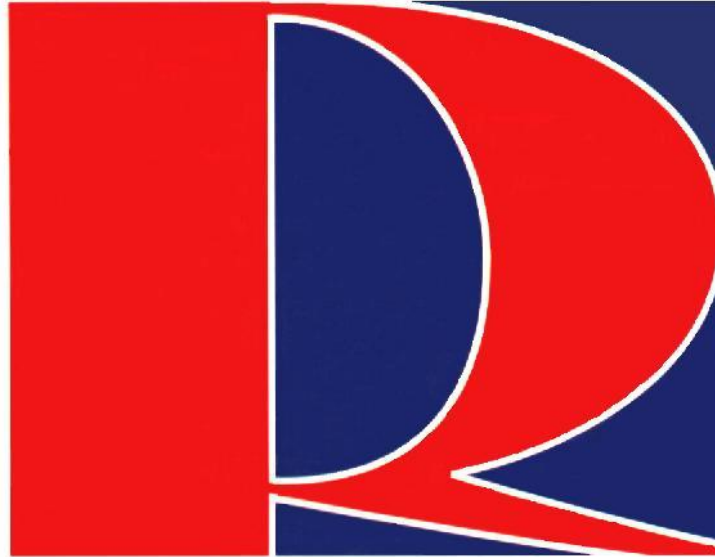


# **REQUEST FOR PROPOSAL**



**RAYTOWN  
QUALITY  
SCHOOLS**  
Expect the Exceptional

**FOR  
Secondary Photography Services**

**TO BEGIN: 2022-2023**

**Submittal Deadline: April 4, 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 reviable 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 a secondary enrollment (grades 6-12) of 2500 or greater where the company has utilized personnel to photograph grades 6-12. In place of the 2500 secondary student enrollment requirement, the vendor may submit a reference of a district having; 3 secondary buildings (1 high school and 2 middle schools/junior highs; or 2 high schools and 1 middle school/junior high)(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 two (2) Middle-, and two (2) High 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 which will offer a minimum of 50 days within the months of June, July, and August for the purpose of taking senior pictures for the yearbook.
- 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](mailto:victoria.denney@raytownschools.org)

**GENERAL PHOTOGRAPHY SPECIFICATIONS— Grades 6-12 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 6-12.
- 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 6-12.
- 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 6-12 grade original and retake pictures shall be delivered prior to the Thanksgiving Break.
- Photograph each senior and deliver CD Rom to yearbook advisors per specifications and deadline dates to be determined high school yearbook sponsors.
- Senior photographs must have a minimum of 5 poses and have a different background than 9-11 background. Senior Photographs (photograph for yearbook, not portraits) must be taken in each high school on a day different from the days photographs are taken of grades 9-11. No more than 2 days will be permitted for the taking of these senior pictures. Senior pictures taken at the school will not charged a sitting fee.
- Individual and group pictures are to be taken on the same day as arranged with 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.

**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](http://www.raytownschools.org), and visiting the Department of Elementary and Secondary Education at [www.dese.state.us.mo](http://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 a secondary enrollment (grades 6-12) of 2500 or greater where the company has utilized personnel to photograph grades 6-12. In place of the 2500 secondary student enrollment requirement, the vendor may submit a reference of a district having; 3 secondary buildings (1 high school and 2 middle schools/junior highs; or 2 high schools and 1 middle school/junior high)

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 two (2) Middle-, and two (2) High 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			

<b>Telephone No. of Contact</b>			
<b>Contract Length</b>			
<b>Contract Value</b>			

**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**

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

<b>Package D</b>	<b>4 – 3 x 5's</b> <b>8 – 2 x 3's</b> <b>24 - 2 ½ X 1 ½ Wallets</b>	
<b>SPECIAL FINISH</b>		<b>COST QUOTE</b>
<b>SOFT FOCUS</b>		
<b>TOUCH UP</b>		

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**

Raytown High School 6019 Blue Ridge Blvd. Raytown, MO 64133	Raytown South High School 8211 Sterling Raytown, MO 64138
Raytown Middle School 4900 Pittman Road Kansas City, MO 64133	Raytown South Middle School 8401 E. 83 <sup>rd</sup> St. Raytown, MO 64133
Central Middle School 10601 E. 59 <sup>th</sup> Street Raytown, MO 64133	Raytown Success Academy 9020 E 51st Terr Kansas City, MO 64133

