

# Hartland-Lakeside Jt. #3 School District

## Hartland, WI

### REQUEST FOR PROPOSAL SCHOOL PHOTOGRAPHER

#### PURPOSE

Hartland-Lakeside Jt. #3 School District requests proposals for School Photography Services. Vendors are asked to submit RFP's for the District contract. A summary of services is listed below. Vendors are required to review and abide by all terms of the RFP.

The Proposal request is for the 2017-2018 school year with one year renewal options. Vendors that wish to be considered for the bidding of services are required to submit four (4) completed proposals, titled "School Photography Services" with full name and address of vendor to (no fax copies will be accepted):

Diana Taylor  
Business Manager  
800 E. North Shore Drive  
Hartland, WI 53029

A minimum of one (1) PDF copy submitted via email to Diana Taylor, Business Manager, at dtaylor@hartlake.org.

Proposals must be received no later than **2:00p.m. on Friday, May 12, 2017.**

#### GENERAL INFORMATION

Hartland-Lakeside Jt. #3 School District consists of six schools within three school buildings serving grades 4K - 8.

- ⇒ North Elementary School: Grades 4K - 2 with approximately 357 students and 17 teachers
- ⇒ Hartland Fine Arts Leadership Academy (located within North Elementary) : Grades 5K - 2 with approximately 59 students and three teachers
- ⇒ South Intermediate School: Grades 3 - 5 with approximately 250 students and 12 teachers
- ⇒ Hartland School of Community Learning (located within South Intermediate): Grades 3 - 5 with approximately 83 students and four teachers
- ⇒ North Shore Middle School: Grades 6 - 8 with approximately 317 students and 13 teachers
- ⇒ Life Entrepreneurial Magnet School (located within North Shore): Grades 6 - 8 with approximately 53 students and four teachers

All buildings are located in the Town of Hartland.

Administration Support Services – 75 adult staff (Maintenance, Custodial, Administrative Office, Board of Education, Special Education Services, etc.)

Volunteers – Approximately 50

### **TYPE OF AGREEMENT**

The amount of the agreement shall be inclusive of all anticipated work and expenses. An agreement shall be negotiated with the successful vendor who meets the requirements and is qualified, responsible, and capable of performing the work. Cost is important, but NOT the sole criteria for final selection. Equally important is creativity, dependability and value. Value relates to both the District and the parents, who pay for many of the photos taken of their children in the school setting, to include school photos by grade as well as photos to commemorate a special event during their school endeavors.

It is NOT allowable for the awarded vendor to sub contract out any of the photography jobs for Hartland-Lakeside Jt. #3 School District.

It is acknowledged that an independent individual (free-lance), approved by Administration, may show up at a school event (i.e. football game) and take pictures as long as the preferred vendor has not been scheduled for the event. Due to this individual being allowed direct and unique access to the playing field or court, the individual must certify he/she has passed a background check as required by Wisconsin State Law. This individual may market his/her services to individual students, athletes or families. There shall be NO assisting or supporting the sale of these pictures in any way and no payments to the school or related, sanctioned groups as compensation for these services.

### **CLARIFICATION**

Clarifying questions must be directed to Diana Taylor at dtaylor@hartlake.org no later than 12:00pm on Friday, May 5, 2017. All questions and answers will be distributed via email to all known responding vendors. A response will be given by Tuesday, May 9, 2017.

### **INFORMATION TO BE INCLUDED IN SUBMITTED PROPOSAL**

1. **TITLE PAGE:** Name of company submitting the proposal.
2. **TABLE OF CONTENTS:** Include a clear identification of the material being submitted.
3. **COMPANY RESUME/BROCHURE:** Information regarding the company submitting the proposal.
4. **MINIMUM ELIGIBILITY REQUIREMENT STATEMENT:** In order to be considered for this contract, the vendor must provide a statement that your company has been in the business of school photography for a minimum of three years.
5. **REFERENCES:** Provide a list of three (3) school district references for which your company has provided school pictures during the last three years. Include the name and telephone number for an administrative person from each district. More than one reference from each school preferred.
6. **SCOPE OF SERVICES PROVIDED:**
  - Make a statement that if awarded your company will take every student, faculty, and staff member's picture, if they so desire.
  - Describe in detail the procedures which will be used by your company to take the pictures in a manner that will cause the least amount of disruption to the students and the school.

- Include the number of cameras, procedures for identifying students, etc.
  - Make a statement that, upon award, any flyer that describes the picture packages to be offered students will be provided to the district office.
  - Describe your company's re-take policy.
  - Make a statement that the vendor will have a local representative handle or manage all aspects of the account.
  - Describe any additional services which will be provided to the district.
  - Describe your company's money-back policy if not satisfied.
7. PROPOSAL PRICING SHEETS: State your company's prices. Prices submitted must include any applicable taxes, shipping, handling, and delivery of school pictures.
  8. SAMPLES: Student individual photo package samples.

**REJECTION OF PROPOSALS**

Hartland-Lakeside Jt. #3 School District reserves the right to decide not to award a contract as a result of this announcement if it does not receive proposals which it determines to have adequately addressed the requirements.

**VENDOR RESPONSIBILITIES**

It is the obligation of each vendor to examine instructions, requirements and specifications before submitting a proposal. Submission of a proposal shall be proof that such examinations have been made and that each vendor has recorded his/her own investigation and has become thoroughly familiar with the requirements. Hartland-Lakeside will not be responsible for, nor honor any claims resulting from, or alleged to be the result of misunderstanding by the contractor. Vendor will be required to assume responsibility for packaged service offered in the proposal.

It is the vendor's responsibility to comply with all local, state and federal laws, regulations, codes, licensing, and other requirements.

Vendors must be in good standing with all Hartland-Lakeside Jt. #3 School District schools (no prior monies owed or in dispute) to receive award from this proposal process.

The selected photographer must be able to demonstrate sensitivity and good judgment when capturing images of all students, including students with disabilities.

**ESTIMATED TIME SCHEDULE**

May 1, 2017	Distribute Request for Proposal
May 12, 2017	Proposal Due by 2:00 PM
May 19, 2017	Bid Awarded
July 1, 2017	Contract Effective

**SELECTION CRITERIA**

Hartland-Lakeside will select the proposal that most closely meets the requirements of the RFP and satisfies the needs of the District.

The following criteria will be used in making the decision:

1. Company Qualifications – the extent to which the company demonstrates the ability to meet all requirements.
2. Pricing – while cost is important in choosing a vendor it will not be the sole deciding factor in awarding this contract. Value will be of great consideration when reviewing the vendor’s proposal.
  - a) Will your company charge a separate set up fee?
  - b) Are discounts available to the parents with multiple children in the district?
  - c) Are discounts available to the students who qualify for the free & reduced National School Lunch Program?
3. Working Relationship – the selected vendor must be flexible in order to meet challenging academic and activity schedules.
4. Technology - the selected vendor(s) must work with digital photography technology.

Vendor approval will be based upon the following criteria:

- Service
- Product Quality
- References
- Cost
- Overall Value

## **TERMS OF THE AGREEMENT**

It is anticipated the period of the contract will be a one year agreement, with one year renewal options.

Notwithstanding, Hartland-Lakeside Jt. #3 School District fiscal year is July 1 to June 30. Termination of this agreement may occur if, through any cause, the vendor fails to fulfill in a timely manner, any obligation under this agreement. The intention to terminate this agreement must occur at least thirty (30) days prior to the effective date of such termination. In addition this agreement may be cancelled if the termination is mutually acceptable to both parties.

## **INSURANCE**

Proof of insurance shall be provided to the Hartland-Lakeside Jt. #3 School District by Certificate of Insurance within 30 days of notification of the contract.

## **DESIRED SERVICES**

General Specifications - Proposals to include the following:

1. List building and district commissions. Vendor to submit a description of the incentive program(s) and the gross sales percent available to the district.
2. Selected Photography Companies partner with a National Recovery Center. Example: National Center for Missing & Exploited Children.
3. A 24/7 data based available for rapid response if a child goes missing. A missing child's image will be sent to the National Center from pictures by the photographer for "Amber Alert" purposes. An image will be released only after a request is made and the image is verified by a parent/guardian in conjunction with local law enforcement.

4. Indicate if vendor will cover postage costs for summer photo mailer coordinated by school administration.
5. Picture pricing of packets.
6. Parents to have the ability to pay on credit, can order by phone, or can pay on-line.
7. Electronic forms of student and staff images within one week of picture day.
8. Vendor to coordinate/administer all picture taking activities with minimal assistance by school secretaries.
9. Work with District Tech Department for most current class lists.
10. Responsive tech support.
11. All photos are to be guaranteed unconditionally. The parents may reject any or all photos that they feel are of poor quality, and it shall be the photographer's responsibility for retakes at no additional cost. All refunds are to be handled through the photographer, who will provide forms to be filled out by parents.
12. The photographer must return at a later date for retakes at no additional cost. Retake photos must be uniform with similar head sizes, centering, and background.
13. Reorders will be handled through the photographer as indicated by directions included in the picture envelope.
14. Partial packages will not be sent to the school. Students not receiving a package but who have paid will have their pictures taken on Retake Day.

#### **SAMPLE AGREEMENT CONCERNING USE OF DATA**

For and in considerations of the current and continuing contract for school picture products and services between (vendor) and Hartland-Lakeside Jt. #3 School District, (vendor) hereby acknowledges that all data relating to students of the District is confidential information and shall be at all times regarded, treated and protected as such.

The vendor referenced above, promises and agrees that it will not reveal, report, publish, disclose, or transfer to any other person, other corporation, or other organization, the data received from the Hartland-Lakeside Jt. #3 School District without prior authorized written permission from the School District. This confidentiality agreement shall survive the termination or expiration of RFP "School Photography Services" or any resulting contract.