



Request for Proposals: Evaluation and Communications Consultant for eeBLUE Ocean Acidification Education and Outreach Mini-Grants Program

Deadline: November 20, 2026

Introduction

[The North American Association for Environmental Education \(NAAEE\)](#) is seeking an external evaluator for the [eeBLUE Ocean Acidification Education and Outreach Mini-Grants Program](#) to assess project implementation and program outcomes and to communicate the assessments and findings to various audiences. This program will provide small grants to six [Coastal Ecosystem Learning Centers \(CELC\)](#) member institutions for projects integrating ocean and coastal acidification (OA) into their institutions' education and outreach efforts.

This Request for Proposals (RFP) outlines the background of the eeBLUE program, the brand-new [Ocean Acidification Education and Outreach Mini-Grants Program](#), the program's draft intended outcomes, expected deliverables from the evaluator, and proposal instructions.

Background

The [North American Association for Environmental Education \(NAAEE\)](#) is pleased to offer organizations the opportunity to apply for the Evaluation and Communications Consultant for the [eeBLUE Ocean Acidification Education and Outreach Mini-Grants Program](#). Through this mini-grants program, NAAEE supports CELC institutions that share the mutual OA literacy goals of the National Oceanic and Atmospheric Administration's (NOAA) Office of Education and [the Ocean Acidification Program \(OAP\)](#), as outlined in the [2025–2045 NOAA Education Strategic Plan](#) and [the NOAA Ocean Acidification Education Implementation Plan](#). These mini-grants will fund projects that:

- Increase literacy in OA among students, stakeholders, rights-holders, and the public;

- Build the capacity of the CELC Network to offer high-quality programming in informal and formal settings by matching OA communication needs with existing research; and
- Develop creative approaches to public engagement that promote a culture valuing innovation, exploration, and community-relevant learning as a context for improving public OA literacy.

Successful mini-grant projects will use the unique education mission of the [eeBLUE partnership](#)—a collaboration between NAAEE and NOAA's [Office of Education](#)—as a context for community engagement and advancement of OA literacy.

OA literacy within a community builds on and supports the collective goals of environmental literacy. *Environmental literacy* is "the possession of knowledge and understanding of a wide range of environmental concepts, problems, and issues; cognitive and affective dispositions toward the environment; cognitive skills and abilities; and appropriate behavioral strategies to make sound and effective environmental decisions. It includes informed decision-making individually and collectively and a willingness to act on those decisions in personal and civic life to improve the well-being of other individuals, societies, and the global environment" (Hollweg et al. 2011; NOAA's [Community Resilience Education Theory of Change, 2020](#)). Projects should implement formal or nonformal educational opportunities that build the collective environmental literacy necessary for CELC organizations and communities to become more familiar with and understand OA-related environmental topics.

In addition to stewarding this grant program, NAAEE is working closely with NOAA's Office of Education to support a wide range of opportunities in outreach and education through the eeBLUE partnership program. Through this mini-grant opportunity, one of many collaborative [eeBLUE efforts](#), NAAEE is committed to leveraging NOAA and NAAEE resources to increase participants' understanding and stewardship of our oceans and coasts.

The 2026 eeBLUE Ocean Acidification Education and Outreach Mini-Grant projects are designed to:

- Increase OA literacy, including regional or local relevance to the general public or target audiences, and also increase reach;
- Draw from or incorporate NOAA data and best available information, relevant NOAA and other resources aiding decision-making, NAAEE assets, best practices for

environmental education and communicating ocean acidification, and/or activities that CELC members are experts in;

- Utilize best practices for engaging with the public on the complex topic of OA that avoid misconceptions and provide information and/or tools for informed decision-making;
- Create innovative and/or new approaches that increase OA literacy through CELC programming.

The total portfolio of funded projects will reach [three NOAA Fisheries regions](#) with all six projects formalizing partnerships between [CELC network members](#) and [the International Alliance to Combat Ocean Acidification](#) (OA Alliance). Mini-grant activities will focus on co-creation and delivery of essential education and outreach resources and programs to audiences served by CELC institutions.

Work Statement

This RFP is intended to identify an evaluator and communications consultant to assess the outcomes of this inaugural OA Education and Outreach Mini-Grants Program. Specifically, we seek an evaluator and communications consultant who can synthesize and then disseminate information reported by grantees about project implementation and program outcomes. Guiding questions include:

- What can the information grantees report about project implementation and results tell us about program outcomes? Were projects successfully implemented? What outcomes were reported by projects?
- How can the information reported by grantees about project outcomes be synthesized into best practices for OA education and outreach? What best practices for OA education and outreach can be identified based on the projects' reported outcomes?
- Did this program increase OA literacy? Are people more likely to take action? To what extent did projects contribute to participants' OA literacy and willingness to take action to address OA?

The evaluation findings will be used to develop best practices, lessons learned, and a grantee-developed resource collection for the field. These will focus on promising strategies for inspiring and engaging diverse audiences through OA education and outreach. The consultant is expected to present this work at at least one conference.

The total amount available for this RFP is **\$20,000**, including travel expenses for at least one conference.

Intended Outcomes

Through this RFP, a consultant will be selected to work collaboratively with NAAEE and NOAA to assess mini-grant program outcomes in the community of project grantees, assessing what the grantees' final reports can tell us about best practices and lessons learned. We will also request that the consultant develop (1) a program logic model, (2) identify program strengths, and (3) recommendations for changes or improvements to future implementation. The consultant will also support OA Mini-Grants Program wrap-up activities, including a virtual grantee symposium in the summer of 2028 and a virtual resource collection of grantee deliverables. Below are more details and a timeline for consultant responsibilities, which will be refined in collaboration with the consultant.

Culturally Responsive Evaluation

[Culturally responsive evaluation](#) should be considered to ensure sensitivity to and inclusion of the diversity of cultures, backgrounds, and experiences of participating grantees and their communities.

Responsibilities of the Consultant Include:

- Participation in a kick-off meeting with key NAAEE and NOAA staff to review program activities, goals, and objectives, discuss the grantee final report template, answer any questions, and plan for a detailed timeline.
- Participation in bimonthly coordination calls with NAAEE and NOAA staff.
- Development of a final evaluation report in an accessible, final design format that assesses the program's implementation and intended outcomes.
- Communication and engagement with grantees as needed to develop a final evaluation report that assesses the program's implementation and intended outcomes.
- Creation of a program logic model to guide future iterations of this program.
- Presentation of findings to NAAEE program team and partners (NOAA, mini-grant partners, etc.).
- Presentation of findings at one national conference. Work with the eeBLUE Team to facilitate a dynamic presentation alongside a panel of grantees.
- Attend and provide logistical support for grantee end-of-project symposium.

- Reference and use the 2027—2028 Coastal Chronicles bimonthly grantee blog series posted on the NAAEE website to learn more about the grantees and their projects. Photos from this blog series can be used in the final report or other communications tools created. ([Sample blog series.](#))
- Inclusion of resource collection, created with grantee deliverables (curricula, educational videos, exhibit designs, and best practices) and hosted on NAAEE and NOAA web pages, in a final evaluation report.
- Preparation of digital media communications (web content, social media posts, etc.) to promote the grantee symposium and resource collection.

Evaluation Timeline

Milestone	Due Date*
Mini-Grants begins	October 1, 2026
Consultant selected	January 31, 2026
Kickoff meeting	Within two weeks of the consultant selection
Final report data collection ends (implemented by NAAEE and NOAA)	September 30, 2028
Assistance with virtual grantee symposium	August–September, 2028
Attendance at virtual grantee symposium	August 2028
Submission of draft cumulative evaluation report	November 2028
Final cumulative evaluation report and summary presentation	No later than December 15, 2028
Presentation at a conference	TBD, 2029, or Early 2030

Submitting Your Proposal

Applicants should review the following [eeBLUE Aquaculture Literacy Mini-Grant Program RFP](#) when preparing their proposal.

Proposal instructions: Proposals should include a 2-page CV/resume, including your relevant experience and skills. Proposals should also include a maximum 3-page scope of work outlining how you would achieve the intended outcomes of this RFP and successfully manage the responsibilities of the role. This information should be provided in the format of a polished **final program evaluation report** to offer an example of what a final product from the consultant might look like. The proposal should include a proposed budget. It should also include at least **two** references for similar projects you or your organization produced. Please include references who speak to end product satisfaction and project management experience (1-page limit per reference).

The total maximum pages permitted for this proposal is 8 pages, and it includes a 2-page CV/resume (including your relevant skills and experience), 3-page scope of work, 1-page budget, and 2 1-page references.

Please submit proposals by **11:59 PM ET on November 20, 2026**, to eeBLUE@naaee.org.

Proposals will be evaluated based on experience, proposal, and proposed budget. (On a 100-point scale, 50 points would be allocated for the proposal, 30 points for experience, and 20 points for the proposed budget.) Each submission will be evaluated for how well the proposal meets the project's goals and the goals of the eeBLUE program.

Additional Resources

- [NOAA Ocean Acidification Program](#) (OAP)
- [NOAA OAP One-pager](#)
- [NOAA OAP Education & Outreach](#)
- [NOAA OAP Education & Outreach mini-grant projects](#)
- [2025–2045 NOAA Education Strategic Plan](#)
- [NOAA Ocean Acidification Education Implementation Plan](#)
- [Coastal Ecosystems Learning Centers \(CELC\) One-Pager](#)
- [OA StoryMaps](#) (mini-grantees must use)
- [NOAA Fisheries' National and Regional Strategic Plans](#)

- [eeBLUE Aquaculture Literacy Mini-Grants 2025 Symposium](#)
- [NAAEE Resources Page](#)
- [NOAA's Sea to Sky Database](#)
- [NOAA in Your State and Territory](#)
- [Environmental Literacy Program's Resilience Assets](#)