



**GOVERNING BOARD AGENDA ITEM FORM  
AMPHITHEATER UNIFIED SCHOOL DISTRICT NO. 10**

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**DATE OF MEETING:** August 7, 2012

**TITLE:** Award of Contracts for Yearbook Publishing Services Based on Responses to Request for Proposal (RFP) 12-0003

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**BACKGROUND:**

Request for Proposal 12-0003 detailed the services required to support a school's annual yearbook publication. A vendor shall provide at a minimum, sales support, graphics & page layout training, Web based production, Photoshop & InDesign support availability, online ordering & tracking and, marketing & promotion. Services offered and the level of support varies widely between vendors. Based on site requirements one vendor's support staff and marketing program may be optimum.

The Administration requests authorization to make multiple vendor awards allowing district schools to select a vendor based on the services provided. Eight vendors received a copy of the request for proposal. Five vendors responded; Jostens, Tree Ring Yearbooks, Herff Jones, Balfour and Life Touch Publishing. Vendors were ranked based on their response to the evaluation criteria listed in the RFP with an award recommendation made for the top three ranked vendors.

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**RECOMMENDATION:**

The Administration recommends the Governing Board make the determination a single award is not advantageous to the District and approve the Award of Contracts for Yearbook Publishing Services to Jostens, Herff Jones and Life Touch Publishing based on their responses to Request for Proposal 12-0003.

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**INITIATED BY:**

*Scott Little*

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Scott Little, Chief Financial Officer

July 30, 2012

*Patrick Nelson*

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Patrick Nelson, Superintendent



### Vendor Evaluation

	Points Possible	Herff Jones	Balfour	Jostens	Lifetouch Publishing	Tree Ring
Sales Support & Graphic Arts Training	25	25	10	20	15	5
Publication & Layout Services	20	20	8	16	12	4
Software & Technology	15	15	9	12	6	3
Cost Per Book	10	4	10	6	8	2
Total Points Possible	70	64	37	54	41	14

### Vendor Evaluation Recap

Three responding vendors Herff Jones, Jostens and Lifetouch Publishing provided the requested RFP information in well organized proposals detailing their solution for yearbook publishing and covering the evaluation points listed above. Herff Jones & Jostens concentrate primarily on the high school market while Lifetouch the elementary and middle schools. Balfour Publishing's RFP response contained minimal information in an abbreviated format. The same was true for Tree Ring Yearbooks. Yearbook companies are not only publishing firms they are marketing organizations and their RFP response should reflect their ability to not only print a quality yearbook but to provide a marketing program to assure it's success. The yearbook cost per book provided in this RFP reflect an average priced yearbook which may change at the school's discretion based on their budget, text requirements, page layouts, page count, cover selected, etc.