

SCHOOL PHOTOGRAPHY SERVICES

Enclosed please find a Request for Proposal for Knoxville Community School District photography services. The RFP has seven sections:

1. Background Information
2. Desired Services
3. Revenue sharing/Rebates
4. Fees
5. Specific information to be included in the Proposal
6. Evaluation and Timetable
7. Appendix A

Proposals are to be submitted no later than March 2, 2018 at the following address:

Knoxville Community School District
309 W. Main
Knoxville, IA 50138

Although price is a major consideration, the District does not award on price alone. Other items to be considered are quality of proposed service as judged by the District, past experiences with such contractor, if any, references and similar such items. Administration and Board of Education of the Knoxville Community School District reserves the right to reject any and all submissions. Clarifying questions may be directed in writing to Cassi Pearson, Superintendent via email cassi.pearson@kcsd.k12.ia.us or by fax (641-842-2109).

Background Information

Knoxville Community School District is a public school district organized and existing pursuant to the laws of the State of Iowa. The student enrollment per building as of October, 2017 is as follows:

West Elementary: 447 students (PK-2)
Northstar Elementary: 408 students (3-5)
Knoxville Middle School: 388 students (6-8)
Knoxville High School 517 students (9-12)

Desired Services

- A. The services must comply with all state and federal laws.
- B. Complete student photos in a three hour window per building.
- C. Student & Staff Photo Packages:
 - a. Describe the various picture combination packages including the various sizes and number of each, plus cost.
 - i. All school staff (approximately 300) shall receive complimentary packages and copyright release.
 - b. Provide picture package information to each school building by August 1 of each year.
 - c. Include studio address and telephone number on picture packet for parents to utilize to contact your studio if they have questions or concerns about picture packet.

- i. School secretaries to give minimum support-work done by vendor. Automated email and scripted communication tools to be provided to effectively communicate picture day with minimum support from school staff.
 - 1. Responsive technical support.
 - a. Vendor shall provide user training where applicable and provide support for all online tools associated with pictures and uploading to SIS system.
- d. Individual student pictures to be returned to each school, packaged by class for distribution to students by school staff.
 - e. Individual student and staff pictures with adhesive backing for cum and personnel files provided to district.
 - f. Provide staff member to collect all picture money on the day student photos are taken.
 - g. SIS software provided, compatible with student management system.
 - i. Portable student data program with ability to combine student pictures and data from school's SIS to iPhone, iPad, Android devices, available online or offline for emergency preparedness.
 - h. Parents to have the ability to pay for pictures and yearbooks, if applicable, using credit/debit cards, online using secure website with no additional cost, or by phone with toll-free number.
- D. Yearbook:
- a. Option to add yearbook to each package (elementary and MS) for a nominal fee.
 - b. Provide each school administration, media center, food service, and third party yearbook vendor (High School) with digital photos on DVD of all students and staff members. Please provide listing of all students photographed.
- E. Identification cards:
- a. Custom design IDs for staff and support staff. Staff IDs to be punched and clips provided by vendor.
 - b. Safety ID program - secure process to provide current image of child to law enforcement 24/7.
- F. The representative must be accountable and have the authorization to correct problems or concerns for any services rendered when required by the school. Vendor shall give 100% guarantee on all pictures. Retakes will be made for any reason at the discretion of the parents.

Fees

- A. Provide detailed fee and expense estimates for all services that you (or other entities described in your proposal) will provide (i.e. core/necessary services) or additional services you make available with respect to the plan. Include detail of fees charged in conjunction with the proposal. Proposals may include separate proposals for fall and spring.
- B. 100% satisfaction guarantee
- C. Will your company charge a separate set-up, transactional or document fee?
- D. Will your company commit to annual meetings (if requested) at all district locations at no cost or expense?
- E. How long will your company commit to provide services at the above fee?
- F. Describe any additional services which your company will provide at no additional charge.

Specific Information to be included with Proposal

- A. Proposal should be clearly marked "Photography Service Proposal"
- B. Please list the complete name of your firm with address and phone number. Also include a brief biographical description of your firm.
- C. Provide three (3) references for which your firm currently provides services. The preferred references should be accounts similar in size and complexity to Knoxville Community School District
- D. Provide examples of previous projects in the following areas: Class picture, individual pictures, staff identification cards and student activity/identification cards
- E. Provide all terms and optional services in proposal.

Evaluation and Timetable

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Knoxville Community School District

309 W. Main

Knoxville, IA 50138

The proposals submitted will be reviewed by the Administration and may set up on-site interviews for finalists. The District's final decision on choosing a company's service is expected to be made and presented to the Board of Education at the Regular Meeting no later than April 30, 2018. The KCSD Administration and Board of Education reserves the right to reject any and all submissions.