STATEMENT OF WORK

Education Contractor - Latino Family Programs Educator
Office of Education, Outreach, and Visitor Experience
National Museum of Natural History
Smithsonian Institution
10/20/2021

Project Summary
The Smithsonian’s National Museum of Natural History (NMNH) seeks a Spanish–English bilingual contractor to support the work of the Office of Education, Outreach, and Visitor Experience (EOVE) in the areas of Family Programs and Latino Community Programs. The contractor will provide educational, administrative and logistical services in support of the planning, coordination, delivery and evaluation of a regular series of programs for multigenerational Latino families in the DC-Maryland-Virginia region that take advantage of the museum’s expertise in natural history, culture, one health and evolution. The contractor will also assist in the development of programs for Latino audiences that integrate with other museum priorities, such as school programs, One Health, special events, and citizen science.

This is a full-time contract (40 hours a week). The work will begin upon approval of contract and end on or around December 15th, 2022, with the possibility of contract extension pending funding and satisfactory performance. 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 also connect with family interests;
- Identify topics, types of activities, and collaborators that attract local families to the Museum;
- Develop strategic partnerships to increase the number of families attending our programs;
- 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.

- Advice in the development of a strategy for multi-lingual programming at the museum

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.

*Please note that due to the ongoing COVID-19 pandemic, family programs will continue virtually at the start of the contract with onsite programs resuming at a later date.*

**Context: Outreach to Latino Audiences**

The Office of Education, Outreach, and Visitor Experience has recently convened an Outreach for Latino Audiences Working Group (OLA) with the goal of building and sustaining relationships with the Latino communities around the DC area through educational, social, and cultural experiences and programming, and strategic engagement with community leaders and community-based organizations providing essential services to Latino communities.

Activities NMNH has engaged in to help break down these barriers include:

- Building relationships with organizations serving Latino communities in Washington, D.C., specifically to promote Smithsonian units as places where Latinos are welcome through inclusion in programs and exhibitions
- Bringing programs and exhibitions to the DC area Latino communities
• Creating public programs for Latinos and the public on health, science, and culture, including the installation of a bilingual *Outbreak DIY exhibit at the* Crossroads Farmers Market in Langley Park, Maryland
• Supporting paid internships for Latino students
• Increasing the Latino presence at NMNH programs through relationship building
• Improving the representation of Latino experiences in Q?rius through Expert Is In programs led by Latinos

Since July of 2020, NMNH has engaged with the Latino community through monthly live virtual family programs aimed to provide greater access to NMNH’s resources and experts. These programs are not translations of English materials, but are original, newly developed content in Spanish, to help participants build science skills and encourage co-learning between parents and children. With family being such an important part of Latino culture, and parents within this community often working multiple jobs up to 6 days a week, free time often involves spending time with the whole family. Our virtual programs are designed with this dynamic in mind, but specifically focus on parents/caregivers with children ages 5 - 10.

**Scope of Work**
The contractor shall provide the necessary labor to support community programs for Latino audiences for NMNH as outlined here, divided into 3 major categories:

**Teaching and Facilitation of Family Programs**
• Lead and facilitate a regular series of family programs for Latino audiences, in Spanish and English.
• Lead and facilitate special programs for Latino 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.

**Organization and Preparation for Latino Programs**
• Collaborate with NMNH staff in the development of new natural history science and cultural programs for Latino family audiences, including facilitated programs, exhibit tours, self-guided experiences, including instructional design, prototyping, and testing.
• Assist with the refinement of current Latino family programs.
• 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 Latino programs for other audiences like adults and school groups.
- Develop criteria and guidelines for creating bi-lingual programming within the parameters of best practices around multi-lingual programming.

**Program Administration**
- Assist with the writing, editing and translation of marketing and promotional materials for community programs to local Latino families.
- Assist Latinx Community Organizer in the development of an outreach plan for promoting and informing Washington DC area Latinos of the educational opportunities available for families at NMNH and online.
- Provide feedback to NMNH staff about Latino programs and recommend and implement adjustments to content or logistics, based on Latino community feedback and audience input.
- Collaborate with EOVE staff to craft an assessment framework for Latino programs and refine current plans for assessment of Latino family programs informed by the Informal Science Education Evaluation (ISEE) System.
- Assist with the assessment and evaluation of Latino family programming by helping with administering surveys, compiling data into spreadsheets, and organizing information.
- Organize, file and archive Latino programs paperwork, including evaluation surveys, registration paperwork, photo releases, and program signs and materials.
- Maintain a database of Latino programs participants and evaluation data.
- Write summaries and produce reports about Latino programs to share with the museum community and community partners.
- Assist with the implementation of focus groups for Family Programs and Q?rius
- Develop best practices for engagement through multilingual programs at NMNH.

**Deliverables**
- Weekly check-in meetings with COTR
- Weekly check-in meetings with the Outreach to Latino Audiences working group co-leaders
- Weekly meetings with the Latino Family Programs development team
- 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 Latino programs paperwork
- By end of contract: Up-to-date database of Latino programs survey data, adding to past data and information
- As needed: Summary reports of Latino programs within one week of program occurrence
**Requirements**
Contractor has the opportunity to perform duties onsite or remotely if unable to relocate to Washington DC. 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 weekend 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.

**Contract Price**
The contract prices shall not exceed $50,000. This price includes all labor and direct and indirect costs related to this contract.

**Scope and Timeframe**
All tasks and deliverables will begin upon approval of contract and end a calendar year to the date the contract is approved by the Smithsonian Contracting Office.