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To: The Board of Education and Dr. Patrick Broncato, Superintendent
From: Curt Saindon, Assistant Superintendent for Business Services/CSBO
Date: September 18, 2026
Subject: Recommendation for Student Photography Services Contract Provider

As was discussed in August, we opened and qualified six proposals for Student Photography Services on July 21st. We are looking to contract with a company for the 2027-2028 school year and beyond. This was in response to the RFP that we released on June 18th at the request of the Board. We initially identified about 20 companies to send the RFP out to and about 10 of them initially showed interest. A few declined to bid and a few simply dropped out of the process, leaving six companies to deliver qualified proposals...The Barksdale Group, Cherry Hill Studios, VIP Photography, Lifetouch/Shutterfly, Van Gogh Studios and HR Imaging. Myself, Michelle Swanson and Leslie De Lara Serna, and I from our office reviewed and scored the proposals independently in late July and early August. We scored and ranked the proposals and when we compared our results there were four clear leaders among the six proposals submitted (The Barksdale Group and Cherry Hill Studios were then removed from the process). We then moved the four finalists (HR Imaging, Lifetouch, VIP and Van Gogh) on to the next phase of the review with our Parent Advisory Committee. This committee was made up of two parent volunteers from each school.

We scheduled final presentations for Monday, August 31st and all finalists were provided with a list of questions to help focus their presentations (see attached). We also encouraged the parents to ask questions of the finalists, as needed. We had the finalists focus on five main areas: 1) Picture Day Logistics, Quality Control, Retakes and Retouching; 2) Pricing, Ordering, Delivery and Customer Support; 3) Data Security, Privacy, Safety, Training and Employee Screening; 4) Ancillary Services (yearbooks, sports, graduate pictures, promotion ceremony, id's, digital downloads, etc.), and; 5) Financial Considerations (commissions, rebates, grants, parent perks, staff perks, etc.). The Parent Review Committee scored each finalist on these five areas and ranked them accordingly. They asked great questions, took detailed notes and had a robust conversation afterwards regarding the pro's and con's of each finalist. Following the presentations, and after a brief discussion and debate, it became clear that the committee unanimously selected one vendor based on the evaluations and scoring/rankings. It was then decided to recommend VIP Imaging for the school district's student photography service needs.



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They scored highest across the Board in virtually every category and they also currently have contracts with the Woodridge Park District and Downers Grove High School District 99 which was viewed as a big plus for them. The committee did ask if we could try to negotiate with VIP to provide a minimum of one 8X10 picture (or one sheet of pictures) for every student, even if they don't order a picture package. We are currently in negotiations to see if this is possible and how that process and package might look.

We propose they provide these services for an initial five-year contract term at set pricing, renewable annually based on successful completion of the contract, and then renewed and extended annually thereafter with the mutual consent of the School District and VIP Imaging. If approved, they will work with each individual school this fall/winter to determine the services needed at that school, and will coordinate the timing and execution of the contract services for 2027-2028, as needed. At present, Lifetouch (our incumbent service provider) has indicated that they are prepared to complete and fulfill the contracts already in place for the 2026-2027 school year (including Fall Retakes, Spring Pictures, Promotion Pictures and Yearbook support, as applicable) and we will work with them to provide those services in an efficient and acceptable manner. As always, please let me know if you have any questions or need additional information.

RECOMMENDATION

It is the recommendation of the Administration and the Student Photography Services Parent Review Committee that the Board approve VIP Imaging of Cedarburg, WI, with satellite offices in Lisle, Lemont, Naperville and various other suburban locations, to provide comprehensive student photography services, as outlined in their proposal for an initial five-year term at fixed pricing, upon successful completion of the annual service contracts and with the mutual agreement of VIP Imaging and the School District. As provided in their comprehensive proposal, ongoing annual renewals would thereafter be negotiated between VIP and the School District with any pricing changes to be mutually approved by both parties. All pricing, services, commissions, compensation, grants, parent discounts/perks, school discounts/perks and all other aspects of this comprehensive services request are outlined in their proposal, as provided. Parents would pay directly for these services/pictures and the school district has no direct financial obligation under the contract, but agrees to provide access to our schools and students/parents and coordinate with VIP Imaging for the provision of these services to our families. With Board approval we would begin planning for the transition to VIP Imaging during the winter, spring and summer of 2027 and the successful completion and wrap up of student photography services from our current student photography services vendor for the remainder of the 2026-2027 school year.