

School Photo Vendor

Request for Information (RFI)

Date Due: December 2020

Direct all communications related to this RFI to the following contact:

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EDINA PUBLIC SCHOOLS
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Section I—RFI Overview

A. Purpose

EDINA PUBLIC SCHOOLS is requesting information from qualified vendors to provide school photo services. The District is seeking information from current vendors who provide individual, classroom, school, and parent photos. Responses to this RFI will assist the district in selecting a single vendor to provide these services throughout Edina Public Schools.

General Conditions

This RFI is not an offer to contract. Acceptance of a proposal neither commits the school district to award a contract to any vendor, even if all requirements stated in this RFI are not met, nor limits our right to negotiate in our best interest. The school district reserves the right to work with a vendor for reasons other than lowest price. The school district will thoroughly examine each proposal for best price, product quality, performance measures, flexibility and customer support.

The vendor will absorb all costs incurred in the preparation and presentation of the proposal.

Edina Public Schools reserves the right to reject any or all proposals, in whole or in part, with or without cause, even if all the stated requirements are met. The school district may also request the opportunity to conduct an on-site review of the vendor's demonstration of the proposed technology.

Confidentiality

Any information contained in the proposal that is proprietary must be clearly marked as such and will be treated as confidential to the extent allowable in the Minnesota Government Data Practices Act. Results for our evaluation or submitted solutions will be limited to our evaluation criteria scoring rubric.

Evaluation Criteria

When evaluating responses to this RFI, the School District will examine a number of criteria to evaluate proposals including but not limited to cost. The District will follow a subjective evaluation process to review all proposals to determine which proposal would be most desirable to the School District. Evaluation criteria may include, but may not be limited to, the following:

1. Competitive pricing for the services outlined in this RFI(35%)
2. Proven ability with documentation, to implement and provide support for end to end photo services as the School District outlines in this RFI (25%)
3. Customer(Edina Public Schools) satisfaction with prior work (25%)
4. Prior experience with the district. (15%)

Section II—Background

A. Background Information

Edina Public Schools includes six elementary schools (grades K-5), two middle schools (6-8) and one high school (9-12). The District serves a large portion of the City of Edina, a first-tier Minneapolis suburb of approximately 47,450 residents. Current student population is roughly 8,250 students.

Section III-Vendor Instructions

A. RFI Schedule

This schedule outlines the major activities that will occur in this bid process and the corresponding deadlines. Any changes in deadlines will be communicated by the District to all vendors in writing. The School District reserves the right to disqualify any vendor who does not comply with these deadlines.

Activity	Description	Date/Time
Published RFI	Send completed Attachment 1 to contact listed on RFI via e-mail.	December 4th at 4:00 p.m.
Submit proposal		December 18, 2020 at 4:00 p.m.

B. Vendor Questions and RFI Addenda

Questions regarding the content of or schedule for the RFI must be submitted in writing by email to the contact identified on the cover page of the RFI as indicated in the above schedule. The School District will issue answers to all vendor questions as noted in the above schedule.

In the event that modifications or additions to the RFI become necessary, vendors will be notified in writing, and changes will be posted on the District website.

C. Desired System requirements

Each vendor interested in responding to this RFI should address the requirements found in the next section (E. Capabilities and Experience) within their response.

D. Opportunity to follow up on your proposed solution.

After reviewing the proposals, the district may be interested in discussing your proposal in greater detail.

Section IV-Proposal Content

Submission Information: All proposals must be in and received no later than December 18, 2020 4:00 pm C.S.T. . That would include all sections of this RFI and a breakdown of the cost for product and other variables.

Mark envelope or electronic email with the following: Request for Information: School Photo Services

Please submit one (1) copy on either paper, email or USB thumb drive device. The electronic copy shall be submitted

in PDF format. All responses must be submitted in the form set forth in this RFI, and delivered to:

Edina Public Schools
Attn: Steve Buettner
5701 Normandale Rd
Edina MN 55424
steve.buettner@edinaschools.org

All proposals received after the deadline will be considered non-responsive. No faxed proposals will be accepted.

Your proposal should also be organized as follows:

A. Letter of Introduction (Limit to 1 page)

Provide a cover letter that introduces your company, contact names and the name of your proposed solution. Include your company’s legal name.

B. Table of Contents

Provide a sequential table of contents with page numbers linking to the content of your proposal.

C. Executive Summary (Limit to 1 page)

Provide a concise and brief overview of the highlights of your product.

D. High level overview of your proposed solution (Limit to 3 pages)

Please provide an overview of your company and system and what you feel makes your school photo service stand out. Why should Edina Public Schools use your services over others?

F. Capabilities and Experience (Limit to pages provided)

Please address the following desired Service Requirements section and any additional capabilities you feel are important.

	Yes/No	Notes
Elementary School:		
Individual portraits		
Picture Re-takes dates up to 2		
Class (group) portraits		
Student portrait packages		
Student safety cards		
Yearbooks		
Athletic team or group portraits and student photos		

provided as digital image for yearbook purposes		
Staff group photos / Whole school montage on shape of choice		
Thumb print size photos and Sticky prints for cumulative folders		
Online ordering		
Scholarships for families		
Photo Directories for school		
Free Class photo to all students and staff		
Student Photo Collage		
Staff picture for their door		
ID cards for students used for school lunch		
20% commission back to school		
Yearbook to Principal		
Class composites		
Staff portraits		
Class composite pictures for all the students		
Principal's book with all the class composite pictures		
Families receive lost student picture card in case they need a quick picture of student		
Typical offerings for purchase 8x10, 5x7, 4x6, wallets, etc., various backgrounds if outdoor pictures are not possible because of weather.		
Middle School:		
Individual portraits day to be coordinated during fall orientation		
Make up Portrait days (Total of 3 days)		
Online ordering for families		
Yearbook option		
Thumb print size photos and Sticky prints for cumulative folders		
Staff/Student ID's with barcodes on ID's that can be printed on site day of the fall orientation. The barcode that can scan student ID's that interfaced with Infinite Campus to be used.		

Barcode scanner is included in the proposal		
Teacher Photos Free		
Photo Directory for school office		
Athletic team portraits and student photos provided as digital image for yearbook purposes		
Student photo packets upon delivery sorted by Advisory		
High School:		
Individual Underclass portrait day to be taken at school get connected days		
Picture Re-takes dates up to 2		
Athletic team portraits and senior class headshots provided by digital image for yearbook purposes		
Portraits (online ordering optional)		
Parent access to website to order additional items		
Email reminders to parents		
Photo directory of staff and students		
Staff/Student ID's with barcodes on ID's that can be printed on site The barcode that can scan student ID's that interfaced with Infinite Campus to be used.		
Barcode scanner is included in the proposal		
Student photo packets organized by Advisory(district supplied)		
Online access to pictures for yearbook advisor as well as cd of pictures of staff and students		
Commencement photo packages for students in the June graduation ceremony.		
Other Information:		
Regarding Digital Images Provided to the District: Edina Public Schools requires digital images to be provided for the use of the Information Technology Department, the specifications for these images are as follows:		
Vendor will be provided a listing with student names and associated numbers. Photos provided to the District for District use in Information Technology applications are required to be in JPEG (.jpg) format, with student number used as the file name, with images to be sorted by school.		
Ability to accept a class lists(advisory or		

homeroom) in order to organize distribution of images to students from Infinite Campus		
Digital images provided to the Information Technology Department can be sent via download or web application		
Digital images must be 200x300 at 72 dpi or larger.		
Digitized Photos for Infinite Campus		
Support services		
Do you have a dedicated representative for the district		
Maximum number of photographers willing to provide for a school photo day		
Please list other services provided		

E. Quality(AKA Customer Service) (Limit to 1 page)

- Please describe your escalation process for customer service and technical issues. Please provide your SLA’s and or service guarantees.
- Please provide three references from other school districts that currently are using your product.

F. Billing and Invoicing (Limit to 1 page)

- Describe how you bill or invoice for your service.

G. Financial Considerations (Limit to 1 page)

Pricing, along with many other factors, will be a driving factor in the selection of school photo services at the most competitive price possible. The organization wants to ensure, however, that quality of service delivery is not negatively impacted from any form of exceedingly aggressive pricing scenario.