REQUEST FOR PROPOSAL
STATEMENT OF WORK
Impact Evaluation Services

SCOPE OF WORK

The contractor shall provide professional, technical, non-personal evaluation and project management services in a manner consistent with the Center for Folklife and Cultural Heritage’s (CFCH) current strategic goals and the mission, vision, and values of the Smithsonian Institution (SI).

The purpose of this contract is to support CFCH’s Cultural Sustainability team to evaluate the impact of its projects. Contracted services relate to impact evaluation services during proposal development, project design and start up, management, and ongoing implementation. The contractor shall work with CFCH staff and our project partners in the United States and around the world.

STATEMENT OF WORK

Contractor shall provide impact evaluation services for CFCH cultural sustainability projects. Utilizing an Impact Evaluation Framework, the contractor shall meet with CFCH proposal and/or project teams to review proposals and/or project descriptions, draft project-specific results frameworks, identify indicators, and create evaluation plans and survey tools. The contractor shall also support CFCH staff and partners to carry out impact evaluation work by providing trainings and advising staff as they carry out evaluation activities. Examples attached.

Contractor’s duties are as follows:

Contractor shall:

- Participate in CFCH annual work planning sessions to identify specific impact evaluation planning activities and schedule for FY2022.
- Work with CFCH staff and partners to create impact result frameworks, indicators, evaluation plans, and survey tools for up to 12 small cultural sustainability projects (each project is typically a 1- to 2-year scope).
- Work with CFCH staff and partners to create impact result frameworks for up to 2 large cultural sustainability project proposals (Typically a 3- to 5-year scope).
- Train 3-4 CFCH staff and partners for each project to carry out impact evaluation plans.
- Review and edit draft impact reports.
DELIVERABLES

Task 1: Work Plan

The contractor will develop a detailed work plan based on the Statement of Work. The work plan will include evaluation goals, a schedule of tasks and delivery dates, evaluation goals, evaluation methodologies, and a sampling plan. This plan must be approved in writing by the Smithsonian Institution.

Task 2: Impact Analysis

The contractor will analyze the data collected from previous tasks to develop estimated impact at the program and measure levels. Contractor will provide these estimates by comparing values to the sources, data collected from site visits, desk review, customer interview, and the “best practices” methods. Contract will provide an estimation of program for small cultural sustainability projects framework, evaluation plan, and draft survey tools.

Task 3: Assessment of Ongoing Monitoring and Evaluation Approach & Metrics

The contractor will review existing evaluation instruments and data collection tools (project status tracking spreadsheet, follow-up meetings, post-assessment surveys and for tracking) to identify priority information needs and data gaps. Contractor will establish measures or performance target/benchmark to help us effectively monitor our own progress.

Example of impact Evaluation Framework with training materials (curricula, slides, and any related materials) per project will be assessed and supplied.

Task 4: Reporting

The contractor will be required to provide to the Smithsonian point of contact bi-weekly status reports detailing progress toward completion and any obstacles encountered. These status reports will be due by the 1st and 15th of each month and will include an updated schedule of future activities. The contractor will provide a draft final report to the Smithsonian Institution point of contact upon completion of all tasks. This draft will be reviewed by the Smithsonian and comments will be provided to contractor for clarification as necessary. The contractor will provide to the Smithsonian Institution point of contact, the final version of the report. Graphs, tables, and Excel spreadsheets are recommended for information not easily conveyed in narrative form. The draft and final report is required to contain, at a minimum, sections containing an executive summary, evaluation methodologies, and findings and conclusions.
ACCEPTANCE CRITERIA FOR WORK COMPLETED

The services will be completed to the specifications and approval of Halle Butvin, Director of Special Projects at CFCH.

PERIOD OF PERFORMANCE

All work under this contract shall begin July 1, 2021 and be completed by September 30, 2022. We expect this project will require approximately 125 days of work between July 1, 2021 and September 30, 2022.

PLACE OF PERFORMANCE

The contractor will work remotely with weekly online or phone meetings with the CFCH team. Contractor is responsible for their own equipment and work environment.

TRAVEL

May require international travel, passport required. Contractor is responsible for travel arrangements. Reimbursement will only be given with proper approval and receipts. Proper COVID-19 and SI guidelines must be followed.

PAYMENT SCHEDULE

Payments shall be made upon completion and acceptance of all work as required and receipt of proper invoices every month for the duration of the contract period. Contractor must track hours worked weekly to submit with their invoice monthly.

BACKGROUND

At the Center for Folklife and Cultural Heritage, we acknowledge a significant and accelerating decline in cultural vitality. While globalization connects us in new ways, it also threatens the world’s cultural diversity. Social, economic and political forces—like urbanization, oppression, war, genocide, climate change, and mass production of culture—pressure traditional cultures to assimilate. In the face of these challenges, communities persist in preserving and practicing their living cultural heritage. Our Cultural Sustainability program works with communities to bolster these efforts.

Program URL: https://folklife.si.edu/cultural-sustainability
Program Goals

- Understand and mitigate threats to cultural sustainability
- Scale our impact through partnerships, convenings, and thought leadership
- Transform public understanding about cultural diversity

Guiding Principles

- We ensure that all projects are community-based and built through local partnerships
- We are committed to multi-generational engagement
- We strive to identify locally appropriate solutions
- We evaluate all activities for impact
- We apply adaptive management, continually learning from evaluations of our work

The Cultural Sustainability program implements projects under three key initiatives: Language Vitality, Indigenous Media and Cultural Industries.

Interested applicants and companies are invited to submit a proposal, including hourly rate, work plan, impact evaluation example, and payment schedule, for consideration. Proposals will be accepted until June 14, 2021. Please submit to Claudia Foronda at ForondaC@si.edu.

Individuals and companies that want to do business with U.S. government agencies, including the Smithsonian Institution, are required to maintain active and valid registrations in the System for Award Management (SAM). Registration with SAM is free and best accomplished via www.sam.gov.

Before you begin SAM registration, you will be required to obtain a DUNS number from Dun & Bradstreet (D&B). Access to D&B is available from the SAM website or at the company website, www.dandb.com. DUNS numbers are free when you indicate the number is needed to complete registration for U.S. government contract and grant awards.

Please note: Both the SAM and D&B websites include advertisements for private businesses offering registration assistance and other services for a fee. The utilization of such businesses is at your discretion and any fees paid are not reimbursable by the Smithsonian.