



***SPECIAL
SCHOOL PORTRAIT DAY
SAFETY POLICIES & PROCEDURES
FOR THE COVID-19 CRISIS***



School Portrait Day can be memorable and SAFE at the same time. Our new CONTACT – FREE process will allow Students, Faculty & Staff to be photographed while mitigating risks to personal health.

Parents will still want to capture photo memories of their children, and you still need photos for Yearbooks & School Records. Plus, you'll continue to receive the FUNDRAISING REBATES that come from photo sales.

Our exclusive program represents the best practices in safety during photography operations as prescribed by the Volume Imaging Professionals Association, an international advisory group serving our industry. Here's what to expect from us.

- *NO-TOUCH photography protocol with proper social distancing.*
- *NO printed forms to pass out. Parent contact handled by e-mail**
- *NO hassle photo order process. Parents order online or by phone.*
- *NO physical collection of money or forms will be done on picture day.*
- *NO need to make change for currency thru the School Office.*
- *NO-TOUCH Class Composite Photos and School Composite Photos.*
- *OPTIONS to have print packages mailed direct to home, or picked up at our local office.*
- *NO WORRY customer service. We handle it all through our local office.*

**When the school can provide contact information expressly for this purpose, see Picture Day Communications for more information*

We welcome the opportunity to serve your school community with our special COVID-conscious, contact-free protocols to protect your Students, Faculty & Staff.

Check Out Our Comprehensive CONTACT-FREE Photography Program

We want you to know that we have the highest respect for the tremendous job you and your staff are doing in these trying times. We also know that your photography needs are probably not at the forefront of your planning at this time.

The good news is, they have been at the forefront of our planning all summer!

How can we safely deliver school portrait day, so your school can have required yearbook and MyEdBC ID files, and parents can conveniently order portrait packages? The traditional ways that School Photography has been done over the years will not work in today's COVID-conscious environment.

We have developed a comprehensive plan to ensure maximum safety for students, teachers, school staff and our staff. These new processes will require some out-of-the-box thinking to execute, but we are prepared to do our part to make safety + school pictures a reality this year.

Your school will also benefit financially from the sales of student portraits as always with Photo Expressions. These fundraising dollars could help support the purchase of personal protective equipment for students & staff or any other extraordinary expense you might have during this crisis.

Feel free to reach out to us with any questions you have.

Scheduling for School Photos

There are several safe options for the process by which School photography can be conducted this year. We've instituted a comprehensive picture-day safety protocol based on best practices of CONTACT-FREE photography.

For In-School student attendees, we can accommodate alternative scheduling by offering multiple-day services instead of a single picture-day. This would accommodate A / B scheduling plans for reduced student enrollment on alternate days. We have adequate staffing to facilitate the doubling of days required to photograph everyone. As you probably know, we have tentatively scheduled 2 portrait days instead of 1, depending on how school re-opening goes.

As social distancing and other precautions are mandated, the speed of the photography process will take slightly more time than usual. It's important that we work with your School Secretary to adjust the picture day scheduling to allow this.

For 100% Remote Learners this Fall, we are offering an exclusive opportunity to participate in a special School portrait program. We can provide individual sessions on alternate dates and times, at our local portrait studio, which will allow an extreme level of social distancing.

Parents can book their own personal session times through an online appointment system we'll provide. This means not only that any waiting time is minimized, but homeschool parents could bring all their children to be photographed at one time. They will likely be in and out in 5 minutes or less without having personal interaction with other students and parents.



Venues for School

We can be flexible concerning the actual location where we will set up to do photos. We will need slightly MORE space around each mobile studio setup to provide social distancing. In many cases, we can use the same space you've always allocated on picture day. However, we are requesting the largest available room (hello, gymnasium) with at least 2 doors for entry/exit.

Picture Day Communication to Parents

Picture Day announcements will be **PAPER-LESS** this year. Our system eliminates the need for your school to distribute printed paper forms in advance of Picture Day as was previously done.

All of our communication with parents will have our local office customer service phone and e-mail address so they can reach us, if necessary. Should any parent call your school for any picture day information, please refer them directly to us. We understand how busy you are and don't want your office to have to handle these questions.

As we must comply with all FIPPA (Freedom of Information and Protection of Privacy Act) rules and provide individually password-protected links for each student, there are 2 methods of paperless communication possible:

1 – Preferred Method

You may, at your option elect to provide us with Parent contact e-mail addresses and we'll handle all communications directly with Parents. We do not require any proprietary student information; only the Parent contact email.

Privacy Notice: Rest assured that any such information provided us will be kept confidential and be used only for the purpose of School portrait marketing. This information will never be shared with or sold to other parties. And it is completely FIPPA-compliant for the school to provide this information.

This method is no-fuss, no-muss for the school as we can directly communicate with any parents whose email addresses are valid and up to date.

2 – Alternate Method

As a last resort (because it is more work for all involved) if unable to provide parent email addresses, we will need as many parents as possible to pre-register their email with us BEFORE picture day, so we can provide them with their secure login for each student.

To facilitate this, we ask that your school utilize any current method(s) you are now doing to communicate with parents about Picture Day and the need to pre-register. Any or all of the following may be appropriate:

- Announcements on your School Website.
- E-mail or Text blasts to Parents.
- Outdoor or other electronic signage
- Announcements on School or PAC Facebook groups.
- Recorded voice announcements by auto-dialer phone system.

We will provide pre-written informational content for any of the above you can use to get the word out. We want to ensure that all Parents are pre-notified about picture day.

Paper-Less Collection of Photo Orders

This year, all portrait orders will be taken online or by phone to our office. How parents may order by will be clearly explained in our parent communications before picture day.

There will be NO paper order forms or paper proof sheets this year, and all purchases will be made by Debit or Credit card. If any Parent cannot make their payment in this fashion, they can contact our office, and we'll make special accommodations for them.

Our safety goal in going paperless this year is to eliminate the possibility of contact transmission of the Coronavirus from the handling of forms or currency.

In extreme circumstances where we are unable to initiate contact with many school families due to incomplete data/communications, we will send paper proofs to the school, which can be quarantined for 72 hours before being distributed. We do not anticipate having to use this method, but are prepared in case.

Our Preparation for Picture Day

We have educated our staff with comprehensive information regarding the best-practice prevention and occupational safety measures that are now required for a contact-free picture day.

Of course, we agree to follow all protocols concerning COVID safety instituted by your school, school district, and the Provincial government while working in your school.

Each member of our staff will have their temperature taken as well as being asked health screening questions each morning before starting to work. Employees exhibiting any respiratory symptoms or fever will not be allowed to work that day and until any health issue clears.

We will consult with you in advance about how we can enter and leave your building in a way that is neither disruptive to your school nor poses any risks related to social distancing.

We will bring with us hand sanitizer and surface disinfectant for use by our employees working in the mobile studios. We will also clean and sanitize our equipment and travel cases before entering your school.

We'll also send you an information sheet in advance to share with Teachers and Staff to familiarize them with the changes in Picture Day protocols that are necessary this year. This may help ease any anxiety about the “new” Picture Day methods being employed this year.



The Picture-Day Process for Contact-Free Photography.

While much of the photography process for picture day will remain the same as in previous years, there are some critical differences in place this time to support our contact-free program.

A. The schedule of classes to be photographed on picture day will be coordinated (possible in advance) with your School Secretary. This is to ensure that some additional time is allowed for correct social distancing and that we won't have large groups of students congregating at one time and place.

B. We will not be issuing Camera tickets to students before photography as has been done previously. This will eliminate the need for handling of paperwork. Instead, we will use the Student data you provide us in advance, and **barcode scanners to automate the method we use to identify each Student.** We will verbally verify each Student's name before photographing them. We will ask each teacher to line-up the Students in alphabetical order for photography to speed up the identification process.

C. We will provide removable signage in the camera area to indicate proper spacing for each child waiting to be photographed. **We will maintain a 6-foot interval between students and our staff at all times.**

D. We will set up a free-standing mirror at each mobile studio so that students can self-groom before photography. However, as this must be a contact-free picture day, we cannot ask our staff or school volunteers to "groom" the children (fix hair or collars, etc.) before photography as we've previously done. We'll convey this fact to parents in advance through our picture day announcements. This may allow parents to caution their children not to get their hair or clothing messy prior to getting photographed.

E. Subjects will enter the mobile studio area from one side only, and exit from the other. Everyone able to will be photographed in a standing pose this year (for the past 2 years we have been doing this anyway, with the exception of people over 6 feet tall). All photos for school records will be cropped to the traditional head-and-shoulders look from the standing pose.

In fact, in our experience, we've found that the standing pose works better to minimize any visible wrinkling of blouses and shirts and eliminates shoulder slumping, thus providing a cleaner look for the portraits!

Anyone not willing or able to be photographed in a standing pose (i.e. persons with disabilities, etc) will be accommodated with seated posing.

Of course, we offer a 100% Guarantee of Satisfaction for our portrait work. If a parent is unhappy with the results of their child's portrait, they may request a retake on the scheduled make-up day.

F. All our staff will be wearing masks while onsite at your school. We have specially designed masks with “windows” in them to help with communication and “mirroring” of our photographers’ smiles. School staff and students should follow your own School policy regarding mask use before and after being photographed.

G. All photography to be done this year will be “touch-less.” Posing instruction will be delivered verbally or through hand direction. Our photographers will not approach subjects to manually position them or adjust hair/clothing.

Classroom Group and Panorama Photos – Contact-Free Alternative

It will not be possible to offer traditional classroom group photos this year due to the need for social distancing. However, this is a bridge we have already crossed in Spring 2020, as we were the only photography company (to our knowledge) to deliver Class Composite photos for free in lieu of the promised traditional class photos.

Class Composite photos do offer some advantages over traditional group photos:

- a) Allows those absent on the original picture day, or those requesting retakes to be included after the make-up day.
- b) Often provides a better look for each child as this photo is taken individually, providing a better chance to get the best subject expression possible.



Composite style group photos require additional production time, and will be delivered separately from the individual portrait packages.

Likewise, we are able to offer full-school composite photos for the large annual print in your hallway, in lieu of traditional “panorama” photos. Again, this is provided free as usual, at no extra cost to the school, and provides the same advantages (can include absent students/staff, good expression from everyone).

We do recommend that all staff have their portraits taken for inclusion in class composite and school composite photos.

Delivery Time & “No Touch” Photo Package Distribution.

All portrait packages for individual students will have the option to be:

1. Shipped directly to their home address for a fee.
2. Picked up at our local studio

These options will free your teachers and staff from distributing them at school. Parents will appreciate that they will get their package intact and not found folded up in their child’s backpack!

3. Shipped directly to the school

In this case, portrait packages will **likely be delivered with school service items** (such as ID stickers, Index booklets, class group photos, school composite photos, etc). Parents will be warned that this option will result in delayed delivery. For safety reasons, we recommend you wait at least 72 hours before opening the box they are delivered in. This delay will help mitigate any chance of any virus spread by contact thru shipping channels.



COVID Precautions for other Programs

We're equally conscious of the need for safe photography protocols for other programs offered at your school. You can rest assured that we've adopted best practices to permit these kinds of programs to go forward.

- Sports photography – Individual player and composite team photos.
- Group photos of all types – Large and small (via composites).
- Senior Portrait Programs.
- Graduations & Commencements.
- Family Portrait fundraising program.
- “Created By Kids” art fundraiser program.



Please feel free to contact me with any questions or concerns.

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