



**REQUEST FOR PROPOSAL  
RFP 9771  
ATHENS AND TROY HIGH SCHOOLS  
YEARBOOK SERVICES  
FOR TROY SCHOOL DISTRICT**

The Troy School District will receive firm, sealed proposals for establishing a three year service contract, to be evaluated each year to determine continuation or re-bid, for Yearbook Services for Athens and Troy High Schools, for Troy Schools.

Specifications and proposal forms can be obtained online at <http://www.troy.k12.mi.us>. From the main page click the "Business Services" tab listed under "Departments", then click "Purchasing" and go into the "Current Bids" tab, scroll down to locate and access the bid document.

Your proposal marked "**Yearbook Services**" and three (3) copies, must be delivered no later than 2 p.m., Monday, March 31, 2014, Purchasing Department, Troy School District, 1140 Rankin, Troy, Michigan 48083, at which time all bids will be publicly opened and read aloud immediately thereafter. Bid proposals received after this time will not be considered or accepted.

All questions regarding the bid specified, or the bid terms and conditions will be accepted in writing ONLY and subsequently answered through an addendum to all interested parties. Any questions must be received no later than noon, Monday, March 24, 2014, at no other time prior to the bid opening will questions/concerns be addressed or accepted and may be faxed to: 248.823.4077, or emailed as a Word document to: [PurchasingOffice@troy.k12.mi.us](mailto:PurchasingOffice@troy.k12.mi.us).

The Troy Board of Education reserves the right to accept or reject any or all bids, either in whole or in part; to award contract to other than the low bidder; to waive any irregularities and/or informalities; and in general to make awards in any manner deemed to be in the best interest of the owner.

Purchasing Department  
Troy School District  
1140 Rankin  
Troy, MI 48083

## INSTRUCTIONS TO BIDDERS

### PROPOSALS

1. The Troy School District will receive firm, sealed proposals for establishing a three year service contract, to be evaluated each year to determine continuation or re-bid, for Yearbook Services for Athens and Troy High Schools, for Troy Schools, in accordance with the attached specifications.
2. Proposals will be submitted only on the forms provided, will be enclosed in a sealed envelope marked with the name of the bidder, the title of the work and must be delivered to the Purchasing Department, Troy School District, 1140 Rankin, Troy, Michigan 48083, no later than 2 p.m., Monday, March 31, 2014, at which time all bids will be publicly opened and read aloud immediately thereafter. Bid proposals received after this time will not be considered or accepted. Oral, telephone, fax or electronic mail bids are invalid and will not receive consideration. Submit one (1) original and three (3) copies.
3. Proposals will be made in conformity with all the conditions set forth in the specifications. All items of furniture and equipment must conform to the specifications.
4. All questions regarding the bid specified, or the bid terms and conditions will be accepted in writing ONLY and subsequently answered through an addendum to all interested parties. Any questions must be received no later than noon, Monday, March 24, 2014, at no other time prior to the bid opening will questions/concerns be addressed or accepted and may be faxed to: 248.823.4077, or emailed as a Word document to: [PurchasingOffice@troy.k12.mi.us](mailto:PurchasingOffice@troy.k12.mi.us).
5. References in the specifications to any article, product, material, fixture, form or type of construction, etc., by proprietary name, manufacturer, make or catalog number will be interpreted as establishing a standard quality of design and will not be construed as limiting proposals.
6. The Troy Board of Education reserves the right to accept or reject any or all proposals either in whole or in part; to waive any irregularities and/or informalities; and in general to make awards or cancel this proposal, if deemed to be in the best interests of the owner.
7. A completed Familial Disclosure form must be included with each proposal submitted of the proposal will not be accepted, please note this form must be notarized.

### SCOPE

This specification includes all labor, materials, equipment and services to provide Yearbook Services, for Athens and Troy High School, for Troy School District.

### CONTRACT AWARD

The contract will be awarded in the form of a PURCHASE ORDERS mailed to the Vendor(s) selected. It is the intent to award this Request for Proposal at the April 22, 2014, monthly meeting of the Board of Education.

## EVALUATION OF SERVICE

Annually Vendor's performance of the prior years' service will be evaluated. Vendor evaluation forms will be sent to each Yearbook Coordinator to solicit comments. Based upon the comments made as to level of service, completeness of work and basic overall compliance, continuation for the two optional years to the same vendor will be authorized or the contract will be re-bid.

## INSURANCE

Satisfactory Workers' Compensation coverage and General Liability limit of \$3,000,000.00; and a minimum Umbrella Liability limit of \$3,000,000.00; and a Professional Liability insurance coverage with minimum limits of \$3,000,000.00. Bid number and Troy School District as additional insured must be noted on the insurance certificate. Certificate holder will be Troy Schools.

## GUARANTEE BONDS

Prior to the issuance of a purchase order authorizing commencement of this project, and in all cases before beginning work under the contract, the Vendor/Contractor(s) selected will qualify for, sign and deliver to the Purchasing Office, an executed performance bond by the surety company. This bond will be in the amount of 100 percent of the contract. Troy Schools requires that the bonding companies be limited to those listed on the U.S. Department of Treasury Circular 570, and must be licensed in the State of Michigan. The U.S. Department of Treasury Circular 570 can be viewed at the following web site: <http://www.fms.treas.gov/c570/c570.html>. Certificates of such insurance and bonds will be filed with the Purchasing Office within five working days of notification of bid award and before any work begins.

## YEARBOOK SERVICE SPECIFICATIONS

Troy Schools intends to utilize an online web based yearbook service/product. The Owner will take into consideration in its evaluation the following with respect to a bidder's ability to meet the Owner's product and service requirements: quality, suitability for the intended use, technological compatibility, experience, reputation, service, and educational/technological expertise.

## ATHENS HIGH SCHOOL

### YEARBOOK COVER

Covers are to be school designed. Up to six (6) hours of creative/mechanical artwork time by the company's artist are to be included in the base proposal. The time is to be used at the owners' discretion.

Covers are to be a hard case cover, on 140 point binders' board. Covers are to be made after paper stock has been selected and the final number of pages has been determined to ensure proper fit. Up to two full-color cover proofs are to be provided to the owner.

Covers are to be 4-color custom designed, matte-laminated cover.

### SIZE

9" x 12" Finished

PAPER

All inside pages are to be printed on 100# gloss paper.

END SHEETS

End sheets are to be 4-color school custom designed.

INK

This basic quotation includes printing in first-quality ink throughout the book.

BINDING

Books will be bound with Smythe-sewn binding, rounded and backed.

ESTIMATED QUANTITY

625 Copies

ESTIMATED PAGES

272 Full Color Pages

REQUIRED CREATION

InDesign creation and submission of InDesign files

REQUIRED PROOFS

Proofs on All Pages and Cover

**TROY HIGH SCHOOL**

YEARBOOK COVER

Covers are to be school designed. Up to six (6) hours of creative/mechanical artwork time by the company's artist are to be included in the base proposal. The time is to be used at the owners' discretion

Covers are to be a hard case cover, on 140 point binders' board. Covers are to be made after paper stock has been selected and the final number of pages has been determined to ensure proper fit. Up to two full-color cover proofs are to be provided to the owner.

Covers are to be 4-color custom designed, matte-laminated cover.

SIZE

9" x 12" Finished

## PAPER

All inside pages are to be printed on 100# gloss paper.

## END SHEETS

End sheets are to be 4-color school custom designed.

## INK

This basic quotation includes printing in first-quality ink throughout the book.

## BINDING

Books will be bound with Smythe-sewn binding, rounded and backed.

## ESTIMATED QUANTITY

1,100 Copies

## ESTIMATED PAGES

288 Full Color Pages

## REQUIRED CREATION

InDesign creation and submission of InDesign files

## REQUIRED PROOFS

Proofs on All Pages and Cover

## REPRODUCTIONS

All photographs will be individually evaluated, and if required, enhanced, before reproduction negatives are made. Since photographs of varying contrast may be submitted, the bidder is required to make separate exposures, depending upon contrast, to obtain the best reproduction possible for each photograph. Bidder must notify advisor if a photograph is especially out of focus and suggest a resolve.

## WEBSITE

Yearbook Advisor will have access at all times to both a yearbook sales website program and a yearbook production website so that he/she can note progress. The yearbook website will be available for owner to plan the upcoming year during spring of the previous year. The yearbook sales website should provide an easy way to approve foil names and logo selected by students purchasing the yearbook.

## MARKETING

Marketing techniques and ideas related to the sale of ads and the books themselves will be required, such as flyers, pre-made ads, widgets, links, banners, etc (marketing tools).

## DEADLINE SCHEDULES AND DELIVERY DATE

Copy submission deadlines and the final book delivery dates will be established with each school and must be agreed upon by the schools and the awarded vendor. Books are to be delivered to the schools by a suitable date agreeable to both parties and all date deadlines will be discussed well in advance. A sample delivery schedule will be presented with the proposal. There will be a guaranteed ship date if the school meets all of the deadlines. All shipments will be F.O.B. delivered, Troy, Michigan, to individual school locations at Troy Schools.

## PROPOSAL EVALUATION CRITERIA

- Ease of Software
- Flexibility of Software
- Meeting Deadlines
- Service
- References

## ORAL PRESENTATION

Certain selected bidders who submit Proposals may be required to make an oral presentation of the Proposal to the Owner. The presentation should include a 'LIVE' demonstration of how the online program works; including a demonstration of the flow that will most efficiently demonstrate the usage of the bidders' software.

## TIMELINE

The District anticipates the following timeline and is prepared to exercise flexibility for the purpose of finding the bidder that will best serve the needs of Troy Schools, in the production of the annual yearbook

RFP Released	March 17, 2014
Pre-Proposal Questions	March 24, 2014 @ Noon
Proposals Due	March 31, 2014 @ 2:00 P.M.
Bid Awarded	April 22, 2014



**DUE:** 2:00 p.m., March 31 2014  
**PROPOSAL:** RFP 9771 Yearbook Services

**PROPOSAL FORM**

We propose to furnish Yearbook Services to the Troy School District, in accordance with the specifications for a lump sum for the services proposed. The Base Bid is to include the materials and services contained in the Yearbook Services Specifications.

Optional Years

<b>ATHENS HIGH SCHOOL</b>	2014-15	2015-16	2016-17	2017-18	2018-19
Cost Per Year	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Optional Years

<b>TROY HIGH SCHOOL</b>	2014-15	2015-16	2016-17	2017-18	2018-19
Cost Per Year	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

BIDDER'S FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ FAX # \_\_\_\_\_

SIGNED BY \_\_\_\_\_ TITLE \_\_\_\_\_

TYPED NAME \_\_\_\_\_ DATE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_

**SWORN AND NOTARIZED FAMILIAL DISCLOSURE STATEMENT**

All Vendor/Contractor(s) submitting proposals must provide familial disclosure and attach this information to the proposal. The proposal will be accompanied by a sworn and notarized statement disclosing any familial relationship that exists between the owner or key employee of the vendor submitting a proposal and any member of the Troy School Board or the Troy School Superintendent. The District will not accept a proposal that does not include this sworn and notarized disclosure statement.

The members of Troy School Board are: Nancy Philippart, Todd Milette, Paula Fleming, Ida Edmunds, Wendy Underwood, Gary Hauff and Karl Schmidt. The Troy Schools Superintendent is Dr. Barbara Fowler.

**The following are the familial relationship(s):**

	<u>Owner/Employee Name</u>	<u>Related to:</u>	<u>Relationship</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

Attach additional pages if necessary to disclose familial relationships.

**There is no familial relationship that exists** between the owner or key employee of the Vendor/Contractor(s) submitting a proposal and any member of the Troy School Board, or the Troy Schools Superintendent.

INDIVIDUAL/FIRM NAME \_\_\_\_\_

BY (SIGNATURE) \_\_\_\_\_

PRINTED NAME AND TITLE \_\_\_\_\_

Subscribed and sworn before me, this \_\_\_\_\_

Seal:

day of \_\_\_\_\_, 20 \_\_\_\_, a Notary Public

in and for \_\_\_\_\_ County, \_\_\_\_\_

\_\_\_\_\_  
(Signature)  
NOTARY PUBLIC

My Commission expires \_\_\_\_\_



**CERTIFICATION OF COMPLIANCE – IRAN ECONOMIC SANCTIONS ACT**

Michigan Public Act No. 517 of 2012

The undersigned, the owner, or authorized officer of the below-named Company, pursuant to the compliance certification requirement provided in Troy School District’s Request For Proposal, the “RFP”, hereby certifies, represents, and warrants that the Company and its officers, directors and employees, is not an “Iran Linked Business” within the meaning of the Iran Economic Sanctions Act, Michigan Public Act No. 517 of 2012 (the “Act”), and that in the event the Company is awarded a contract by Troy School District as a result of the aforementioned RFP, the Company is not and will not become an “Iran Linked Business” at any time during the course of performing any services under the contract.

The Company further acknowledges that any person who is found to have submitted a false certification is responsible for a civil penalty of not more than \$250,000.00 or two (2) times the amount of the contract or proposed contract for which the false certification was made, whichever is greater, the cost of Troy School District’s investigation, and reasonable attorney fees, in addition to the fine. Moreover, any person who submitted a false certification shall be ineligible to bid on a request for proposal for three (3) years from the date the it is determined that the person has submitted the false certification.

\_\_\_\_\_  
NAME OF COMPANY

\_\_\_\_\_  
NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

## **QUESTIONS FOR YEARBOOK PUBLISHER REPRESENTATIVES**

Rubric Scoring is an attempt to communicate expectations of quality around a task. In many cases, scoring rubrics are used to delineate consistent criteria for grading. Because the criteria are public, a scoring rubric allows teachers to evaluate criteria, which can be complex and subjective. Answers will be scored on a rubric.

### **I. REPRESENTATIVE REPUTATION**

1. As a representative, do you service at least five public high schools in Oakland County?
2. Can your company provide yearly in-person consultations between the Yearbook Staff and a JEA Yearbook Adviser of the Year?
3. Do you regularly attend national scholastic journalism conferences (NSPA/JEA or CSPA)?
  - a. What year did you last attend CSPA?
  - b. What year did you last attend NSPA/JEA?
4. Do you attend MIPA conferences?
  - a. What year did you last attend the MIPA Fall Conference?
5. How many schools do you personally represent currently?
6. How many NSPA Pacemaker Finalist books have you personally represented in the last two years? Please list schools and years.

### **II. BOOK PRODUCTION**

7. Do you offer custom-sized InDesign or Photoshop templates for the school to custom design the cover themselves?
8. Are these templates supplied in the yearly yearbook kit?
9. Does your publishing company enhance individual color photos, or do you enhance by the flat/signature?
10. Please supply a plant example of an enhanced vs. unenhanced photo.
11. Does your company have an online FTP site for uploading pages?
12. How long will it take for a cover proof to be supplied once a cover is submitted?

### **III. SALES AND SERVICE**

13. Does your company have an online yearbook sales website to sell yearbooks?
  - a. Is there an address for customers to mail orders/payment?
  - b. Is there a 1-800 number customers can call to place orders?

- c. Does your order center take calls in English only? Is it set up to receive multi-lingual phone calls?
  - d. What are the hours of for the order center?
14. How many schools are serviced from your office?
15. Do you provide a service calendar to the adviser by Labor Day or each year?
16. Do you maintain a regular schedule of appointments?
17. Do you provide one-week advance notice before visiting?
18. How quickly do you return emails and phone calls?
19. Who will be the in-plant representative for Athens High School and Troy High School ?
20. How many schools will my in-plant representative work with?
21. Will you come to Troy High School to teach and InDesign lesson to students each year?
22. What is your procedure when a school encounters technical/computer problems with the publishing company's plug-in?
23. Does your company provide plug-ins for InDesign?
24. Does your company offer an FTP site that parents/students can use to upload photos?
25. Does your company offer a smart-phone app that students can use to upload photos that could be used for the yearbook?
26. Does your company offer an online community-building website that allows students to share/like photos for the yearbook?
- a. Can the yearbook staff use this site to create and distribute polls for the student body to participate in?
  - b. What are your security procedures of the website?

Acceptance of Proposal

The undersigned agrees to execute a Contract for work covered by this Proposal provided that he is notified of its acceptance within thirty days after the opening of the Proposal.

It is agreed that this bid will not be withdrawn until after forty-five (45) days after receipt of bids.

The undersigned affirms that the bid was developed without any collusion, undertaking, or agreement, either directly or indirectly, with any other bidder(s) to maintain the prices of indicated work or prevent any other bidder(s) from bidding the work.

BIDDER'S FIRM NAME \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_

FAX NUMBER \_\_\_\_\_

BY (SIGNATURE) \_\_\_\_\_

PRINTED NAME \_\_\_\_\_

TITLE \_\_\_\_\_

SIGNED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20 \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_



Purchasing Department  
Facility Operations

**RFP 9771**

**RE: Athens and Troy High Schools Yearbook Services**

**ADDENDUM #1 – March 25, 2014**

The Bidding Documents are modified, supplemented or augmented as follows, and this Addendum is hereby made a part of the proposed Contract Documents.

**Question #1**

Are the analytics for the assessment of the previous years' bidding such as the scoring/ deciding factors) available, and if so, would you please include a copy of or link to it?

**Answer #1**

N/A

**Question #2**

What is the current yearbook company that your district is predominantly using? And how long has the existing company been working with your district?

**Answer #2**

The current yearbook company that the district predominantly uses is Jostens Publishing since 2008.

**Question #3**

Under the circumstances that Entourage Yearbooks is approved, are we put on a vendor list for schools to choose from or are we awarded a contract for certain schools?

**Answer #3**

The Awarded Vendor will be awarded the service work as proposed in the RFP for the two individual High Schools for a three year period.

**Question #4**

Are we permitted to contact the yearbook adviser directly? And if so, would you please provide me with their name and some contact information.

**Answer #4**

No, during the RFP/Bidding process no vendor is permitted to make contact directly with the yearbook advisers, all questions are answered in an addendum format as stated in the bid package.

**Bid Tabulation  
RFP 9771 Yearbook Services**

Vendor	Athens High School					Troy High School				
	2014-15	2015-16	2016-17	2017-18	2018-19	2014-15	2015-16	2016-17	2017-18	2018-19
Entourage Yearbooks	\$34,913.25	\$34,214.98	\$33,875.55	\$33,516.72	\$33,167.59	\$56,741.85	\$55,607.01	\$55,039.60	\$54,472.18	\$53,904.76
Herff Jones-Samantha Hillery & Greg Morrison	\$40,187.00	\$40,187.00	\$41,464.95	\$41,464.95	\$43,082.08	\$64,306.00	\$64,306.00	\$66,350.93	\$66,350.95	\$68,938.92
Jostens Publishing ****Note****	\$50,500.00	\$51,510.00	\$52,540.00	\$53,591.00	\$54,662.00	\$64,333.00	\$65,620.00	\$66,933.00	\$68,272.00	\$69,640.00
Lifetouch Publishing	\$49,375.00	\$51,350.00	\$53,404.00	N/A	N/A	\$75,900.00	\$78,936.00	\$82,043.00	N/A	N/A
Walsworth Publishing Company	\$45,071.86	\$45,071.86	\$45,071.96	\$45,123.00	\$45,123.00	\$61,337.96	\$61,337.96	\$61,337.96	\$64,414.00	\$664,414.00
Jostens Publishing **** If both schools select Jostens Publishing an additional 5% discount will be applied.										