

STATEMENT OF WORK

Education Contractor - Family Programs Coordinator

Office of Education, Outreach, and Visitor Experience
National Museum of Natural History
Smithsonian Institution
1/2/2023

Project Summary

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to support the work of the Office of Education, Outreach, and Visitor Experience (EOVE) in the areas of Family Programs. The contractor will provide educational, administrative and logistical services in support of the planning, coordination, delivery and evaluation of a regular series of family programs for multigenerational families in the DC-Maryland-Virginia region that take advantage of the museum's expertise in natural history and culture.

This is a full-time contract (40 hours a week). The work will begin upon approval of contract and end on or around 2/19/2024. Please note that, due to the nature of the work and the scheduling of programs, this position will require work on some evenings and weekends.

Context: Smithsonian's National Museum of Natural History

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, 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-based research, scientific discovery, and natural history exhibition. The Office of Education, Outreach, and Visitor Experience leads an institution-wide effort to promote the education and outreach activities of the museum to the rigor and renown of its science activities.

Context: Family Programs at the National Museum of Natural History

Family Programs are part of the Community Programs branch of the Office of Education, Outreach, and Visitor Experience. Our team welcomes new audiences, supports their multigenerational learning interests, and nurtures future Museum supporters and stakeholders by deepening engagement with local families through dynamic family programming that leverages the unique assets of the National Museum of Natural History. Our family programming team strives to:

- Develop programs with engaging themes that are connected with the Museum's key initiatives and annual priorities, and connect with family interests;
- Identify topics, types of activities, and collaborators that attract local families to the Museum;
- Offer programming in a range of formats to cultivate new audiences and engage existing audiences; and
- Work with internal staff to analyze audience behavior and engagement and track engagement metrics.

By participating in our family programs, families will

- Learn and practice science skills together;
- Gain an understanding of the science we do at the NMNH, and the use of collections to understand the world;
- Gain a sense of personal alignment with the value of natural history science and culture including personal and external recognition of value;
- Feel motivated to learn more about science and participate in more science activities together.

Scope of Work

The contractor shall provide the necessary labor to support the Office of Education, Outreach and Visitor Experience to engage family and school audiences for NMNH as outlined here, divided into 4 major categories:

Teaching and Facilitation of Family Programs

- Lead and facilitate a regular series of family programs for family audiences.
- Lead and facilitate special programs for family audiences outside of the regularly scheduled series.
- Collaborate with Family Programs and Q?rius staff for the design and implementation of family programs both digitally and on-site.
- Assist with the coordination and implementation of family day programs and festivals.

Preparation for Family Programs

- Collaborate with NMNH staff in the development of new natural history science and cultural programs for family audiences, including facilitated

- programs, onsite and digital, exhibit tours, self-guided experiences, including instructional design, prototyping, and testing.
- Provide logistical program coordination, including booking spaces and virtual time slots, printing and assembling materials, and purchasing supplies, food and transportation.
 - Collaborate and communicate with staff across NMNH and the Smithsonian to assist in the planning and development of Family programs
 - Assist with the development criteria and guidelines for creating multilingual programs within the parameters of best practices around multi-lingual programming.
 - Send email communications to registered families regarding the programs they've registered for;
 - Lead the day-of-event coordination and implementation of family programs, pilot drop-in programs and online family programs;
 - Assist in the day-of event coordination and implementation of other family programs (Family Days/Nights, family art-science workshops, special events);
 - Assist with marketing and promotion of family programs;
 - Assist with the organization and storage of program materials and supplies;
 - Organize, file and archive family programs paperwork, including evaluation surveys, registration paperwork, photo releases, and program signs and materials;
 - Maintain a database of family programs participants and evaluation data
 - Write summaries and produces reports about family programs to share with the museum community
 - Assist in the redevelopment of the Q? Jr space and programming
 - Assist with the Q? Visitor committee
 - Contributes with information regarding Family Programs to reports and presentations when requested

Program Administration

- Assist with the writing, editing and reviewing of marketing and promotional materials for Family Programs.
- Assist with the refinement of current family programs.
- Works with Bilingual Family Educator and the Latinx Community Organizer in the development of an outreach plan for promoting and informing Washington DC area residents of the educational opportunities available for families at NMNH and online.
- Provide feedback to NMNH staff about Family programs and recommend and implement adjustments to content or logistics, based on audience feedback and input.
- Collaborate with EOVE staff to craft an assessment framework for family programs and refine current plans for assessment of family programs informed by the Informal Science Education Evaluation (ISEE) System.

- Assist with the assessment and evaluation of family programming by helping with administering surveys, compiling data into spreadsheets, and organizing information.
- Organize, file and archive Family programs paperwork, including evaluation surveys, registration paperwork, photo releases, and program signs and materials.
- Maintain a database of Family programs participants and evaluation data.
- Write summaries and produce reports about Family programs to share with the museum community and community partners.
- Assist with the implementation of focus groups for Family Programs and Q?rius
- Assists with the development of best practices for engagement through multilingual programs at NMNH.
- Provide support for the development and implementation of educational grants for Family Programs and Q?rius.

School Programs

- Act as a back-up educator for K-5 school programs.
- Assist with the development and refinement of student and teacher materials and resources for grades K-5.
- Assist with the benchmarking, development, piloting, and refinement of PreK resources and programming.

Deliverables

- Weekly check-in meetings with COTR
- Weekly meetings with the Family Programs development team
- Meet with Q? Team as requested
- Weekly email report to COTR outlining all tasks accomplished
- Bi-Weekly: Community Programs branch team meetings
- Monthly: Meeting with the Outreach to Latino Audiences working group
- Monthly: EOVE meeting
- By end of contract: Filing system for family programs paperwork
- By end of contract: Up-to-date database of family programs survey data, adding to past data and information
- As needed: Summary reports of family programs within one week of program occurrence

Requirements

Contractor must be available to work onsite at the National Museum of Natural History. Contractor must have their own hardware and software as well as access to a fast internet connection that will allow them to perform their duties. Contractor must be able to work weekends and evening hours when necessary to accomplish tasks associated with the implementation of family programs. Contractor will report directly to the Q?rius and Family Programs Manager in the Office of Education, Outreach, and Visitor Experience who will act as the delegate and representative of the Chief of Community

Programs. The contractor will work in a team environment with EOVE staff, volunteers, contractors and interns.

Scope and Timeframe

All tasks and deliverables will begin upon approval of contract and end on or around 2/19/2024.