



To: Dr. Mike Riggle
Board of Education

From: Dr. Kimberly Ptak
Dr. R.J. Gravel

Date: Monday, May 21, 2018

Re: Photography Request for Proposal

Recommendation

It is recommended that the Board of Education approve a three year contract with Stuart-Rodgers Photography for photography services at Glenbrook North and Glenbrook South High Schools.

Background

Glenbrook North and Glenbrook South have historically contracted with third party photography companies for the following services:

- Individual student and staff ID pictures
- Individual student and staff yearbook pictures
- Fall underclass portrait packages - paid for by families
- Senior portrait packages - paid for by families
- Graduation pictures - paid for by families
- Event candid photographs - approximately 150 events per year
- Photography to be used throughout the buildings printed on poster board
- A principal album - color album of every student, alphabetical, by grade

The photography companies sell underclass, senior and graduation portrait packages to families ranging in price from \$7 to over \$400, depending on selection and digital download options. Both schools receive a commission in the amount of 25% of total sales which is used to supplement the yearbook program. This results in an approximate financial benefit to each school in the amount of \$12,000. Additionally, both schools have received a small equipment grant to be used to purchase new cameras and other photography-related equipment. The current photography agreements with Lifetouch (Glenbrook South) and Stuart-Rodgers (Glenbrook North) expire on June 30, 2018.

Request for Proposal Process

A joint team of school and district leaders prepared and made available a Request for Proposal (RFP) documenting the scope of services and overall expectations. Three companies responded to the RFP: Stuart-Rodgers Photography, Lifetouch, and Grad Images. Grad Images only responded to the graduation portion of the RFP. A summary of the responses are shown below.

Vendor	Commission Structure	Equipment Grant	Signing Bonus	Family Package Prices*
Stuart-Rodgers Photography	25% of undergrad sales \$20/senior package	\$4,000/year	\$2,500/year	A: (2) 3x5, (4) wallets \$7 B: (4) 3x5, (8) wallets \$16 C: (2) 8x10, (4) 3x5, 12 wallets \$26 Senior Packages: \$95 - \$350
Lifetouch	25% of undergrad sales \$25/senior package	\$11,000/year	n/a	A: (2) 3x5, (4) wallets \$7 B: (4) 3x5, (8) wallets \$16 C: (2) 8x10, (4) 3x5, 12 wallets \$26 Senior Packages: \$119 - \$399
Grad Images	20% of graduation sales	\$2,400/year	n/a	n/a

* A sampling of the packages is presented above; packages vary greatly and can be supplemented with ala carte items, including royalty-free digital downloads.

Responses to the RFP were reviewed by both Assistant Principals for Student Activities, and were discussed with our yearbook advisors. Additional information regarding the proposals was gathered through follow-up phone calls and in-person meetings. Recognizing the benefits of selecting a single provider for all photography services, Grad Images was excluded from consideration. This left our two current providers, Lifetouch and Stuart-Rodgers Photography remaining.

Overall, Stuart-Rodgers and Lifetouch offer comparable services and photography package price points to families. Additionally, both companies offer comparable commission structures for use in supporting each school's yearbook programs. In reviewing current experiences with our providers (customer service, photograph quality, and ease of scheduling), Stuart-Rodgers Photography emerged as the selected service provider for both schools.

Stuart Rodgers is a locally owned company established in 1945 and has been a leader in school photography since 1979. Stuart Rodgers has been the photographer at Glenbrook North High School for many years and has provided excellent service and photo quality.