

STATEMENT OF WORK Ocean Education Specialist

April 1, 2014

1. Project Summary

The Smithsonian's National Museum of Natural History (NMNH) seeks a contractor to work with the education team at NMNH to support educational programming on ocean topics throughout the museum and for outreach efforts online. The contractor will develop, coordinate, manage, and implement educational programs for NMNH, related to coastal and marine science, that support student and public understanding of marine topics presented in exhibitions and studied by Smithsonian researchers. An important aspect of the position is to assure high standards of scientific accuracy and appropriate educational techniques in programs.

The contractor will work closely with the Ocean Sciences Educator and has responsibility in planning, initiating, and conducting programs, liaising with the staff of the museum's science departments in activity development and implementation, and supporting the Sant Ocean Hall volunteer program.

2. 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 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 current and ongoing restructuring of the Office of Education & Outreach is part of an institution-wide effort to promote the education and outreach activities of the museum, and to advance the impact that the museum has on its visitors and on the field of museum education.

3. Deliverables

The deliverables for this contract are provided below, with the associated tasks required for each.

A. Ocean Program Development and Education

The contractor will help to evaluate and refine age-appropriate education activities and programs for the public and for students, especially in the hands-on education center (Q?RIUS) and the Sant Ocean Hall (SOH). Programs and education activities are, in general, in the area of ocean science but also include content from other science disciplines. He/she will write materials for use with these activities, programs and the ocean exhibition, including descriptive paragraphs for publicity, teacher's guides, and self-guides. All activities are developed by working directly with staff in the Department of Education & Outreach and the appropriate science discipline (e.g., the Invertebrate

and Vertebrate Zoology departments). All stages of program delivery, including scheduling, coordinating with partners, preparing materials, and facilitating events, are the responsibility of the contractor.

Tasks key to this deliverable include:

- Participate in evaluation of Q?rius ocean activities and programming.
- Modify existing Q?rius ocean-related activities and programs based on evaluation. Obtain content and feedback from researchers, test and modify language, create graphics, and write instructions.
- With the Ocean Educator, work with Smithsonian research and collection staff and ocean partner organizations/agencies to identify, develop and facilitate ocean-related programming in Q?rius and the Sant Ocean Hall.
- Coordinate Partner-collaborative events such as World Ocean Day, NOAA Sea Grant and Teacher at Sea days, and feeds from research ships.
- Update SOH Family Guide and SOH Educator Guide to reflect updates to the SOH Exhibit.
- Update SOH content on the NMNH website.
- Manage the SOH Scientist is In program
- Assist with requests for SOH tours.

B. Support Ocean Volunteer Programs

The contractor will help support the ocean volunteer program. Tasks key to this deliverable include:

- Audit and help to strategize around SOH volunteer coverage
- Develop volunteer-facilitated public-engagement materials for the Sant Ocean Hall, including, but not limited to, materials for education carts
- Support ongoing SOH volunteer engagement and support
 - Coordinate Navigator Advisory committee
 - Manage Google group and respond to Volunteer inquiries
 - Design and deliver on-going professional development
- Assist with coordinating ocean volunteer appreciation events
- Coordinate and run ocean-related trainings for Q?rius volunteers

4. Qualifications

The contractor must have knowledge of coastal and marine science sufficient to coordinate and deliver programs and activities about a broad range of ocean topics to multiple audiences (Masters in a marine science discipline, or equivalent in experience). The contractor is expected to have demonstrated knowledge of inquiry-centered science teaching and learning methods and current theory about the practice of museum education, including the development and delivery of informal education experiences to diverse audiences. The contractor must have experience delivering science activities and/or lessons, and skill in oral and written communication sufficient to develop and deliver high quality educational experiences to diverse audiences and to serve as an interface between the community and the Museum. The contractor must have the ability to organize information in order to participate in scheduling education programs and volunteers to help conduct the programs. The contractor must also have the ability to show initiative, creativity, and flexibility in a team-oriented environment that produces and delivers high-quality educational programming to public audiences. The contractor must have experience using word processing, calendar and

graphics/image software. The ability to work well as a part of a team, to support multiple projects at one time, and to negotiate diverse interests are of vital importance to the successful performance of this statement of work. The contractor is expected to be available for onsite collaboration at the National Museum of Natural History, Washington, DC approximately 40 hours per week, including some Saturdays and occasionally Sundays.

5. Scope and Timeframe

This contract will begin no later than May 19, 2014 and last for one year.

The nature of the deliverables demands that most of this work will be conducted onsite at the NMNH, in office and exhibit environments.

6. Contract amount

This contract is for the amount of \$67,600 for a period of one year.

7. PROPOSAL PREPARATION INSTRUCTIONS:

General. On or before 5:00 PM in the vendor's time zone on April 16, 2014, Offerors will be expected to provide a proposal via email to NMNHeducation@si.edu.

At the minimum, offerors need to demonstrate that they meet the acceptability standards for non-cost factors, including that they have the ability to perform the requirements in a timely manner.

Technical Proposal (Maximum 2 pages, not including resume)

The Technical Proposal shall address the Statement of Work and Deliverables sections outlined above; and shall contain sufficient quantitative and qualitative details to allow a complete and accurate evaluation from a strictly technical viewpoint. When preparing their technical proposals, Offerors should consider the evaluation criteria set forth below, against which the proposals will be evaluated.

a) Plan of Accomplishment

The offeror shall provide a brief narrative explanation of the method and/or approach to the content and work, and how they will ensure all work is completed on time.

b) Capability to Perform

The offeror shall specifically address capability and capacity to perform the work required for this project, considering its size, scope and schedule.

c) Experience

The offeror shall provide examples of specialized experience and demonstrated technical competence in performing similar work as requested herein, preferably completed within the last five years.

d) Resume

The offeror shall provide a resume, stating education and experience as it relates to this project.

Cost Proposal

Cost Proposals shall address pricing of the work as requested herein. The price proposals shall be all-inclusive.

The price to the Smithsonian Institution for this purchase order shall not exceed \$67,600. This price includes all costs.

Proposal Evaluation

Proposals shall be evaluated in accordance with the following criteria being applied to the information requested above:

“Plan of Accomplishment”, “Capability to Perform” and “Experience” shall be granted equal weight. All evaluation factors other than cost, when combined, are granted more weight than cost.

Award of a contract shall be made to the responsive, responsible offeror, whose combined cost and technical proposal is, in the opinion of the Contracting Officer, determined to be the most advantageous and in the best interest of the Smithsonian Institution.

Inquiries

Inquiries regarding this Request for Proposal should be directed via email to NMNHeducation@si.edu.

Interviews

It is the intention of the Smithsonian to interview a select group of responsive offerors; however, it is possible that interviews may not occur. Consequently, it is important that all responses to this request be complete and include all necessary information.

Submission of Proposals

The Smithsonian reserves the right to reject any or all proposals received in response to this request, and to negotiate separately with any offeror when such action shall be considered by the Contracting Officer to be in the best interest of the Smithsonian. After limited negotiations or based solely on initial offers received, notice will be provided indicating that an award may be made. It is therefore emphasized that all proposals should be submitted initially on the most favorable terms that the offeror can submit. Written proposals must be received 5:00 PM in the offeror’s time zone, on April 16, 2014.

Disposition of Proposals

All information submitted in response to this Request for Proposal shall become the property of the Smithsonian and shall not be returned.

End.