

# Graden Elementary School Yearbook & School Photography Request for Proposal 2020-2021



March 24, 2020

Graden Elementary School in the Park Hill School District is requesting your proposal for yearbook and school photography services for the 2020-2021 school year. The district shall have the sole option to renew the contract in one-year increments for a maximum total of four additional years (2021-2022, 2022-23, 2023-24 and 2024-25).

Proposals will be evaluated for:

- a. Cost of various picture package options and additional services that best meet the needs of the parents/guardians of our students.
- b. Commission to the school per package for fall and spring pictures.
- c. Ability of the company to provide quality service in support of a successful school picture program.
- d. Provide a secure online portal for parents/guardians to remit payments.

## **Portrait General Specifications**

- The successful bidder will prepare a package of pictures for each student who orders the pictures under a prepay plan only. A picture proof may be prepared with a code for online ordering for any student that did not prepay giving them a "second chance" to order photos.
- Picture packages must be kept at an attainable purchasing price ranging from \$8-\$32 for various sizes and a la carte.
- Pictures of each student will be produced for the yearbook and yearbook production and/or school record purposes. These pictures will be taken and produced regardless of the purchase of a picture package. They should be provided in JPEG format in color on a CD format or accessible online. The school and the district office should receive a copy of the CD. The pictures should be supported by the school's current student information system, Infinite Campus.
- The administrative assistant and school principal will be responsible for working with the photographers to coordinate the school's "Picture Day" schedule. For expedited service, the school requests three photographers for fall picture day.
- For the 2020-2021 school year, the school will contact the successful bidder after the bid is awarded by the Board of Education on June 25, 2020. For subsequent renewals, the photographer should contact the school to make arrangements by March 1 of the previous school year.
- The photography schedule will include one fall picture day, one fall picture retake day, one spring picture day and one 5<sup>th</sup> grade promotion picture day. Additionally, time to take club/activity group pictures for the yearbooks will be needed in January/February. At spring picture day. Class pictures will be in the form of a composite utilizing fall pictures. Everyone in the class will receive a printed class picture regardless of the purchase of a

photo package. All students will take spring pictures and a code will be given to families to purchase pictures. If parents/guardians are interested in ordering, they will need to do so following the same guidelines as fall picture day.

- One fifth grade promotion portfolio picture will be given to each fifth-grade student at no cost to them. Fifth grade parents/guardians will be given a proof to purchase additional pictures.
- Fall picture day may, at the discretion of the school, move to a registration date in August so that ID badges with barcodes, or something similar, can be created for each student. These ID badges will be created by the company and offered free of charge or at a minimal cost to be discussed at the time service may be needed.
- One retake day for fall pictures will be offered at no additional cost on a date agreed to by the school staff.
- Each staff member (teachers, counselors, administrators, cooks, and custodians) will have a photo taken and a package will be supplied to them at no cost to the school or the district.
- Picture packages will be delivered to the schools within four weeks from the dates students and faculty were photographed. CD's with all student pictures in JPEG format will be delivered within four weeks free of charge or uploaded to an online account within the same time period.
- The successful bidder will furnish fliers, posters and stickers to the school at least three weeks prior to the scheduled picture days. The school will distribute the materials by sending them home with students and promoted electronically.
- Administration will receive a strip of adhesive, perforated pictures in "thumb print" size after fall pictures for cumulative records with a minimum of four pictures per student. The bidder will print and separate the pictures by home room at no additional charge.

### **Yearbook General Specifications**

- Yearbooks will be developed by the vendor using the vendor's software. The vendor's software must be compatible with Infinite Campus and must have a "cloud" to store photos. It also must have a large enough cloud that parents/guardians and additional staff can share uploaded photos that can be used for the yearbook. The software must be user friendly and easy to work with.

Minimum Standards Include:

- A full-color cover selected by the school from a variety of designs provided by the vendor.
- Collage pages and autograph pages based on the number of classes photographed in the yearbook. Provide an explanation of the formula for determining the number of extra pages in the bid.
- Student photos in color only.
- A minimum of ten additional yearbooks for staff.
- The principal will be provided a notebook of all student photos.
- The successful bidder will furnish fliers, posters and stickers to the school. The school will distribute the materials by sending them home with students and promoted electronically. The vendor will communicate any and all deadlines effectively regarding the completion of the yearbook.

The school will be provided specialty items (i.e. a framed poster with all of the children's faces, a portrait of all school students, etc.) suitable for hanging in the school as memorabilia for the future. The item needs to be described in the bid. The school is looking for unique items that would showcase school spirit and pride among their students and staff.

In addition, the school would like the following items to be supplied throughout the school year without any additional cost to the school: visitor stickers for guests, calendars for all staff members and awards/certificates for students.

Park Hill School District reserves the right to terminate the award of this bid if, in their judgment, the successful bidder fails to give the necessary service and/or acceptable materials in any way during the time specified by this bid.

### **Bidding Instructions**

The RFP is also available on the Park Hill School District internet sight.

Please provide your cost per package and the commission offered per package purchased for school portraits.

Provide a sample elementary yearbook.

Provide a sample of a fifth grade promotion portfolio.

Provide a link with online access to yearbook software for school evaluation purposes.

Indicate extra services (choice of color background, touch-ups, etc.) offered for packages including costs associated with any extras.

You may describe any additional services and options provided by your studio.

Deadline for all proposals is noon, Friday, April 24, 2020. Please deliver to or mail one hard copy of your proposal and one PDF version on a jump drive to:

Park Hill School District  
Dr. Paul V. Kelly  
Business Office  
7703 NW Barry Road  
Kansas City, MO 64153

Please clearly mark your envelope YEARBOOK & SCHOOL PHOTOGRAPHY SERVICES PROPOSAL.

If you have any questions about the bid, please contact Krista Lindner at 816-359-4020.

**The District is not responsible for lateness or non-delivery by the U.S. Postal Service or by email to the District. The time and date recorded by the District shall be the official time of receipt. Late bids will not be considered. Park Hill School District is not responsible for non-delivery or non-receipt of electronic bids.**

