

**Office of Education & Outreach  
Statement of Work (SOW) for Education Services  
Climate and Ocean Education**

**December 9, 2021**

**National Museum of Natural History  
Office of Education & Outreach**

**Background**

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 and 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, collections-based research, scientific discovery, and natural history exhibition. The Office of Education, Outreach and Visitor Experience (EOVE) is part of an institution-wide effort to promote the education and outreach activities of the museum to the rigor and renown of its scientific activities. A related intent is to advance the impact that the museum has on its visitors and in the field of museum education, particularly the integration of research and practice in an institutional setting. We seek to improve onsite and online public access to collections, research, and researchers, increase opportunities to develop and use the skills and processes that scientists use to study NMNH collections, and foster an environment that encourages connections to science, collections, and scientists in personally and socially relevant contexts.

To this end, EOVE is dedicated to connecting onsite and offsite visitors to current ocean and climate science. The Sant Ocean Hall, with approximately 100 volunteers, showcases specimens, content and scientists to engage and inspire visitors, along with Science on the Sphere programming, Expert is in Programs, and live feeds to research vessels out at sea. The ocean education team at the museum also develops, implements, and evaluates programming in the Q?rius Education Center, which gives the public access to a 6,000 specimen collection representing all the research departments in the museum and a broad slate of interactive, participatory, and engaging program options ranging from self-guided discovery activities to participating with SI scientists in their research programs.

**Scope**

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to support the EOVE activities of the Ocean Education Team in the area of marine and climate science. The Ocean Education Team is responsible for developing activities and programs for a range of different audiences including visitors, youth, families and adults. The team is also responsible for training and supporting museum volunteers in relevant content and public engagement strategies. Volunteers, activity cart(s), and special programs such as Live Feeds, Science on a Sphere, and Expert is In programs, along with programs such as World Ocean Day and Arctic Game Nights are being activated in the Sant Ocean Hall, temporary exhibits, and the Q?rius Education Center as mechanisms to foster dialogue and help visitors connect to important science topics and solutions. The ocean team also support digital programming for families, students, teachers, youth, and adults through innovative and engaging remote experiences. Additionally the contractor will serve as a liaison to the Invertebrate Zoology Department.

**Objectives**

The Ocean Education Specialist contractor will work with education and other staff in developing, implementing, and evaluating strategies for engaging different audiences in ocean and climate content; and training and supporting volunteers for the Sant Ocean Hall and other relevant exhibits. This person will also serve as a liaison to the museum's Invertebrate Zoology Department to foster collaborations and communication between science and EOVE. The person must work independently and as part of collaborative teams; communicate effectively with science and other stakeholders, and track project logistics and data. The contractor will participate in planning meetings, maintain schedules, set up and facilitate programs, collect visitor and volunteer data, and write reports related to the scope of work.

## **Tasks**

### **Deliverables and Tasks – March 1, 2022 to February 28, 2023**

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

#### **Responsible for:**

#### **Developing and implementing Ocean Education**

Work with relevant staff to design, coordinate, facilitate, evaluate, and track for different audiences:

- Programming in the Sant Ocean Hall, Q?rius Education Center and other museum spaces for different audiences.
- An annual World Ocean Day celebration.
- Regular *Ship to Shore* and *Live from the Field* broadcast programs and other expert-led programs.
- Facilitated carts, Science on a Sphere programs, and activities.
- Offsite and community programs and events.

Work with relevant staff as needed on:

- Digital program design, facilitation, and evaluation.
- NOAA and other collaborative projects.
- Proto-typing, evaluation, and facilitation efforts that directly or indirectly benefit ocean education.

#### **Supporting Climate Change and Sustainability Education**

Work with relevant staff to:

- Design, coordinate, facilitate, evaluate, and track climate and sustainability efforts for different audience.
- Support department, museum, and Smithsonian climate and sustainability efforts.

#### **Supporting and Training Volunteers**

Work with relevant staff to:

- Develop, facilitate, and evaluate volunteer enrichments, trainings, coaching, cart activities, facilitation guides and other resources in ocean, climate and sustainability content and visitor engagement skills.
- Publish and/or contribute to the Sant Ocean Hall volunteer newsletter and other volunteer communications according to EOVE schedules and goals.
- Maintain relations, field questions, and support the Sant Ocean Hall and related volunteer corps
- Report progress on a continual basis to the Ocean Education Team and the Visitor Experience Team.
- Participate in design and implementation of annual volunteer celebrations, activities, and resources.
- Ensure volunteer resources and cart room materials are up to date and organized.

## **Supporting EOVE/Science communication and collaboration**

### **Work with relevant staff to:**

- Serve as science liaison to the Invertebrate Zoology Department and report regularly to COTR.

### **Delivery**

- Provide updates on a continual basis and as requested to the Ocean Education Team and project teams.
- Progress and final reports on projects.
- Attendance at all scheduled meetings.
- Documents such as evaluation and summary reports, program guides, training materials, presentations, evaluation reports, activities, surveys, and other as determined by the management team(s).
- Presentations as needed.

### **Place of Performance**

The contractor will report to the Ocean Education Manager in the Office of Education and Outreach, National Museum of Natural History, Smithsonian Institution, who will act as the Contracting Officer's Technical Representative (COTR).

The contractor will perform tasks in a team environment with other Education and Outreach staff, volunteers, scientists, and interns.

### **Period of Performance**

All project activities and deliverables will begin no later **February 21, 2022 to February 20, 2023**

Base Options and Periods: If, at the sole discretion of the Smithsonian Institution, a one year extension may be possible depending on available and need.

**Base Period – February 21, 2022 to February 28, 2023**

Optional Period 1 – **March 1, 2023 to February 28, 2024**

Optional Period 2 – **March 1, 2024 to February 28, 2025**

Optional Period 3 - **March 1, 2025 to February 28, 2026**

Optional Period 4 – **March 1, 2026 to February 28, 2027**

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 work onsite at the National Museum of Natural History for up to 40 hours per week, typically Monday through Friday but with some weekend days scheduled.