



## *Civil War History* C O N S O R T I U M

### **Request for proposals CWHC interpretive consultant July 2008 – June 2009**

Building on previous front end planning completed, The Civil War History Consortium seeks an interpretive consultant to join the Consortium team in planning regional commemoration of the 150<sup>th</sup> anniversary of the Civil War. Objectives for this planning process include: Solidify programmatic focus for commemoration and CWHC partners; Establish a program plan for commemoration period, Establish objectives and outcomes for core Consortium programs, 2010-2015; Initiate and pursue partnerships outside CWHC membership and insure inclusive and strategic program planning.

To date the Consortium has undertaken significant front end planning and market research including an inventory of Civil War assets for the region and a market survey designed to test potential audiences and their interests. It is anticipated that the consultant will build upon and augment this planning. CWHC has identified 200 extant Civil War sites, almost 50 of which are visitor-ready or close to it, and more than 35 public programs to provide texture and context to Civil War offerings. Detailed consultant findings can be found at: <http://www.civilwarconsortium.org/news/2006/survey.html>. As a result, we have an inventory of resources and user-tested themes for a regional commemoration: 1. The Civil War as the first national test of the Constitution and the continued working out of the quest for freedom, and the civic engagements that test catalyzed; and 2. The African American struggle for freedom through participation in the Abolitionist movement, Underground Railroad, and military service during the Civil War. Recognizing the region's intimate involvement in the long-running struggle for freedom, we expect to connect the stories we tell in Philadelphia to existing historical resources under an overarching theme of the Civil War as the nineteenth-century unfolding of the continuing struggle for freedom with deep roots in the eighteenth century and the nation's founding.

#### **Specific activities for the consultancy include:**

- Outline key audiences and messages for commemoration
- Establish a concrete, coordinated, and integrated plan for the commemorative period including programs, tours, special events, exhibits for communicating those messages
- Pursue general community outreach to involve other partners in planning, including arts and community organizations and businesses
- Coordinate with "Our Civil War" efforts at the local level – Our Civil War is a **community-based outreach and program effort** designed to mine local sources and involve neighborhoods in the interpretation of local Civil War history. Neighborhood and other



community organizations, churches, community centers, historic sites, and others will collaborate with the Consortium members to interpret sites or stories in their community, including surviving and non-surviving sites such as UGRR sites, churches, cemeteries, armories, hospitals, and manufacturing sites

- Identify partner clusters for site interpretation and programmatic delivery, assessing capacities, and outlining roles and outcomes
- Convene working partner groups to plan: exhibition content and staggered exhibit scheduling, collaborative programming, education, public programs, coordinated site interpretations, and special events
- Work with CWHC director and marketing consultants to shape public relations messages and strategies
- Contribute to fundraising for commemorative effort, particularly through planning and contributions to grant proposals

**Anticipated deliverables will include:**

- Integrated and concrete plan for coordinating partner activities
- Programmatic schedule for the commemorative period
- Evaluation plan

**Timetable**

July 2008 – June 2009

**Proposals should include: a 1.** Detailed work plan for consultancy period, 2. Specific deliverables, 3. Breakdown of costs, 4. Credentials/resume, 5. Work samples, and 6. References. Materials should demonstrate an ability to work in an interdisciplinary environment with multiple partners who have varying capacities and institutional foci, experience with large-scale multi-year interpretive planning, and a capacity to balance the needs of multiple audiences. Experience or knowledge of Philadelphia/Pennsylvania history and heritage sector is a plus.

**Proposals** due by **May 16, 2008**. Submit proposals to Kim Sajet, Historical Society of Pennsylvania, 1300 Locust Street, Philadelphia, PA 19107. Inquiries to [ksajet@hsp.org](mailto:ksajet@hsp.org).. A Consortium planning committee will review proposals with aim of having someone on board by July 2008.