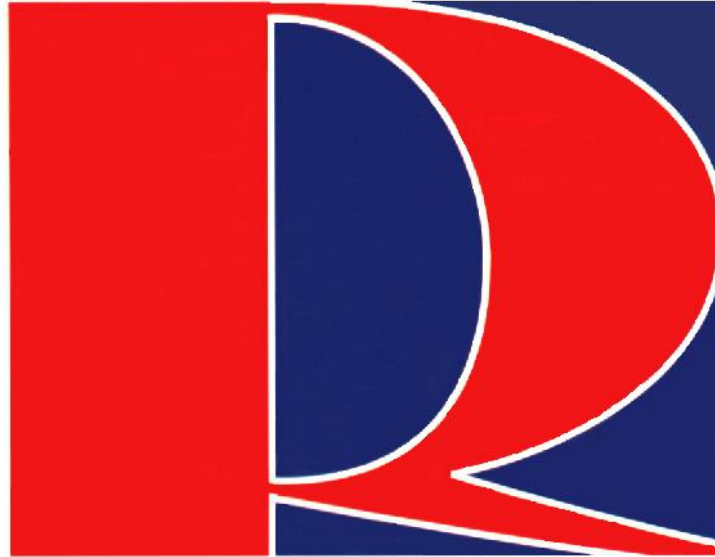


REQUEST FOR PROPOSAL



**RAYTOWN
QUALITY
SCHOOLS**
Expect the Exceptional

**FOR
PreK - 5 Photography Services**

TO BEGIN: 2022-2023

Submittal Deadline: May 24, 2022

RAYTOWN C-2 SCHOOL DISTRICT
6608 Raytown Road
Raytown, MO 64133
816-268-7000

REQUEST FOR PROPOSAL

Photography Services

Purpose

The Raytown C-2 School District is seeking a Photography Services. The District seeks to retain the services of a company that will provide photography services for the 2022-2023 school year. This contract will be revivable and renewable for four additional years.

Proposal Guidelines

Response:

The Raytown C-2 School District requires a Photography Services with provide evidence of experience in the following areas:

- List 3 districts that the vendor has performed similar photography services indicated in the RFP in the past 5 years. One of the references must have an enrollment of 2500 or greater where the company has utilized personnel to photograph grades PK to 5. In place of the 2500 student enrollment requirement, the vendor may submit a reference of a district having; 4 elementary schools (Attachment Required)
- A company must have at least two photographers with the following qualifications
 - Three years experience in photographing at least 1000 students per year.
 - Experience photographing yearly in a minimum of three (3) elementary schools.
 - Knowledge of photography equipment, lighting and composition of subjects in formal and informal poses.
 - Biography or resume for the photographers, including a list of the schools they have performed photography work as referenced in sections a, b, and c. (Attachment Required)
- A Company must have a password protected web-based reordering system in place and provide students unable to order on the original picture day with a printed proof. In addition, include information on how to place an order. Please attach a sample reordering process and information on how to place an order. (Attachment Required)
- Experience in distributing photography package information (English and Spanish) and delivering finished portraits to students. Vendor shall provide a toll free telephone number (if not local) to facilitate parent and school access if concerns arise. (Attachment Required)
- Vendor must provide all information pertaining to terminated contracts within the last five years. (Attachment Required)
- Vendor will provide sample copies of promotional materials, packaging pricing arrangements, mailers, and sample portraits and photographs in each size offered by the photographer. Including example packages from school photography services for like size public or private schools. (Attachment

Required)

- Proof of criminal background checks for all employees who will have contact with students must be provided. (Attachment Required)
- The vendor must maintain a retail photography office within 20 miles of the Raytown C-2 School District.
- Vendors must obtain any necessary state or local business licenses. (Attachment Required)
- Vendors must meet all general Request for Proposal specifications. Failure to meet a specification requires the vendor to document spec(s) and reason(s) for non-compliance. (Attachment Required)

Cost:

Selection shall be made of the company deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the Request for Proposal (RFP), including price, if so stated in the proposal. Negotiations shall be conducted with the selected company. Price shall be considered, but need not be the sole determining factor. While we are not holding any company to a “not to exceed” amount, we do expect the company to be specific as to cost per item(s) and supports and to justify the expense of such items and supports.

Response Deadline:

To be postmarked *on or before* April 4, 2022 by Mail delivery to the following address:

Raytown Quality Schools
Attn: Victoria Denney
10750 E. 350 Highway
Raytown, Missouri 64138

OR

Electronically to the following email address: victoria.denney@raytownschools.org

GENERAL PHOTOGRAPHY SPECIFICATIONS— Grades PK-5 PHOTOGRAPHY

- Vendor agrees to meet or exceed the following specifications. Should a vendor not be able to meet a general specification, the specification and reason for failure to meet must be noted.
- Fuji or Kodak professional grade paper must be used.
- The digital imaging equipment and camera requirement; Nikon D 70 or better, Canon 20 D or better, Fuji S3, S2 or better.
- A proof of the composite needs to be delivered to the school for approval within 3 business days after photographing session for grades PK-5.
- Ample photographers must be on site to ensure an orderly process on picture day. Photographers must adhere to laws, policies and procedures of the school.

- Vendor will provide images for each school's Yearbook CDs.
- Customized flyers and notices with the school's name and date pictures are to be taken shall be provided at no charge for grades PK-5.
- All monies and accounting to be handled by the photographer.
- All sales taxes, shipping expenses, and all other costs are the responsibility of the picture company.
- All services and products must be unconditionally guaranteed and full refunds shall be made for any unsatisfactory pictures as deemed necessary by parents or principals.
- Will photograph Faculty and School Board members as requested and furnish the district with one color, glossy of each and/or with the minimum package at no cost.
- Photographers and assistant must dress and behave in a professional and courteous manner with students and staff.
- A 5-color strip of every student will be included at no charge.
- A Principal's book of all classroom and staff composites photos will be provided at no charge.
- All PK-5 grade original and retake pictures shall be delivered prior to the Thanksgiving Break.
- Individual and group pictures are to be taken on the same day as arranged with the building Principal.
- Each purchased elementary package must include an 8x10 color class composite with each student names and has been proofed and approved by the building principal.
- All heads will be proportioned to like size for yearbook pictures.
- Vendor will provide images on a Yearbook CD, SIS by photolynx software, Horizon Software System CD (Fastlane) and Powerschool CD at no cost to the school.
- Packages will be delivered in Window display envelopes with the students name, teacher and reorder information. This will be provided at vendor's cost.
- A rough draft of the flyer, bulletin and advertisements will be furnished to building principals prior to the beginning of the school year. Advertisements will be distributed to the schools 10 days prior to the scheduled picture day and will be sorted per schools' direction. The flyers, bulletins, and advertisements are at vendor's expense.
- Retakes will be scheduled at the delivery of the original order. Retakes are to be taken when requested at no additional costs.
- Pictures of all students will be taken for the student yearbook whether they purchased a package or not. Picture sessions must be scheduled by contacting each building administrator.
- Cameras must have skin-tone sensor for clarity of quality pictures.

- Mailing list provided by the district may only be used for the purpose of fulfilling the services listed in this specific RFP. Any use of a district provided mailing list for any purpose other than the specific service listed in the RFP, may result in termination of services.
- The principal is not obligated to select the photo company for completion of the yearbook.
- Student photos are property of the school district and will not require permission for use in yearbook preparation with alternate company or any other purpose.
- Each school must receive a contract at the beginning of the school year with terms, conditions, and costs that are fixed and cannot change for the entirety of the school year.

Award:

Selection shall be issued to the company meeting the global needs of the students in the Raytown School District. Award shall be made to the company meeting the established selection criteria, providing the most comprehensive professional learning plan, and containing the most progressive technological components established within the negotiated price. Selection shall be made of the company deemed to be fully qualified and best suited among those submitting proposals on the basis of the evaluation factors included in the RFP, including price. Negotiations shall be conducted with the company selected and may include necessary changes to the company’s Terms of Use and Privacy Policy for the digital learning components of the resource including third party components to ensure alignment with District's data security guidelines. Price shall be considered, but need not be the sole determining factor.

Data Security Guidelines:

- Company must include their Data Governance Policies and Procedures.
- Company must provide a certification of Cybersecurity/Data Breach and Cyber Malpractice Insurance.
- Company must provide acknowledgement of District Data Governance policies and requirement. Due to individual vendor processes and procedures, data governance expectations will be discussed during contract refinement. At a minimum, the final contract shall include the following data governance expectations:
 1. The district owns all employee/district data that is shared, collected and/or generated through use of the system
 2. Access to and use of district data is limited only to those that need to have access to perform required support of the system
 3. District data cannot be used for marketing, advertising or data mining, or shared with 3rd parties unless allowed by law and authorized by the district
 4. Vendor must disclose where and how confidential or critical information will be stored and ensure that all district information will only be stored on servers in the United States
 5. All data will be maintained in a secure manner and appropriate technical, physical and administrative safeguards are in place to protect the data
 6. Vendor must disclose how and when data will be destroyed
 7. In the event that the district and/or vendor terminates services, all data must be provided to the district in an agreed upon method and all data stored on vendor systems must be de-identified and/or deleted
 8. In the event of a data breach, vendor must immediately notify the district and assume liability of district costs resulting from the breach
 9. Vendor will ensure encrypted method of all data transactions with the district
 10. All employee data portals are secured through the use of verified digital certificates
 11. A data inventory and/or dictionary must be provided to the district Chief Information Officer

12. Vendor must be COPPA compliant and cannot require direct parental consent. The district can, and will, consent on behalf of parents.
13. Vendor will only use identifiable district data to fulfil obligations under the contract and for no other purposes.

General District Information

Student Population:

The Raytown C-2 School District's enrollment is approximately 8,500 students Pre-Kindergarten through grade 12. There are three primary diverse populations: African American (49%), Caucasian (28%), and Hispanic (13%). The free and reduced lunch rate for the District is 65% with a mobility rate of approximately 20%. Currently, 15% of students receive special educational services.

Facilities/Technology Availability:

The district has a total of 2 high schools, 3 middle schools, 10 elementary schools, 2 pre-k schools, 1 career center, 1 school for students with exceptional needs, and 1 alternative school. The district provides students with access to the following technology devices for use in curricular activities: laptops with the Windows operating system for each student in grades 9-12, Chromebooks for all students in grades 6-8 and class sets of Chromebooks for elementary students grades 2-5. Students in K-1 are 3:1 with Chromebooks. The district also continues to move toward the use of web-based applications. All certified district staff has Windows 7 laptops as well as SMART Boards (or interactive whiteboard). All district buildings have complete wireless coverage.

Instructional staff:

The certificated staff is diverse in years of service and level of education with the average years of teaching experience at approximately 11 years. Approximately 57% of certificated staff hold a Master's degree or advanced Master's degree(s). It is necessary to provide a curricular resource that differentiates instructional strategies and techniques that will support the novice teacher as well as provide a menu of options for the veteran teacher.

Additional information on the District may be obtained by visiting the District's web site at www.raytownschools.org, and visiting the Department of Elementary and Secondary Education at www.dese.state.us.mo and reviewing school data and statistics.

Finances:

The contract award under this RFP is contingent upon a final purchase payment after July 1, 2022, the new fiscal year for Raytown School District.

Information Requested

1. Agency/Personnel Information:

A. Identify the name of the company or agency submitting this response and state the address of the business location from which the District account will be managed.

B. Provide a list of all personnel who will be working on the District account, including the primary contact person, and include the business location of each person, and a summary of each person's duties and responsibilities on the account.

2. School District Experience:

A. Provide a list of school districts in the state of Missouri, and specifically in the Kansas City area, for whom your company has been awarded a full Photography Services contract: (1) the name of the contact person with the district and their telephone number; (2) the names of those districts for whom your company has been awarded other instructional programs.

B. Provide the same information for districts outside the state of Missouri and, as additional information, include in your response the size of each such district by student and staff population.

ACKNOWLEDGMENT

By signing this Acknowledgement, the Company is hereby agreeing to the terms and expectations outlined in this proposal package.

Signature _____

Print Name _____

Title _____

Entity Name _____

Date _____

Photography Services RFP

Attachment #1:

List 3 districts that the vendor has performed similar photography services indicated in the RFP in the past 5 years. One of the references must have an enrollment of 2500 or greater where the company has utilized personnel to photograph all grades PK to 5. In place of the 2500 student enrollment requirement, the vendor may submit a reference of a district having; 4 elementary schools.

Each Company must submit a minimum of three references. Each reference must be presently using services similar to those requested in the RFP. No reference may be an affiliate of the Company or the Company's officers, directors, shareholders, or partners.

1.) **Company Name:** _____

Business Address: _____

Name / Title of Contact: _____

Phone Number of Contact: _____

Contract Length _____ **Contract Value** _____

Student Count: _____

2.) **Company Name:** _____

Business Address: _____

Name / Title of Contact: _____

Phone Number of Contact: _____

Contract Length _____ **Contract Value** _____

Student Count: _____

3.) **Company Name:** _____

Business Address: _____

Name / Title of Contact: _____

Phone Number of Contact: _____

Contract Length _____ **Contract Value** _____

Student Count: _____

Photography Services RFP

Attachment #2

A company must have at least two photographers with the following qualifications

- Three years experience in photographing at least 1000 students per year.
- Experience photographing yearly in a minimum of three (3) elementary schools.
- Knowledge of photography equipment, lighting and composition of subjects in formal and informal poses.
- Biography or resume for the photographers, including a list of schools they have performed photography work as referenced in sections a, b, and c.

Attachment #3

A Company must have a password protected web-based reordering system in place and provide students unable to order on the original picture day with a printed proof. In addition, include information on how to place an order. Please attach a sample reordering process and information on how to place an order.

Attachment #4

Experience in distributing photography package information (English and Spanish) and delivering finished portraits to students. Vendor shall provide a toll free telephone number (if not local) to facilitate parent and school access if concerns arise.

Attachment #5

All contracts terminated for default within the last five years should be noted below. Termination for default is defined as notice to stop performance due to Company's nonperformance or poor performance. Submit full details of all terminations for default experienced. The District will evaluate the facts and may at its sole discretion reject the Company's Proposal if the facts discovered indicate that the completion of a Contract resulting from this RFP may be jeopardized by selection of the Company. If the Company has experienced no such terminations for default in the past five years, so indicate.

TERMINATED CONTRACTS WITHIN THE LAST FIVE YEARS

	#1	#2	#3
Company Name			
Business Address			
Name of Contact			
Title of Contact			
Telephone No. of			

Contact			
Contract Length			
Contract Value			

Attachment #6

Vendor will provide sample copies of promotional materials, packaging pricing arrangements, mailers, and sample portraits and photographs in each size offered by the photographer. Include example packages from school photography services for like size public or private schools.

Attachment #7

Proof of criminal background checks for all employees who will have contact with students must be provided.

Attachment #8

The vendor must maintain a retail photography office within 20 miles of the Raytown C-2 School District.

Attachment #9

Vendors must obtain any necessary state or local business licenses.

Attachment #10

Vendors must meet all general Request for Proposal specifications. Failure to meet a specification requires the vendor to document spec(s) and reason(s) for non-compliance. (Attachment Required)

Photography Elementary Students

PACKAGE	QUANTITY	Cost Quote
Senior Sitting Fee	1	
Package A	1 – 5 x 7's 2 – 3 x 5's 4 – 2 x 3's 16 – 2 ½ X 1 ½ Wallets	
Package B	2 – 5 x 7's 2 – 3 x 5's 4 – 2x3's 24 - 2 ½ X 1 ½ Wallets	
Package C	1 – 8 - 10 2 – 5 x 7's 4 – 3 x 5's 24 - 2 ½ X 1 ½ Wallets	
Package D	2 – 8 x 10's 2 – 5 x 7's 4 – 3 x 5's	

	8 – 2 x 3's 24 - 2 ½ X 1 ½ Wallets	
SPECIAL FINISH		COST QUOTE
SOFT FOCUS		
TOUCH UP		

Note:

* Soft Focus – Add a warmer, softer finish to your photographs.

*Touch up – Remove facial blemishes and soften lines under eyes. Remove unwanted glass glare.

SERVICE LOCATIONS

Blue Ridge Elementary 6410 Blue Ridge Blvd. Raytown, MO 64133	Eastwood Hills Elementary 5290 Sycamore Kansas City, MO 64129
Fleetridge Elementary 13001 E. 55 th Street Kansas City, MO 64133	Laurel Hills Elementary 5401 Lane Raytown, MO 64133
Norfleet Elementary 6140 Norfleet Kansas City, MO 64133	Northwood Elementary 4400 Sterling Kansas City, MO 64133
Robinson Elementary 6707 Woodson Road Kansas City, MO 64133	Southwood Elementary 8015 Raytown Road Raytown, MO 64138
Spring Valley Elementary 8838 E. 83 rd Street Raytown, MO 64138	Westridge Elementary 8500 E. 77 th Street Kansas City, MO 64138
Little Blue Elementary 13900 E. 61 st Street Kansas City, MO 64133	New Trails Early Childhood Center 6325 Hunter Raytown, MO 64133
Herndon Career Center Child Development Center 11501 E. 350 Highway Raytown, MO 64138	Three Trails Preschool 8812 E Gregory Blvd. Raytown, MO 64133