

**Oconomowoc Area School District  
Oconomowoc, WI  
REQUEST FOR PROPOSAL  
SCHOOL PHOTOGRAPHER**

**PURPOSE**

The Oconomowoc Area School District (OASD) 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 2022-2023 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):

Chelsea Indra  
Accounting Manager  
915 E. Summit Ave  
Oconomowoc, WI 53066

A minimum of one (1) PDF copy submitted via email to Chelsea Indra, Accounting Manager, at [indrac@oasd.org](mailto:indrac@oasd.org).

Proposals must be received no later than **2:00p.m. on Friday, October 29, 2021.**

**GENERAL INFORMATION**

The Oconomowoc Area School District consists of eight schools within nine school buildings serving grades 4K - 12.

	<b>Address</b>	<b>Grades Served</b>	<b>Number of Students</b>	<b>Number of Staff</b>
Meadowview Elementary	1500 Whalen Drive, Oconomowoc WI 53066	K4 - 4	492	63
Greenland Elementary	440 Coolidge Street, Oconomowoc WI 53066	K4 - 4	305	52
Ixonia Elementary	N8425 North Road, Ixonia WI 53036	K4 - 4	289	47
Park Lawn Elementary	300 Park Lawn Street, Oconomowoc WI 53066	K4 - 4	445	58
Summit Elementary	1680 Valley Road, Oconomowoc WI 53066	K4 - 4	481	64
Silver Lake Intermediate	555 Oconomowoc Parkway, Oconomowoc WI 53066	5 - 8	608	90
Nature Hill Intermediate	850 Lake Drive, Oconomowoc WI 53066	5 - 8	826	103
Oconomowoc High School	641 East Forest Street, Oconomowoc WI 53066	9 - 12	1670	177
Oconomowoc East (Admin)	915 E Summit Ave, Oconomowoc WI 53066	9 - 12	-	102
			<u>5116</u>	<u>756</u>

All buildings with the exception of Ixonia Elementary are located in the City of Oconomowoc. Ixonia Elementary is located within the Town of Ixonia.

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 the Oconomowoc Area 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 Chelsea Indra at [indrac@oasd.org](mailto:indrac@oasd.org) no later than 12:00pm on Friday, October 22, 2021. All questions and answers will be distributed via email to all known responding vendors. A response will be given by Tuesday, October 26, 2021.

### **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:** 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 is 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 staff so desires.
  - 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 photographers and cameras to be used, processes and 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**

Oconomowoc Area School District reserves the right to decide not to award a contract because of this announcement if it does not receive proposals determined 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. OASD 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 Oconomowoc Area 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**

September 29, 2021	Distribute Request for Proposal
October 29, 2021	Proposal Due by 2:00 PM
November 22, 2021	Bid Awarded
July 1, 2022	Contract Effective

**SELECTION CRITERIA**

OASD 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 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, Oconomowoc Area 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 Oconomowoc Area 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. Affirmation that if selected, vendor will partner with a National Recovery Center. Example: National Center for Missing & Exploited Children.
3. A 24/7 database made available to the District 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, student IDs, etc.
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. Student IDs to be received before Homecoming (third full week in September) at the latest, Staff IDs to be received by first day of school at the latest. Any incorrect photos, misspelled names, etc. on the fobs will be corrected and reissued free of charge.
9. Vendor to coordinate/administer all picture taking activities with minimal assistance by school staff.
10. Work with District Tech Department for most current class lists.
11. Work with site Administrative Assistants to confirm class and staff rostering prior to photo day(s).
12. Responsive tech support.
13. Single, separate support contact for Administrative Assistants to call for emergency needs or issues.
14. 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.
15. The photographer must return for retakes at a later date at no additional cost. The High School, due to issuance of student IDs will require multiple retake opportunities. Retake photos must be uniform with similar head sizes, centering, and background.
16. Reorders will be handled through the photographer as indicated by directions included in the picture envelope.
17. 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.
18. Coordinate and capture High School graduation day individual and group photos. Please include the number of recommended stations and photographers necessary.

#### **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 Oconomowoc Area 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 Oconomowoc Area 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.