

# Statement of Work (SOW) for Education Services

Education contractor – Deep Time Education Coordinator  
March 18<sup>th</sup> 2020  
National Museum of Natural History  
Office of Education & Outreach

## 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 and educational programs and exhibitions that present the work of its scientists to the public.

The Deep Time Initiative at NMNH includes a recently reopened national Fossil Hall, education and outreach programs associated with paleontology, and a research agenda led by the Paleobiology Department. The David H. Koch Hall of Fossils – Deep Time, with over 100 volunteers, showcases specimens, content and scientists to engage and inspire visitors with the key messages of the Deep Time Initiative. These are:

- 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.

The Museum has an opportunity to play a leadership role in connecting people across the nation to these ideas and helping them embrace the opportunity to become citizens for a changing planet. The unique lens through which visitors can experience these themes—from the past to the present and into the future—brings to light the science of Paleobiology.

## Scope

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to support the Education and Outreach activities associated with the Deep Time initiative. The Deep Time initiative education team is responsible for developing activities and programs for family, adult and teen audiences, training museum volunteers in Deep Time content and public engagement strategies, and working on ways to provide visitors with opportunities to talk to scientists and other experts.

## Objectives

The goal of this temporary contract position is to support and develop the efforts that connect visitors to the exciting objects, content, and scientists related to the Deep Time exhibition, and paleobiology research. The contractor must work independently and as part of collaborative teams to support volunteers and programs. The Deep Time

education coordinator contractor will assist the Deep Time education specialist and other E&O and paleobiology staff and fellows in:

- 1) supporting, training and coordinating enrichment for volunteers for the Deep Time exhibition.
- 2) researching, developing, implementing and evaluating visitor and community programs associated with Deep Time.

## **Tasks**

### **Deliverables and tasks – May 25<sup>th</sup> 2020 to May 24<sup>th</sup> 2021**

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

#### **Supporting and Training volunteers**

Task 1. In consultation with the Deep Time education specialist, test and produce 4 object-based short interpretation scripts for volunteers to use in the Deep Time exhibit. Train the volunteer cohort to use them.

Task 2. Produce the following 5 written products for volunteer content knowledge support:

- a) Exhibit diorama guide for all dioramas
- b) Specimen guide for major mounts in exhibit
- c) Pronunciation guide
- d) Map of major specimen exhibit locations
- e) 4 newsletters with events and paleontology news and content

Task 3. Observe volunteer interactions in the Deep Time exhibition to produce 4 reports which track how volunteers are meeting goals set out in existing activity facilitation and interpretation guides; include action items to improve volunteer competency.

Task 4. Coordinate 4 training workshops and 4 expert-led enrichments for volunteers, focused on science content in the Deep Time exhibition, Deep Time activity carts, and visitor engagement skills, based on the action items resulting from Task 3.

Task 5. Design and implement a workflow to ensure Deep Time volunteer resources and cart room materials are up to date, organized and properly stored.

Task 6. Design and implement a workflow to ensure Deep Time activity materials are complete and fixed or replaced when required, in collaboration with volunteer program and education collections staff when appropriate.

Task 7. Maintain relations, field questions, and support the volunteer corp. Attend 12 volunteer office hour sessions with the Deep Time education specialist.

Task 8. Draft answers to questions and comments posted on the Deep Time volunteer moodle forum and identify experts to respond when appropriate.

#### **Supporting Deep Time Education Programming**

Task 9. Implement 14 Expert Is In sessions, which require communicating with program participants before and after the program, collecting information for material to advertise the program, and setting up and breaking down the program on the day using department tools and procedures.

- Task 10. Produce a report of all Department of Paleobiology area of expertise and participation in department of E&O activities.
- Task 11. Provide observation reports of visitor interactions for 6 sessions of program testing implemented by the Deep Time fellows.
- Task 12. Identify and produce images and written material to support marketing and promotion of Expert is in sessions from task 9 and 2 family programs events.
- Task 13. Produce evaluation reports including visitor observation summaries and assessment of success in meeting intended outcomes for 2 new Deep Time visitor programs pilots that the Deep Time education specialist implements.
- Task 14. Contribute suggestions, and blurbs and images when approved, for Deep Time content for NMNH social media, for Fossil Friday posts and promotion of Expert Is In and Deep Time community programs (e.g. family and adult events).

### **Delivery**

Payments shall be made upon completion and acceptance of work required, receipt and acceptance of reports, and receipt of proper invoices. Invoices shall itemize by type of activity and number of hours worked. Payments will be made as stated in the purchase order.

### **Place of Performance**

The contract will be performed in the Department of Paleobiology and the Office of Education, Outreach and Visitor Services at the Smithsonian Institution National Museum of Natural History. Contractor must be available to work onsite at NMNH. Contractor will report directly to the Deep Time education specialist in the Department of Paleobiology, NMNH, Smithsonian Institution, 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 than May 25<sup>th</sup> 2020 and be completed no later than May 24<sup>th</sup> 2021.

Contractor must be available to work onsite typically Monday-Friday but contractor must be able to work evening and weekend hours when necessary to accomplish tasks outlined above associated with the implementation of Deep Time programs and volunteer support.