

TO: Mr. David Meadows  
FROM: Nancy McReynolds  
RE: Awarding of Advertised Request for Proposals  
DATE: November 8, 2011

**Advertisement:** RFP1200 Tupelo High School  
Yearbook Proposals  
**Person Responsible:** Jason Harris, Shari Chumley, Yearbook  
Sponsor  
**Funding Source:** Yearbook sales, ads, donations  
**Recommendation:** Addy Photography, Ltd.

Nancy McReynolds and Sarah Kelly accepted three Request for Proposals at 10:30 AM on Tuesday, November 1, 2011. As required by law, the RFPs are scored by points with the award belonging to the best scoring company. A panel of four people read and scored the proposal. The winning score when averaged was 85.5 points for Addy Photography, Ltd. Jostens scored 76 points and Taylor scored 69.25 points. We recommend award of yearbooks for 2011-2012 to Addy Photography, Ltd. Oxford, Ms.

DETAILS OF SCORING CRITERIA: POSSIBLE 100  
POINTS

Access to Rep & local training of software use	10
Satisfactory Cover as shown by samples	5
Book preparation submittals and methods	10
Satisfactory Timelines	10
Ability to deliver yearbooks on desired date	10
Satisfaction with previous service/products	10
Any "value added" services offered	10
Any other cost factors	5
Cost per yearbook	30

(Scoring for cost points awarded is determined by a formula calculated by Rachel Murphree.)

For 500 yearbooks:

THS cost per book by Addy Photography will be \$53.48 each.  
Student cost will be determined by THS at a later date since these books are resale items.

THS cost per book by Taylor would have been \$81.33 each.  
THS cost per book by Josten's would have been \$92.19 each.