



Request for Information (RFI)

School Portrait Photography & Digital Portfolio Services

Cape Henlopen School District

Issue Date: March 13, 2026

Response Due Date: April 3, 2026

RFI Contact: Oliver Gumbs, Director of Finance

Cape Henlopen School District
1270 Kings Highway Lewes, DE 19958
Email: oliver.gumbs@cape.k12.de.us

1. Purpose

The Cape Henlopen School District (the “District”) is requesting information from qualified vendors capable of providing comprehensive school portrait photography services, including digital portfolio management and online ordering solutions.

This RFI is issued solely for information-gathering and planning purposes and does not constitute a solicitation or a commitment to issue a Request for Proposal (RFP) or award a contract.

2. District Overview

The District serves multiple elementary, middle, and high schools within Sussex County, Delaware. Vendors should demonstrate experience supporting multi-school districts with varying enrollment sizes and grade configurations (PK–12).

3. Scope of Requested Information

Vendors should address the following areas in detail:

A. Photography Services

- Fall and Spring individual student portraits
- Class and group photos
- Staff and administrative portraits
- Senior portraits (high school)
- Athletics and extracurricular photography (if available)
- Retake scheduling and procedures
- Makeup days and contingency planning

B. Digital Portfolio & Technology Platform

- Secure online ordering platform for families
- Digital student image hosting and archival access
- Administrative portal for district/school staff
- Integration capabilities with Student Information Systems (SIS)
- Yearbook image file formatting and delivery
- Student ID badge image compatibility
- Data security and encryption protocols
- FERPA compliance procedures

C. Customer Service & Communication

- Dedicated account representative
- On-site staffing model for picture days
- Parent/guardian customer support model
- Multilingual communication options
- Order corrections, refunds, and satisfaction guarantees

D. Operational Capacity

- Years in operation
- Experience serving public school districts (especially in Delaware or surrounding states)
- Average turnaround time for proofing and final delivery
- Background checks and clearances for photographers
- Equipment and lighting standards
- ADA accessibility compliance for digital platforms

E. Financial Model & Pricing Structure

- Pricing model (commission-based, revenue share, no-cost-to-district, etc.)
- Administrative stipends or school incentives
- Typical package price ranges
- Digital-only purchase options
- Equity considerations (low-income family access programs)
- Fee transparency and surcharge policies

4. Required Vendor Information

Vendors should include:

1. Company overview and ownership structure
2. Proof of insurance (Comprehensive General Liability and Sexual Abuse and Molestation Liability)
3. Business licensure and authorization to operate in Delaware
4. Data privacy policy
5. At least three (3) K–12 district references (include contact name, title, district, phone, email)
6. Sample photography portfolio (digital link preferred)
7. Commitment to the district’s Criminal Background Check requirements for all photographers and staff working around children

5. Evaluation Criteria

Responses to this RFI will be reviewed to inform potential next steps. If the District proceeds to an RFP, the following evaluation criteria may be used:

Evaluation Category	Weight (Tentative)
Experience with K–12 Public School Districts and Special Needs Student Populations	20%
Quality of Photography & Portfolio Samples	20%
Technology Platform & Data Security	15%
Customer Service & Operational Capacity	15%
Pricing Structure & Financial Value to Families	15%
Equity & Accessibility Considerations	10%
References & Past Performance	5%

The District reserves the right to adjust evaluation criteria in any subsequent formal solicitation.

6. Submission Instructions

Responses must be submitted electronically in PDF format no later than **April 3, 2026** to:

Sharlene.Manship@cape.k12.de.us and Oliver.Gumbs@cape.k12.de.us

Subject Line: *RFI – School Portrait Services – Vendor Name*

Late submissions may not be reviewed.

7. Disclaimer

This RFI is issued for planning and informational purposes only and does not obligate Cape Henlopen School District to issue an RFP, enter into negotiations, or award a contract. All costs associated with preparing a response to this RFI are the sole responsibility of the responding vendor.

8. Anticipated Implementation Schedule – FY 2026-2027

The Cape Henlopen School District intends to establish a partnership with a qualified vendor in preparation for the FY 2026–2027 school year. Vendors should demonstrate the capacity to meet the following anticipated timeline:

A. Award Timeline (Estimated)

- **RFI Issued:** March 13, 2026
- **RFI Responses Due:** April 3, 2026
- **Proposal Evaluations & Video Presentation/Interviews:** April 2026
- **Contract Execution:** On or before May 15, 2026

B. Implementation & Planning Phase

- **Kickoff Meeting with District & School Administrators:** By May 31, 2026
- **Finalization of School-Level Photography Schedules:** By May 31, 2026
- **Online Ordering Platform Activation:** TBD
- **Parent/Guardian Communications Distributed:** TBD
- **Data File Exchange & SIS Integration Testing:** TBD

C. High School Senior Portrait Scheduling (Required)

The selected vendor must be prepared to conduct **high school senior portrait sessions** according to the following required window:

- **Start Date:** No earlier than June 1, 2026
- **Completion Deadline:** No later than December 1, 2026

Vendors should outline:

- Proposed scheduling methodology (on-campus, studio, hybrid model)
- Appointment booking process
- Makeup session procedures
- Timeline for proof delivery and yearbook-ready file submission
- Contingency plans for inclement weather or scheduling conflicts

Timely completion of senior portraits is critical to support yearbook production deadlines and student ID issuance.

D. Fall 2026 School Portrait Scheduling (All Other Grades)

- **Pre-K, Special, Elementary & Middle School Fall Portraits:** August–October 2026
- **Retake Sessions:** Within 30 days of original session
- **Staff Portraits:** Scheduled the same as student portraits
- **Yearbook Image Delivery Deadline:** As coordinated with each school (typically October–November 2026)

E. Ongoing Services

- Spring portraits (if applicable) – Spring 2027
- Sports and extracurricular portraits – As scheduled with schools
- Homecoming, Prom and Graduation portraits – As scheduled with schools
- Customer service and fulfillment – Continuous throughout contract term

Vendors must confirm their ability to meet this schedule and identify any operational constraints that could impact the timeline(s).