

INDEPENDENT SCHOOL DISTRICT NO. 709  
Duluth Public Schools  
Historic Old Central High School - 215 N. 1st Avenue E.  
Tel. (218) 336-8738 Duluth, Minnesota 55802-2069 Fax (218) 336-8777

**MEMORANDUM**

To: Cathy Erickson, CFO/Executive Director of Business Services

From: <sup>TK</sup> Tony Kelekovich, Supervisor of Purchasing

Subject: RFP-313 East High School Annual Yearbook

Date: April 6, 2021

Request for Proposals for Annual Yearbooks were advertised and sent to five (5) known vendors. Responses were received from two (2) vendors: Balfour Publishing and Jostens.

The award is based upon:

- A. A base price per book plus a vendor response to ten (10) questions that impact the price.
- B. Ability of each vendor to comply with twenty-three (23) requirements for services listed in the RFP.
- C. Recommendation from the yearbook advisor

Award criteria shown in the RFP:

- 1. Quality of product being offered
- 2. Pricing
- 3. Ability to comply with support services
- 4. Ability to comply with specification requirements
- 5. Prior experience with ISD 709 site
- 6. References from other districts of similar size
- 7. Local representation and access to the vendor
- 8. Summer camp cost and location
- 9. Web based program with a built-in accounting package
- 10. E-Commerce capability for yearbook sales
- 11. Ability to forward information from one year to the next on a web site
- 12. Digital companion product with yearbook option
- 13. E-Commerce capabilities for Ad & Parent Ad sales must be integrated in yearbook creation sale

Jostens has been successful in providing local representation with quality service over the past nineteen (19) years. In addition, the advisor has provided positive feedback on the service, product, quality and student experiences during the yearbook production period.

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Based upon the responses to the above criteria and past experience with the existing vendor, it is recommended that RFP-313 East High School Annual Yearbook be awarded to **Jostens**.

The contract period will be July 1, 2021 thru June 30, 2025, with annual renewals by mutual agreement.

Revenue from yearbook sales will be deposited into the East student activities account.

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**VENDOR LIST/TABULATION**

**RFP-313 EAST HIGH SCHOOL ANNUAL YEARBOOK**

**VENDOR**

**RESPONSE**

Balfour Publishing  
Plymouth MN

Yes

Entourage Yearbooks  
Princeton Junction NJ

No (Only Digital Yearbooks)

Jostens  
Duluth MN

Yes

Lifetouch National School Studio  
Maple Grove MN

No Response

Walsworth Yearbooks  
Edina MN

No Response

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**BASE COSTS FOR 240 PAGES INCLUDING DELIVERY**

<b><u>Quantity</u></b>	<b><u>Balfour</u></b>	<b><u>Jostens</u></b>
1050 – 1100	\$ 52.39	\$ 47.06
1101 – 1200	\$ 51.39	\$ 44.93
1201 And Up	\$ 50.39	\$ 43.10

Note: Above costs do not include additional fees that vary for each vendor during production.