

# **REQUEST FOR PROPOSAL (RFP)**

## **School Photography Services**

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### **1. INTRODUCTION**

[District Name] invites qualified school photography providers to submit proposals to deliver comprehensive photography services across the district. Services will include, but are not limited to, student portraits, staff portraits, class and group photography, and related products and services.

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### **2. DISTRICT BACKGROUND**

[District Name] serves approximately [number] students across [number] school buildings and employs approximately [number] staff members. The District is committed to providing high-quality services and experiences for its students, families, and employees.

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### **3. CONTRACT TERMS & AWARD**

The District anticipates awarding a contract for an initial term of [X] years, with the option for renewal as determined by the District. The contract may be awarded to a single provider or multiple providers (if utilizing a preferred vendor model), at the District's sole discretion.

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### **4. SCOPE OF WORK**

The selected vendor will be expected to provide the following services:

- A. Fall student portraits for all students, with images compatible with the District's student information system.
  - B. Spring individual portraits for elementary school students.
  - C. Staff portraits for all school locations.
  - D. ID services, including but not limited to student and staff identification cards for transportation, media centers, and food services.
  - E. Yearbook support, including delivery of digital image files compatible with yearbook software, as well as yearbook printing and production for elementary schools.
  - F. A variety of affordable photo packages and flexible ordering options for families.
  - G. Timely delivery of all orders to schools within two (2) weeks of the photography date.
  - H. Complimentary items for schools (e.g., labels, directories, or other value-added materials), as outlined by the vendor.
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## **5. ORGANIZATIONAL BACKGROUND & EXPERIENCE**

### **A. Corporate Overview**

Provide an overview of the company, including history, structure, and core competencies related to school photography.

### **B. Relevant Experience**

Describe experience serving school districts of similar size and scope. Include any partnerships, or memberships of associations for training, leadership and/or state or national education or associations.

### **C. References**

Provide a minimum of three (3) references from similar-sized districts, including contact name, title, and contact information. References may include district contacts such as IT manager, Superintendent, Student Safety Director, etc., but must not include schools within this District.

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## **6. ACCOUNT MANAGEMENT & STAFFING**

Provide an organizational chart outlining key personnel assigned to this contract, including account management, photographers, customer service, and support staff.

- A. Describe staffing capacity and approach to scaling during peak seasons. Indicate whether staff are local.
  - B. Detail background check policies for all personnel working within schools.
  - C. Clarify whether photographers are employees or subcontractors.
  - D. Describe how photography setups and staff are equipped to support students with special needs and ensure ADA compliance.
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## **7. SERVICE DELIVERY & OPERATIONS**

Describe how services will be executed, including:

- A. Scheduling and coordination with schools
  - B. On-site photography process and staffing
  - C. Retake policies and procedures
  - D. Order processing, fulfillment, and delivery timelines
  - E. Digital image delivery and access for families
  - F. Customer service and issue resolution processes
  - G. Quality control measures, including:
    - In-house printing capabilities
    - Continuous improvement practices (e.g., surveys)
    - Quality assurance and sample work
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## **8. DIGITAL IMAGE DELIVERY & ACCESS**

The vendor must provide secure, encrypted image delivery at no cost to the District, with role-based access controls.

- A. Schools may only access their own images
- B. District IT must have access to all images
- C. Maintain a documented disaster recovery plan for all image files
- D. Provide details of image delivery timelines

### **File Standards & Requirements:**

- Collaborate with the District to establish file naming conventions
  - Comply with District-defined formatting, resolution, and delivery standards
  - Deliver high-resolution images within agreed timelines
  - Replace or correct any unsatisfactory products or services at no cost
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## **9. SECURE WEB PORTAL**

Provide a secure portal compatible with the District's student information system that includes:

- Search by student/staff name, ID, school, and homeroom
  - Image download capabilities
  - Individual login credentials (no shared logins)
  - Role-based access controls
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## **10. COST PROPOSAL**

### **COST PROPOSAL – PACKAGE CONTENT, PRICING & COMMISSION**

Proposers must provide a detailed overview of photography packages and pricing that will be made available to families. All pricing and commission structures should be clearly defined, transparent, and inclusive of any applicable fees.

Submissions should include the following:

#### **A. Package Offerings**

Provide a comprehensive list of all photo packages, including digital and print options. Each package should clearly outline included items (e.g., print sizes, quantities, digital downloads, specialty items).

#### **B. Pricing Structure**

Detail pricing for each package, as well as à la carte options. Pricing should reflect a range of affordable options to meet the needs of all families.

### **C. Ordering Options**

Describe available ordering methods, including online prepay, post-picture day ordering, and any additional purchasing channels.

### **D. Retake & Satisfaction Guarantee**

Outline the company's retake policy and any satisfaction guarantees offered to families.

### **E. Value-Added Offerings**

Describe any additional benefits provided to families.

- Family incentives or rewards
- Child safety programs (if offered)
- Availability of safety cards for all students regardless of purchase

### **F. Commission**

Clearly outline any commission structure offered to the District. Include:

- Commission percentage(s)
- Timing and method of payments
- Transparency and reporting provided to the District regarding sales and commission calculations

### **G. Additional School or District Benefits**

List any supplemental benefits provided to schools or the District, such as complimentary products and programs.

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## **11. DATA SECURITY & PRIVACY**

### **A. Compliance**

- Indicate participation in the Student Data Privacy Consortium
- Confirm willingness to execute the National Data Privacy Agreement (NDPA) with state modifications.

### **B. Legal & Security Standards**

- Describe how student images and personally identifiable information will be protected in compliance with FERPA and applicable state and privacy laws
- Do you use third-party audit protocols such as SOC 2, SOC 3, and PCI to evaluate how well your systems and processes protect data?
  - When was your most recent audit?
  - Is there documentation your company can provide?

### **C. Image and Data Use**

- Describe how student and staff images and data are used by the Proposer.

- Confirm that such images and data are used solely for contract fulfillment and not for marketing, analytics, facial recognition, artificial intelligence training, or any other secondary purpose.

#### **D. Data Storage**

- Identify storage locations and cloud providers
- Specify whether data is stored outside the U.S. and, if so, in what country or countries.
- Describe access controls and retention policies for digital images and student data.

#### **E. Safeguards**

- Describe the technical, physical, and administrative safeguards used to protect student and staff images and data, including but not limited to:
  - Encryption practices
  - Access controls and authentication
  - Monitoring and logging
  - Employee access restrictions

#### **F. Incident Response and Breach Notification**

- Describe the Proposer's incident response and breach notification procedures, including:
  - Detection and notification timelines
  - Containment and remediation procedures

#### **G. Data Retention & Deletion**

- Describe the Proposers data retention policies for student and staff images and data, including:
  - The length of time the data is retained
  - How data is securely deleted
  - How deletion is verified and documented

#### **H. Subcontractors and Third Parties**

- Describe your process from images capture to delivery.
  - Do you use subcontractors and/or third parties for printing and/or other services throughout your process?
  - Identify any subcontractors or third parties that will have access to student or staff images or data and describe their role.
    - Describe how you ensure subcontractors comply with the same data protection requirements.
    - How will you share updates to the district regarding any changes to your subcontractors or third parties?

#### **I. Prior Incidents**

Disclose any breaches within the past six (6) years and corrective actions taken.

## **J. District Access Controls**

- Describe how the District and its schools will securely access images and data, including:
  - Authentication methods
  - Role-base access controls
  - Audit or activity logs

## **K. Contract Termination**

- Describe the process for certifying deletion of all student and staff images and data upon conclusion of contract.

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## **12. EVALUATION CRITERIA**

This is not a low-cost bid. The District will award the contract to the Proposer (s) based on the following criteria and value:

- Organization Background & Experience [point value]
- Account Team Structure [point value]
- Scope of Work Deliverables [point value]
- Digital Image Access & Technology [point value]
- Cost Proposal [point value]
- Data Security & Privacy [point value]
- References [point value]

Point values will be assigned at the District's discretion.