

**INDEPENDENT SCHOOL DISTRICT NO. 709**  
Duluth Public Schools  
Historic Old Central High School – 215 N. First Avenue E.  
Duluth, MN. 55802  
218-336-8738

**MEMORANDUM**

**TO:** Bill Hanson, CFO/Executive Director of Business Services  
**FROM:** Patrick J. Devlin, Supervisor of Purchasing  
**SUBJECT:** RFP-289 Annual Yearbook East High School “Birch Log”  
**DATE:** April 16, 2012

Requests for Proposals for Annual Yearbooks were advertised and sent to four (4) known vendors.

Responses were received from all four (4) which included Jostens, Lifetouch Inc., Enstrom Studios and Balfour Publishing.

Award is based on:

- A. A base price (quantity dependent – see attached), plus vendor response to twenty-two (22) questions that have additional cost impact on the base price.
- B. Ability of each vendor to comply with twenty-three (23) requirements for services as listed in the RFP-289 document.
- C. Recommendations from yearbook advisors and staff.

Award criteria shown on the RFP-289 document were:

- 1. Quality of product being offered.
- 2. Pricing.
- 3. Ability to comply with support services.
- 4. Ability of (Vendor) to comply with specification requirements.
- 5. Prior experience with ISD 709 district site(s).
- 6. Ability of (Vendor) to provide references from other districts of similar size.
- 7. Local representation (accessibility of vendor).
- 8. Summer camp cost/location.

9. Web based program with a built-in accounting package (must be able to demo live program on school computers).
10. E-Commerce capabilities for book sales.
11. The ability to forward information from one year to the next on web site.
12. Digital companion product with yearbook option.

Based on the above information and past experience with the existing vendor, it is recommended that the Annual Yearbook RFP-289 for East High School be awarded to **Jostens**.

The contract period will be July 1, 2012 thru June 30, 2016, with annual renewals by mutual agreement.

Jostens has been successful in providing local representation with quality service and outcome over the past eleven (11) years. In addition, the advisor has provided positive feedback regarding the service, product, quality and student experiences during the yearbook production period.

Revenues from the Sales of Yearbooks will be deposited in the Student Activities Account.

**INDEPENDENT SCHOOL DISTRICT NO. 709**  
Duluth Public Schools  
Historic Old Central High School – 215 N. First Avenue E.  
Duluth, MN. 55802  
218-336-8738

**RFP-289 ANNUAL YEARBOOK – EAST HIGH SCHOOL “BIRCH LOG”**

**BASE COSTS (Includes Delivery)**

<u>QUANTITY</u>	<u>Jostens</u>	<u>Balfour</u>	<u>Enstrom</u>	<u>Lifetouch</u>
1000-1100	\$48.49	\$52.95	\$49.41	\$60.65
1101-1200	\$45.93	\$50.08	\$48.47	\$59.40
1201 And Up	\$43.79	\$48.18	\$47.53	\$58.15

Note: Above costs do not include additional fees that vary for all vendors during production.