

RFP N00025658C

**Rubin Observatory Education and Public Outreach (EPO) Program
Evaluation**

QUESTIONS AND ANSWERS

March 17, 2023

What kinds of data collection are you hoping to do with Chilean audiences? Will they be part of the “general public” you want to involve as website users, etc? Will they take part in the classroom investigations?

Our classroom investigations were designed specifically to be used in Chile as well as the US, so yes, we’ll be looking to collect data from Chilean teachers. We’ve already started to do so with webinars, professional development opportunities conducted for Chilean and other international audiences.

As for evaluating a public audience in Chile, we’re open to suggestions and direction on this. Currently we are creating our “public audience” products primarily for a US audience (a product of the fact that most of our team is US-based), but translating them into Chilean Spanish, being mindful of not using exclusionary references, etc. We know there is room for improvement in this area, and we hope our evaluation efforts can help identify potential areas for growth.

Are you hoping for a 50/50 split in representation from English-speaking and Spanish-speaking audiences, or are you comfortable with Spanish-speaking audiences representing a smaller percentage? (We frequently recruit Spanish-speaking participants, but usually see lower participation rates.)

We don’t expect a 50/50 split in representation from English and Spanish-speaking audiences at this time.

Do you already have a sense of your goals for your various outreach/educational programs, or would we be helping you solidify the types of impacts you are trying to see?

We have a clear sense of our program goals, but need guidance organizing, prioritizing, and putting them into a logic model or similar. In general, our evaluation efforts with our formal education components are more developed than the rest of our program.

What capacity do you have for evaluation beyond this 2-year RFP? We will want to make sure to design an evaluation plan that is sustainable for your organization, whether it will be conducted by internal staff or through external contracts.

Rubin Observatory will conduct a 10-year astronomy survey beginning in late 2024. The Rubin Education and Public Outreach program is expected to be fully funded for the duration of the survey, and we anticipate that our evaluation budget will be renewed every two years. Although we can't anticipate every circumstance, our team culture includes a commitment to substantive evaluation of our program.

How are citizen science PIs involved as participants in your programs? Is it primarily as users of the project-builder tool to be launched on Zooniverse, or will they be involved in other ways as well?

Citizen science PIs will primarily be users of the project-builder tool, and we plan to provide support and promotion of their programs through our communication channels. We are currently seeking input from PIs in the larger Rubin community as we develop this part of the program.

If awarded, would you be willing to share the formative report on the classroom investigations with us to help us better understand what your team has already done? This will help us build a more strategic plan.

Yes, we are happy to share any resource that will help in this process.