



STATEMENT OF WORK March 14, 2023

North Star Program: Content Development and Program Facilitator Services (NMAAHC Digital Learning) Education Department National Museum of African American History and Culture, Smithsonian Institution

PROJECT SUMMARY:

The Smithsonian's National Museum of African American History and Culture (NMAAHC) seeks a Contractor to work with the Teaching and Learning Unit team to provide content development and support for the NMAAHC Digital Learning North Star Program. The Contractor shall be primarily responsible for developing content to support the outreach effort for the North Star program. This will include creating digital resources and participating in virtual and in person programs.

SCOPE OF WORK

North Star Program: Content Development and Program Facilitation Services

The Teaching and Learning Unit is seeking a contractor to serve as a content developer responsible for the creating a special set of digital resources, inclusive of historical content, image and object selection and pedagogical strategies such as thinking routines and discussion questions. These resources will be primarily hosted on the Smithsonian Learning Lab platform.

The goal is the creation of a set of digital resources that will highlight stories and collections related to African Americans, upon which to create and disseminate engaging curriculum connections. The Project Coordinator will assist in the following tasks:

- Creation of digital learning resources for students and teachers
- Research into African American-related collections objects and narratives within the vast Smithsonian holdings
- Virtual program series offered to classroom educators everywhere

WORK LOCATION/FACILITIES/PERFORMANCE SERVICE HOURS

The contractors shall conduct preparatory work primarily at their home or office. The contractor shall meet with NMAAHC Education staff via phone or web for meetings as required. The contractor shall be virtually present for the virtual professional development workshop, as needed.

1,824 hours is the up to maximum "not to exceed" service hours permitted and required for an estimated 8-month period of performance.



Payments will be multi-payment based upon receipt of a monthly invoice and acceptance of all work as required according to the agreed upon deliverables schedule as confirmed and discussed.

SPECIFIC TASK DELIVERABLES

The contractor shall provide the necessary labor to develop content and support the outreach plan for the NMAAHC Digital Learning initiative as outlined here:

ADMINISTRATIVE/COMMUNICATION

- The contractor(s) will work collaboratively with members of the Education department, the Director of Education, and other staff and digital learning team members as needed.
- The contractor(s) will participate in meetings via phone or video with NMAAHC Education staff to discuss workshop development, progress, and direction.
- The contractor(s) shall communicate and respond to the NMAAHC education staff in a timely manner.
- The contractor will utilize a collaborative system such as Smartsheet, shared file, etc. to help track the curricula materials created.
- The contractor will work collaboratively with other contractors, especially the Project Content Coordinator and others.

CONTENT DEVELOPMENT

- Create resources with historical learning standards in mind from sources such as Common Core, Habits of the Mind, NCSS standards and other standards as determined.
- Draft, edit and finalize at least three (3) Learning Lab activities or other comparable resource. Themes will be chosen by NMAAHC staff and the Project Content Coordinator.
- Ensure that digital resources elevate museum narratives and collections while including best practices and helpful pedagogic strategies for teachers
- Ensure that resources are professional and presentable: few to no typos, factual errors or other publication–type mistakes
- In conjunction with NMAAHC digital learning initiative team, source, authenticate, and secure the non-SI resources such as images, websites, documents.

PROFESSIONAL DEVELOPMENT SUPPORT

- The contractor(s), alongside NMAAHC Education staff, will support the facilitation of at least 4 virtual workshops and/or in-person programs as determined in consultation with the COTR.



- The contractor(s) shall agree to have their likeness recorded and used in perpetuity by the Smithsonian Institution.
- The contractor(s) shall work collaboratively with members of the Education department, the Director of Education, and other staff members as needed.

FINAL FILES AND DELIVERABLES

- The incumbent will create learning materials for the Smithsonian Learning Lab platform for the Digital Learning Initiatives program
- The incumbent will facilitate research into African American-related collections objects and narratives with connections to the vast Smithsonian holdings.
- At the direction of the COTR, the incumbent may support the development of experiential professional development opportunities around the DLI program. Programs will be conducted virtually or in-person for educators or possibly recorded.
- At the direction of the COTR, the incumbent will participate in creating and editing learning materials for both student and teacher audience including but not limited to, teacher training strategies; workshop materials, online tutorials, webinars, or other formats that demonstrate best teaching practices in history education.