart facilitation.
- Maintain relations, field questions, and participate in EOVE volunteer appreciation events, annual meetings, and enrichments. Attend regularly scheduled virtual hangouts and office hours for Deep Time volunteers.
- Provide content for the volunteer newsletter and pilot a monthly newsletter or other form of communication specific to Deep Time volunteers.
- Work with the Volunteer Manager to monitor Deep Time volunteer attendance and visitor engagement reporting.
- Ensure volunteer resources and cart room materials are up to date and organized.
- Report progress on a continual basis to the Manager of Ocean Education and Outreach and Volunteer Manager.
- Participate in EOVE planning to innovate and/or standardize volunteer-related procedures, resources, or other.

### **Implementing Deep Time Programming**

- Follow EOVE procedures and collaborate with EOVE staff to provide digital programming for remote audiences including: 4 *Dissecting the Tree of Life* programs for students; 2 Evening With Series for adults; 1 Natural History on the Big Screen connected to Bearded Lady for adults; 3 virtual Science Cafe

- Programs; and a *Fossil Fest* for family audiences
- Support School Programs to develop a dinosaur school program for elementary students
  - Work with EOVE staff, volunteers, scientists, and other experts to schedule, host and track expert-led programs in the virtual space, Deep Time Hall and Q?rius Education Center.
  - Innovate Deep Time programs for different audiences as determined by EOVE interests and needs.
  - Assist, as needed, in program and activity evaluation.
  - Follow EOVE procedures for tracking and reporting.

## **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 monthly Volunteer meetings 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 **November 1, 2020 to October 31, 2021**

**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.

**November 1, 2020 to October 31, 2021**

Optional Period 1 – **November 1, 2021 to October 31, 2022**

Optional Period 2 – **November 1, 2022 to October 31, 2023**

Optional Period 3 – **November 1, 2023 to October 31, 2024**

Optional Period 4 – **November 1, 2024 to October 31, 2025**

**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, typically Monday through Friday but with some weekend days scheduled.