

## Rochester Museum & Science Center

**Request for Qualifications (RFQ) -**  
***INSPIRING WOMEN EXHIBITION:***  
*Celebrating regional women who changed our world*  
*September 3, 2019*

### Seeking Diversity & Inclusion Consultants to support exhibition planning and development

Release Date: September 3, 2019

Response Deadline: September 23, 2019

Help us improve! Please provide feedback about the RFQ process and referrals to the Project Manager contact below:

Kathryn Murano Santos  
Senior Director, Collections and Exhibitions  
Rochester Museum & Science Center  
657 East Avenue  
Rochester, NY 14607  
kmurano@rmsc.org  
585.697.1929

## Section 1 – Invitation to Participate

### 1.1 Purpose and Objective

The Rochester Museum & Science Center (RMSC) is soliciting qualifications for Diversity and Inclusion Consultants (“the Consultants”) to assist with the planning and development of the *Inspiring Women* (working title) exhibition marking the centennial of the 19<sup>th</sup> Amendment to the United States Constitution granting women the right to vote.

This large-scale exhibition (approximately 5,500 square feet) featuring authentic objects from the RMSC’s vast collection, and hands-on opportunities to walk in the steps of regional change-makers, aims to empower, enlighten and embolden visitors of all backgrounds to envision and create a better society through the inspiring stories of historic and contemporary women trailblazers representing western New York.

The RMSC’s objective is to partner with three (3) individuals or organizations with demonstrated cultural competence in African American, Latina, or Haudenosaunee communities to ensure authentic voice in the interpretation of stories that present the experiences of individuals and groups from these communities. Following the established convention for this community-curated exhibition process, RMSC staff will share authority for decision-making as it relates to exhibit content and presentation with the Consultants. Prospective Respondents must offer a proposal that will meet the scope of services, qualifications, and description of work activities identified in this Request for Qualifications (RFQ).

The Consultants will:

- 1) work closely and collaboratively with RMSC staff and community co-curators in selecting a diverse and inclusive field of women to be featured in the exhibit. The project team anticipates that the exhibition will feature between three to ten (3-10) stories of individual women and/or women’s groups/movements from each of the African American, Latina, and Haudenosaunee communities.
- 2) research and develop exhibit content that tells the stories of featured women from African American, Latina, and Haudenosaunee communities in an engaging and interactive style. With a relatively small staff, the RMSC needs outside assistance and expertise to present the stories of women from these communities with an authentic voice.

The RMSC’s objective is to enter into one-year agreements with the selected Consultants.

## 1.2. Project Manager

The Project Manager, identified below, is the sole point of contact regarding this RFQ from the date of issuance until the selection of the successful Respondents.

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## 1.3. Timeline

The schedule of events for this RFQ is anticipated to proceed as follows:

Date	Project Milestone
September 3, 2019	RMSC releases RFQ
September 23, 2019	Respondent proposals due to RMSC
September 30, 2019	RMSC and community partner selection committee completes review and decision making process
October 1, 2019	RMSC notifies selected Consultants and initiates work on agreements
October 1, 2019	Project begins
September 30, 2020	Project complete

## Section 2 – Scope of Work

### 2.1 Background

The RMSC is committed to achieving institutional equity and making educational resources accessible to all through greater diversity and inclusion in all of its exhibitions, programming, staff, and community partnerships. The RMSC and more than 15 community partners who are co-curating the *Inspiring Women* exhibition recognize the vital importance of featuring women from **all backgrounds**, and particularly women from communities whose stories have often remained untold. It is critical that all visitors to the exhibit encounter people who are like them through dimensions of identity including race, ethnicity, nationality, gender, sexual orientation, age, religion, socioeconomic background, profession, and ability. The RMSC also recognizes that with a relatively small staff, outside assistance and expertise is needed to present the stories of women from under represented communities with an authentic voice.

## 2.2 Responsibilities and Scope of Work

Task 1: Participate in meetings of the *Inspiring Women* project team either onsite or remotely. Review and provide input on exhibit planning and development documents and decision-making including final selection of stories to be featured.

*Estimated number of hours: 40 hours*

Task 2: Research and document stories of featured women from the African American, Latina, or Haudenosaunee communities as agreed upon in collaboration with *Inspiring Women* project team.

*Estimated number of hours: 140 hours*

Task 3: Develop exhibit content including exhibit experiences, object and graphic selections, narratives, and label copy in collaboration with the *Inspiring Women* project team.

*Estimated number of hours: 100 hours*

Task 4: Review and advise on promotional and program plans and materials for the *Inspiring Women* exhibition, especially as they relate to the inclusion of African American, Latina, or Haudenosaunee communities. This work will be done in collaboration with the *Inspiring Women* project team and RMSC's communications department.

*Estimated number of hours: 15 hours*

Task 5: Complete final report that evaluates the project experience and outcomes, makes suggestions for process improvement, and includes observations and recommendations to further equity, diversity, and inclusion initiatives at the RMSC.

*Estimated number of hours: 5 hours*

*Total commitment over one-year project period = 300 hours*

## Section 3 – Specific Proposal Requirements

### 3.1 Submission of Respondent's Proposal

- To be considered, Respondents must submit a complete written response to this RFQ and provide all the requested information outlined in 3.2 below.
- Proposals should be presented simply and provide a straightforward and concise description of the Respondent's qualifications to complete the

scope of work. Bulleted responses are acceptable. Expensive bindings, color displays, promotional materials, etc. are not necessary or desired.

- Sealed proposals must be received by the Project Manager at the address listed in Section 1.2 on or before 5:00 PM on September 23, 2019. Alternatively, submissions may be transmitted electronically to [kmurano@rmsc.org](mailto:kmurano@rmsc.org).
- A confirmation of receipt will be issued by RMSC. The decision will be made and communicated to successful Respondents by Oct, 1, 2019 with public announcement to follow. Please no inquiries or follow up communication regarding status of the review process.

### 3.2 Organization and Content of Proposal

This section outlines the information that must be included in your response. Please respond with your information in the same order as the items in the section.

- Transmittal Letter. Include a letter of transmittal not exceeding one (1) page that summarizes key points of the proposal to confirm your understanding and interest in the project. The letter should also include a phone number, email, and mailing address for the primary contact person.
- Organization Information. If the Respondent is an incorporated organization, such as a 501(c)(3), provide key information including year the organization was founded, ownership, board of directors membership, staff listing, and annual operating budget.
- Qualifications. Describe the Respondent's background and expertise related to women's studies, women's history, feminist anthropology, or related field (Note: preference observed for a New York State focus).
- Experience. Describe the Respondent's demonstrated achievement in research, writing, and exhibit development for diverse general public audiences. Highlight relevant experience in the creation of exhibit experiences, narratives, label copy, graphics, and object selection and interpretation. Experience may include accomplishments in an academic, institutional, government, or community setting.
- Cultural Competence: Describe the Respondent's demonstration of cultural competence, expertise, and network of connections in the African American, Latina, and/or Haudenosaunee communities.

- F. Collaborative Skills: Describe the Respondent's experience and abilities to work and communicate collaboratively with institutions, subject matter experts, community partners, and the general public.
- G. Cost Proposal: Affirm the Respondent's commitment to provide the scope of services listed in Section 2.2 between October 2019 – September 2020 for a project rate of \$15,000. (**Note**: hours devoted to each project component can be allocated flexibly in coordination with the Project Manager to ensure equity of work between Consultants depending on final story selection.)
- H. References: Respondents are required to provide contact information for three (3) references with whom they have worked on related projects. Please indicate project titles and dates.

### 3.3. Method of Evaluation

Diverse participants from the *Inspiring Women* project team comprised of RMSC staff and community partners will form the evaluation committee for this RFQ. It will be the responsibility of the evaluation committee to consider all properly prepared and submitted proposals for the RFQ and make selections of the individuals or organizations best able to provide the requested services. Responses to this RFQ will be evaluated according to criteria that the evaluation committee deems pertinent to these services, which will include, but may not be limited to, the following:

- Qualifications
- Experience
- Cultural Competence
- Collaborative Skills
- Cost Proposal
- References

## Section 4 - General Information for the Respondent

### 4.1. Reservation of Rights

The RMSC reserves the right to make selections based solely on the proposals or negotiate further with one or more Respondents. The Respondents selected will be chosen on the basis of greatest benefit to the RMSC according to the intent stated in this RFQ as determined by the evaluation committee.

The RMSC reserves the right to negotiate contracts with the selected Respondents.

The RMSC reserves the right to award a contract to more than one (1) Respondent.

The RMSC is not committed, by virtue of this solicitation, to award a contract, or to procure or contract for services.

#### **4.2. Acceptance of Proposal Content**

The contents of the proposals of the successful Respondents may become contractual obligations, should a contract ensue. Failure of a respondent to accept these obligations may result in a cancellation of the award.

#### **4.3. Property Rights**

The Respondent shall have no rights in or ownership of the work or products created under a contract resulting from a response to this RFQ.

#### **4.4. Contract Payment**

Actual terms of payment will be the result of agreements reached between the RMSC and the Respondents selected. The RMSC is not liable for any costs incurred by the Respondent prior to the effective date of the contract.

### **Section 5 – Appendices**

5.1 *Inspiring Women* Concept Paper (draft) – see attached

5.2 *Inspiring Women* Featured Story Selection Criteria (draft) – see attached



## Appendix 5.1: *Inspiring Women* Exhibit Concept Paper

### RMSC DRAFT 7/21/19, KMS Internal Planning Document - FOR DISCUSSION ONLY

#### Opportunity

#### **“Celebrate and learn from local women who changed the world”**

The year 2020 marks the centennial of the 19th Amendment, which granted women in the United States the right to vote. One hundred years after that momentous triumph, however, women still experience dramatic inequity in American society. Women experience gender bias across almost all arenas in their professional and personal lives. Women continue to receive less pay than men for doing the same work. They are more likely than men to live below the poverty line and to experience sexual and domestic violence. They are underrepresented in STEM fields, academia, and in corporate and government leadership. There is still a lot of work to be done.

The ~5500 sq. ft. exhibit *Inspiring Women* (working title) will open in October 2020 in the Riedman Gallery at RMSC. This exhibit will inspire and empower people of all backgrounds to create a better society through access to regional stories of technological and social innovators who are like them. *Inspiring Women* will celebrate historical and contemporary women visionaries, trailblazers, inventors, social innovators, and entrepreneurs in western New York. It will give visitors new access to insights from the past, foment gender equity in the present, and inspire innovators of the future to continue to work towards social change.

*Inspiring Women* will be organized around five primary content areas: Inspiring Change, Organizing for Change, Campaigning for Change, Inventing Change, and Enterprising Change.

- *Inspiring Change* will celebrate women whose life and work have served as key models for others. This content area will highlight the indigenous people of this region—the Haudenosaunee—whose model for gender equity was an inspiration to American suffragists and whose balanced roles and responsibilities between men and women continue to inform Haudenosaunee cultural norms and values today. This content area will also feature women who were pioneers in their fields, such as Mercedes Vazquez-Simmons, the first Latina to gain national recognition as a boxing promoter for both male and female boxers, and Ethel Gabriel, the

- Grammy-Award winning record producer and first woman A&R producer in the industry.
- *Organizing for Change* will invite visitors into the region's rich history of social innovation. This content area will focus on the Finger Lakes Region's significant role in both the abolition and women's suffrage movements, as well as feature influential religious and thought leaders. This content area will highlight key players visitors may already be familiar with—such as Harriet Tubman, Susan B. Anthony, and Elizabeth Cady Stanton—in a new light through RMSC's signature hybrid learning model and the incorporation of the museum's rich collection. It will also highlight lesser-known stories of game-changing women such as Antoinette Brown Blackwell, the first woman to be ordained as a Protestant minister; Mary Anthony, the first Rochester principal to be paid the same wage as her male counterparts; Mary Edwards Walker, a renowned surgeon, spy, and abolitionist who is also the only women ever to have received a Medal of Honor; Hester Jeffrey, an African American suffragist who worked to create opportunities for black women in culture, education, and political activism; and Michelle Schenandoah, whose *Rematriation Magazine* has created a multimedia platform by, for, and about Indigenous women.
  - *Campaigning for Change* will focus on influential political and military leaders past and present, including women such as union organizer Carmen Lucia; Major General Mary E. Clarke, director of the Women's Army Corps and the first woman to attain the rank of major general in the US Army; Belva Ann Lockwood, the first woman attorney to practice before the Supreme Court; Constance Mitchell, who was elected to the Monroe County Legislature in 1961, the highest office held by any African American woman in the U.S. at the time; Louise Slaughter, who represented Upstate NY in the United States Congress for over three decades; and Mayor Lovely Warren, Rochester's first woman Mayor.
  - *Inventing Change* will focus on groundbreaking inventors, scientists, and engineers such as Georgena Terry, the inventor of bicycles specially designed for women that allowed them greater access to transportation and employment opportunities; Blanche Stuart Scott, the first American woman aviator; NASA astronaut Pamela Melroy; Esther Conwell, a pioneering chemist and physicist; and Donna Strickland, winner of the 2018 Nobel Prize in Physics, and only the third woman to ever receive the award.
  - *Enterprising Change* will focus on trailblazing entrepreneurs and non-profit founders that changed the landscape of business and philanthropy in the region. These will include Martha Matilda Harper, the pioneer of

retail franchising who built an international hair and skin care brand while empowering women to gain economic independence; Kate Gleason, prominent engineer and philanthropist; and Nancy Woodhull, a founding editor of USA Today.

### **Vision**

To inspire and empower people of all backgrounds to create a better society through access to regional stories of technological and social innovators who are like them.

### **Big Idea**

Actions of area women from diverse backgrounds who innovate, create, organize, and lead in transformative ways will influence, challenge, inspire, and empower us to shape a better future.

### **Target Audience**

- Families with children ages 5-12
- Women and girls for whom access to role models with which they can identify are crucial

### **Visitor Outcomes**

Foster an inter-generational community of problem solvers, activists, and innovators who understand the lessons of the past, the challenges of the present, and their responsibility for the future by:

1. crafting compelling, authentic narratives that invite visitors to see themselves represented by, identify with, and take pride in a diverse cohort of local innovators, past and present;
2. exciting visitors, particularly young women, about their futures through groundbreaking immersive and role-playing experiences, object displays, and science/technology interactives and demonstrations; and
3. encouraging visitors to identify skills that can be used to address real-life problems and relate those skills to their passions.

## Appendix 5.2: Inspiring Women Featured Story Selection Criteria

The subject has regional connections (circle one)			
Subject spent some time in the region	Subject spent significant time in the region (e.g. for high school, college, or a job)	Subject's life and work is intrinsically tied to this region	
The subject's contribution(s) have had a significant impact on her community, region, nation, or globe (circle all that apply)			
Community	Region	Nation/Globe	
The subject has made contributions that have social and/or technological impact (circle all that apply)			
Represents an early-adopter	Contributed to social change	Contributed to technological implementation/discovery	
A strong visitor experience can be developed relating the story (circle all that apply)			
RMSC can acquire through loan collections items that connect to the story	RMSC has collections items that connect to the story	There is an interactive experience RMSC can build to interpret the story	There is an immersive experience RMSC can build to interpret the story
The subject's story is... (circle one)			
Lesser-known and not often shared with the general public	Not well-known and rarely shared with the general public		
The subject has the characteristics of a change agent: clear vision, patient yet persistent, asks tough questions, knowledgeable and leads by example, strong relationships built on trust (circle one)			
meets 1-2 characteristics	meets 3-4 characteristics	meets all 5 characteristics	
Beyond being female, the subject represent a segment of the population not often represented as a visionary, trailblazer, inventor, scientist, social innovator, or entrepreneur.			
Yes			