

Arlington Public Schools
"Providing the means to accomplish dreams"

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| Supportive Information Sheet |
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Subject: YEARBOOK CONTRACT 2009-2014 SCHOOL YEARS

Action

Page(s): _____ Nine (9), including cover _____

Submitted by: _____ Kurt Criscione, AHS Principal _____

Date: _____ May 26, 2009 _____

Background Information:

Yearbook companies go out to bid periodically (typically every 3 years) for publishing contracts; this one is a one year bid with the option to renew each year after that for a total of five years.

Administrative Consideration:

The four yearbook publishing representatives have offered proposals to fit the specifications provided. I have attached the spreadsheet comparing the results. The scoring criteria: 30% curriculum, 30% technology, 30% cost, & 10% company/rep reputation. I am requesting we continue using Taylor Publishing based on the proposal results as well as my experience over the past 9 years with the company.

Superintendent's Recommendation:

That the Board approves Ms. Hayman's vendor selection and authorizes her to enter into contract with the preferred bidder.

30% Price
30% Curriculum
30% Technology
Company & Rep
10% References

Total score per company

Jostens 8
 Walsworth 12
Taylor 6
 Herff Jones 14

| | Jostens | Walsworth | Taylor | Herff Jones |
|---|---|---|--|---|
| Unit Price | | | | |
| 2010 | \$36.00 | \$30.61 | \$30.00 | \$41.25 |
| 2011 | \$37.08 | \$30.61 | \$31.00 | \$41.25 |
| 2012 | \$38.18 | \$30.61 | \$32.00 | \$45.25 |
| 2013 | \$39.34 | \$30.61 | \$33.00 | \$45.25 |
| 2014 | \$40.50 | \$30.61 | \$34.00 | \$45.25 |
| Total Price | | | | |
| 2010 | \$41,400.00 | \$35,201.50 | \$34,500.00 | \$47,437.50 |
| 2011 | \$42,642.00 | \$35,201.50 | \$35,650.00 | \$47,437.50 |
| 2012 | \$43,907.00 | \$35,201.50 | \$36,800.00 | \$52,037.50 |
| 2013 | \$45,241.00 | \$35,201.50 | \$37,950.00 | \$52,037.50 |
| 2014 | \$46,575.00 | \$35,201.50 | \$39,100.00 | \$52,037.50 |
| Rating: scale of 1-4 (1 = best; 4 = worst) | 3 | 1 | 2 | 4 |
| Curriculum | | | | |
| Staff Opportunities | summer workshop; fall staff workshop in Sept; photojournalism workshop; training in-school as needed | summer workshop; training in-school as needed | summer workshop; spring workshop; training in-school as needed | yearbook exchange; summer workshop |
| Adviser Opportunities | same as staff + new adviser workshop, adviser technology workshop in Oct; spring premier workshop; training in-school as needed | summer workshop; training in-school as needed | same as staff + Intensity workshop in Dallas in the fall | same as staff + new adviser workshop; WJEA day; Techfest Workshop (Oct) |

| | Jostens | Walsworth | Taylor | Herff Jones |
|--|--|---|--|---|
| Materials | curriculum with presentations, quizzes, evaluation. InDesign, journalism, & digital photography curriculums available; 1, 2, 3 Yearbook Curriculum (on CD) | process manual, InDesign instruction, etc. | Binder of ready to use materials including CD; design, layout, copy, theme development, etc. Digital photography instruction, etc. | Guide to yearbook journalism--student workbook; Yearbook Discoveries, etc. |
| Rating: scale of 1-4 (1 = best; 4 = worst) | 2 | 4 | 1 | 3 |
| Technology | | | | |
| Mugs | school can flow by page or section | school can flow by page or section | school can flow by section | school may place images (unclear if by photo, page, or section) |
| Indexing | upload list of student body, pull as they appear in captions; coverage report is run | uses student list or list from picture CD . . . Or combination to pull names & create the index | upload list of student body as well as picture CD list; pull as they appear in captions to run index | reads every 2 word proper noun & flags it for index; allow you to edit & flow the entries to customize the look |
| Image Placement | picture placer puts a copy of image in the links folder; allows for placement & cropping as you place | picture placer puts a copy of image in the links folder; allows for placement & cropping as you place | easy placement of pictures | ImageCatalog: creates/prints contact sheet for images in any folder; redeye reduction |
| Progress Management | Online ladder & progress; can see thumbnail of student work | | | |
| Submission | PDF and online | PDF and online | pdf and online | ePage: online submission--not sure if pdf or source/page file |

| | Jostens | Walsworth | Taylor | Herff Jones |
|--|--|--|--|--|
| Proofs | NetLine . . . Download, fix, & upload proofs | | online pdf proofs | eProofs: hard copies & online; |
| Online Purchase | I think so . . . ; tracking of sales available--it makes sense the purchase would also be available. | Yes | My Year .com | no mention |
| Online Ad Creation/Sales | ad page creation--based on Jostens templates | Online ad sales & creation--select from templates and create or upload pictures & text with yrbk staff creating actual ad | adbuilder via MyYear.com; create own ads using templates WE create; we download & put into our book | no mention |
| Other | site to share photos--those not on yrbk can upload pics, etc. | Community Upload site as well. | | |
| Rating: scale of 1-4 (1 = best; 4 = worst) | 1 | 3 | 2 | 4 |
| Company & Rep | Jackie Paffrath | Mike Archer | Kerri Kuykendall | Peter Magelssen |
| Reputation | solid; friendly; enthusiastic | has his followers or not. I had a bad experience with him in 99-2000. Students were left out, we were charged overtime without warning, books were delivered the day of distribution, etc. | Great! I've been with this publisher for 9 years now; our book is ALWAYS here early--this year, it was 3 weeks early. Friendly | |
| Reference Letters | | | | |
| Sample books | solid | solid | solid | sample books are very "middle school-y"; not quite the same caliber I'm expecting to produce |
| Rating: scale of 1-4 (1 = best; 4 = worst) | 2 | 4 | 1 | 3 |

**Request for Proposal
Arlington High School Yearbook**

Proposal Duration:

Proposal is for a one-year contract with the option to renew for four additional one year increments.

Proposal Procedure:

Proposals are due by 3:00 pm on Friday, May 15, 2009. Proposals must be addressed to:

Anne Hayman
Yearbook Adviser
Arlington High School
18821 Crown Ridge Blvd.
Arlington, WA 98223

Outside of the envelope must clearly state, "2010 Yearbook Proposal" and include the proposal due date and time. Proposals received after due date and time will not be considered and will be returned unopened. There will be NO public proposal opening. Questions about proposal must be received in writing by email/fax to adviser no later than five working days before proposal due date. Following receipt of proposal, school and adviser will review proposals. Vendors MAY be invited to provide a post proposal presentation at adviser's discretion. School and adviser will make decision by June 5, 2009. School board will approve decision and sign the contract.

Award Criteria:

30% Price
30% Curriculum
30% Technology
10% Company and rep references

Basic Specifications:

Professional service is to be provided as follows:

1. A PLANT representative shall be available for the yearbook adviser to contract via phone or email regarding production progress of materials.
2. The company is to furnish the school with the name and email address of an individual at the plant capable of making decisions on the phone or via email concerning changes or corrections.
3. A LOCAL representative shall be available at the request of the yearbook adviser to visit the school and consult with the staff.
4. A representative will call on the school with a specific schedule to be determined between the yearbook adviser and the representative.
5. The company shall provide opportunity to staff members to attend training workshops.

6. The company shall supply layout and copy fitting computer program and enhancements.
7. The primary mode of immediate communication should be email. Telephone and postal correspondence are also acceptable as secondary forms of communication.

Page Submission:

Pages will be submitted as source files or by PDF using company plugins for Adobe InDesign CS4 on CD or online. Photos will be digital using tiff or jpeg format at 300 dpi. Original scans may be submitted as well.

Dimension of book:

Page size shall be 8.5 x 11

Number of books:

The number of books in the basic order will be finalized by December 20 without penalty. The approximate number of books to be ordered will be 1150.

Number of pages in the book:

The number of pages bound in the book shall not be less than 232 pages, not including end sheets, blanks, or company designed pages.

Paper Stock:

Paper stock to be 80# matt or enamel

Cover:

Proof of the cover is to be furnished to the school and approved prior to release for production. The ability to add up to three of the following applications to a base cover should be included in the quote: lithograph printing, embossing, debossing, foil stamp, and silk screen. The option should also be available to create a four-color cover.

Binding:

Smythe sewn, rounded, and backed

Spine:

Printing on the spine of the cover

End Sheets:

End sheets are to be of colored end sheet stock with four-color design different front and back.

Color:

1. In order for our school to utilize the latest technology, color MUST have the following features at no extra charge:
 - a. 4 color proofs must be in 4 color format, both on paper and on disk, showing all pictures, copy, and graphics in place.
 - b. Ability to use unlimited combination screens
 - c. No close registration requirement
 - d. Unlimited color enlargements and reductions of candid photos
2. Please list any color charges separate from base bid
3. Please include pricing for an all color book.

Proofs:

In order for our school to utilize the latest technology, proofs MUST have the following features AT NO EXTRA CHARGE:

1. Pages must be on both paper and on disk (or customer submitted PDF's) showing all pictures, copy, and graphics in place
2. Proofs must be actual company working files or customer submitted PDF's
3. Bidder must provide all proof correction charges associated with this type of proofing system
4. Bidder must successfully demonstrate the program to the satisfaction of the adviser and/or staff.
5. School should be able to return pages via PDF either on CD or online.

Mug Shots and Indexing:

Bidder must provide a portrait program which allows school to edit text and photos and flow own digital panel pics from PSPA CD to page by section not individual portrait. Bidder must provide a program with indexing plug-in that automatically indexes names from the PSPA CD that are used in the book.

Type:

Company must provide a font list of supplied fonts for use by the school at no additional charge. If company does not supply fonts, company's font policy and charges must be included in the proposal.

Enhancements:

Bidder must have plugins/enhancements for InDesign CS4 for MAC and PC available to the school. Bidder must demonstrate, to the adviser's satisfaction, all enhancements bidder's company has created for InDesign CS4, and representative must demonstrate proficiency with both InDesign and PhotoShop. Failure to provide a demonstration upon request will disqualify the representative from bidding.

Deadlines:

Final deadlines shall not be less than six weeks prior to delivery. Delivery date of books is dependent upon the school year calendar, which is not yet determined. It

shall not be later than June 5. The delivery date and deadlines and deadlines shall be established in September but shall be subject to subsequent negotiation. Bidder to provide sample deadlines.

Shipping:

Yearbooks must be shipped to the school on the date and time specified by the adviser. Should it appear that the meeting of the final delivery date is in jeopardy as a result of missed deadlines, the vendor is responsible to inform the yearbook adviser ten days prior to the final deadline that if such a deadline is missed, late delivery may be implemented or an overtime charge may be levied and the estimated amount of such overtime charges be quoted. Shipping FOB to school itself not district warehouse.

Copy Return:

All photographs, artwork, and other materials used in the publication of the yearbook shall be returned to the school on the shipping date specified. They may be returned with books in a marked box so identified.

Payment Schedule:

The payment schedule is to be 40% January 15, 40% April 15, and the balance 30 days after start of the next school year and receipt of final invoice. Statements requesting payment must be mailed to the school a minimum of eight weeks prior to the due date.

Contingencies Eliminated:

The bidder certifies that adequate supplies are on hand, or have been contracted for, to complete the production of the yearbook bid upon, by the deadline agreed upon. The yearbook adviser shall be notified immediately in writing of delays caused by strikes, fires, or other disasters.

Delays in meeting deadlines, except for the final deadline, caused by school closures due to snow, fire, or other disaster, shall not be penalized if company is notified immediately of such unavoidable delay. School will be expected to make up such deadline delay day for day upon re-opening of school.

Other:

Please include a brief description of the software plugins to address the overall user-friendliness and the following specific topics:

1. Mugs
2. Indexing
3. Image Placement
4. Tracking of student/staff progress
5. PDF and source file packaging process
6. Online submission process

