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

July 1, 2022
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 and is regarded as a global leader in collections-based research, scientific discovery, and natural history exhibitions. The Office of Education, Outreach and Visitor Experience (EOVE) is dedicated to advancing audience understanding of and connection to the museum’s research, collections, natural history science and scientists.

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 with the unique opportunity to integrate the rigor and renowned scientific activities. The intent is to also advance the impact that the museum has on its visitors and in the field of museum education by improving onsite and online public access to collections and research. The EOVE office additionally strives to foster an environment that encourages connections to all NMHN departments with opportunities to develop skills required by scientist in NMNH research and collections.

This EOVE contract will support the work of the EOVE Ocean Education team to connect onsite, digital and offsite audiences to current ocean and climate science using a range of approaches appropriate for the intended audience. These audiences include: visitors, families, youth, students, teachers, adults, communities, and others identified by the team. One of the main venues of this work is the Sant Ocean Hall. The Sant Ocean Hall is home to spectacular displays that integrate collections, scientist stories, and many other features, including a live coral reef tank, Science on the Sphere and Explorer Theater. Approximately 80 volunteers are trained to engage with visitors in this space using objects and exploratory carts to help personalize and deepen understanding and connection. The Hall is also a space for expert-led programs and innovative visitor engagement activities. Ocean and climate programming also takes place in other museum exhibit halls, temporary exhibits, and the Q?rius Education Center - a space with over 6,000 collection objects representing all the research departments in the museum. This education center provides a broad slate of interactive, participatory, and engaging program options ranging from self-guided discovery activities to workshops with SI scientists and other experts. Connecting with audiences in other spaces in the museum and online is also part of this work.

Scope
The Smithsonian’s National Museum of Natural History (NMNH) seeks a contractor to support the EOVE activities with the Ocean Education Team in the area of marine and climate science. This includes developing, facilitating, and evaluating resources, activities and programs for a range of different audiences. These include but are not limited to: object-based activity cart(s); facilitated programs such as Live Feeds, Science on a Sphere, and Expert is In programs; and special events such as World Ocean Day and Arctic Family Game Nights. Another important element of the contract is the development of resources to support in-person and digital audiences as well as volunteer materials and training. The EOVE department and the Ocean Education Team are also exploring new
programs and community science that align with NMNH marine research, conservation and specimen collection.

**Objectives**
The Ocean Education Specialist contractor will work with education, exhibit, science and other staff to develop, implement and evaluate programs and resources that engage various audiences (visitors, youth, adults, students, teachers, other) in current ocean science, climate science, and conservation. The contractor will also support the cohort of Sant Ocean Hall and other relevant volunteers through resource development, training, tracking, and interactions. The contractor must be able to work independently and as part of collaborative teams; communicate effectively with stakeholders; research best practices in relevant content areas; and track project logistics and data.

**Tasks**

**Deliverables and Tasks – October 1, 2022 to September 30, 2023**
The contractor shall perform and complete the following tasks to meet the educational objectives:

**Responsible for:**

**Developing and implementing ocean, climate and conservation education**
Work with relevant staff to:

- Design, coordinate, facilitate, evaluate, and track resources for onsite and remote audiences.
- Design, coordinate, facilitate, evaluate, and track regular programming in the Sant Ocean Hall, Q?rius Education Center and other museum spaces for diverse audiences that includes:
  - Expert-led programs, live broadcasts, facilitated carts, Science on a Sphere, special events
  - Offsite programs and events
  - Digital programs
- Participate in special projects and museum-wide initiatives such as Ocean DNA and Inclusive Science as relevant

**Supporting and Training Volunteers**
Work with relevant staff to:

- Develop, facilitate, and evaluate volunteer enrichments and trainings that support volunteer learning and skill development
- Design resources such as Facilitation Guides and Info Sheets that support volunteer learning and skill development
- 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 volunteer corps
- Report progress on a continual basis to the Ocean Education Team and the Visitor Experience Team
- Participate in the design and implementation of annual volunteer celebrations, activities, and resources.
- Ensure volunteer resources and cart room materials are up to date and organized

**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 **October 1, 2022 to September 30, 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 – October 1, 2022 to September 30, 2023**
Optional Period 1 – **October 1, 2023 to September 30, 2024**
Optional Period 2 – **October 1, 2024 to September 30, 2025**
Optional Period 3 - **October 1, 2025 to September 30, 2026**
Optional Period 4 – **October 1, 2026 to September 30, 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 flexibility for pre-scheduled weekend days.