Statement of Work: Education Contractor - Latinx
Community Organizer

Office of Education, Outreach, and Visitor Experience
National Museum of Natural History
Smithsonian Institution
6/30/2021

Project Summary
The Smithsonian’s National Museum of Natural History seeks a Spanish-English bilingual contractor to support the work of the Office of Education, Outreach, and Visitor Experience in the areas of Latinx Community Outreach. The contractor will provide educational, administrative and logistical services in support of the planning, coordination, development and evaluation of Latinx community engagement of multigenerational Latino families in the DC-Maryland-Virginia region. 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.

The Smithsonian’s National Museum of Natural History (NMNH) would like to promote the use of Outbreak DIY to organizations serving the Latinx community around the greater District of Columbia region. Additionally, NMNH would like to focus on building relationships with nonprofit organizations in the DC region serving the Latinx community. NMNH would also like to develop more program offerings for the Latinx community, including bilingual programs that are of interest to Latino families. The Latinx Community Organizer would assist the Community Programs branch of the Office of Education, Outreach, and Visitor Experience to advance these goals.

This is a full-time contract (40 hours a week). The work will begin upon approval of contract and end on or around August 14th, 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: Latinx Community Engagement at the National Museum of Natural History**

NMNH opened the exhibition *Outbreak: Epidemics in a Connected World* on May 18, 2018. Outbreak will remain open until August 2022 or longer. The exhibition offers a One Health framework for understanding the spread of diseases from animals to humans and the circumstances promoting emerging infectious diseases. Associated with the exhibition is an active outreach program, which includes a series of adult programs and around 70 volunteers that were in the exhibition before NMNH was shuttered in March 2020. A Design-It-Yourself pop-up version of the exhibition (Outbreak DIY) can be hosted by other organizations and is still actively deployed. Outbreak DIY is free, customizable, and translatable, which facilitates delivering educational information and personal stories included in the exhibition to virtually any venue anywhere in the world. Outbreak DIY includes 16 panels and 6 audiovisual pieces available in five UN official and working languages (Arabic, traditional and simplified Chinese, French and Spanish). Outbreak DIY also provides two template panels, a style guide, and a resource guide for users to create and customize their own Outbreak content, such as highlighting community activists and role models, emphasizing local needs or concerns, and communicating information most relevant to community health.

**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 Latinx 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 Latinx communities.

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

- Building relationships with organizations serving Latinx 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 Latinx 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

Scope of Work
The contractor shall provide the necessary labor to support community outreach for Latino audiences for NMNH as outlined here:

Latinx Community Outreach
• Creating and strengthening relationships with diverse organizations providing services to Latinx communities in the DC region
• Assessing the uses and value of Outbreak DIY in Latinx community settings
• Assessing the effectiveness of digital programs for the Latinx community
• Identifying appropriate venues for Outbreak DIY based on NMNH objectives
• Facilitating the installation of Outbreak DIY for one or more host organizations
• Facilitating and leading or co-leading meetings both within NMNH and with external organizations
• Recruiting qualified applicants for an NMNH paid internship
• Assist with onboarding and training Outbreak Education intern(s) as needed
• Serving as a liaison between Latinx communities and NMNH program managers for school, youth, adult and family audiences to identify how to best respond to the needs of both NMNH and the Latinx community
• Promoting NMNH programs to appropriate Latino audiences
• Assist in designing and tailoring programs to Latino audiences
• Assist with developing proposals to support Latino programs and resources
• Assist in identifying outcomes for Latino audiences as part of the development of the Informal Science Education Evaluation (ISEE) System
• Writing a final report on assessing the outcomes and impact of the activities with recommendations for ensuring relationships and programs meet the needs of the Latinx community
• Assist with the implementation of focus groups for Family Programs and Q?rius

Deliverables
• Weekly meetings with COTR
• Biweekly email report to COTR outlining all tasks accomplished
• Outbreak DIY installed at one or more venues in the DC area
• Recruit and help oversee at least one intern to work in Community Programs
• Provide support services to Community Programs in Education & Outreach
• Organize and lead meetings, such as focus groups and tours
• Annual summative report on the NMNH relationships, collaborations and programs with the Latinx community, and Outbreak DIY use and benefits over the course of the year
- Develop a document with recommendations on best practices to engage with Latinx Communities in the DC region.

**Requirements**
Contractor must be available to work on site at the National Museum of Natural History. Due to COVID-19 restrictions, the contractor might begin working remotely, but will be required to work onsite as soon as NMNH reopening capacity expands. 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 National Outreach Program 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 $60,000. 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.